

# 14 Types of Push Notifications You Should Almost Certainly Be Sending

DOZENS OF EXAMPLES OF NOTIFICATIONS FOR MOBILE AND WEB THAT BOOST CUSTOMER ENGAGEMENT AND RETENTION



# INTRODUCTION

Worried about sending too many push notifications? A lot of marketers are.

But our data study of more than 63 million app users shows it's more likely that you're *not sending enough notifications* to really engage your audience and impact app retention rates.

Consider these stats from our report, [How Push Notifications Impact Mobile App Retention Rates](#):

## THE NOT SO GOOD NEWS:

- 95% of new, opt-in app users churn within the first 90 days if they don't receive any push notifications.
- That means that 95 cents of every dollar spent acquiring them is wasted. (Yikes.)

## THE REALLY GREAT NEWS:

- There is a very strong correlation between notification frequency and greater mobile app retention rates.
- App users who receive one or more push notifications in their first 90-days have 190% higher average retention rates than those who don't receive any push notifications.

- Apps that send one or more push notifications a day have 90-day app retention rates that are 3X higher on iOS and 10X higher on Android than apps that send none.

## BOTTOM LINE

If you're not sending regular push notifications, you're leaving a lot of your user acquisition investment on the table.

We hope that some of the ideas in this eBook will help you scale up your push notification frequency with both web and mobile notifications that are authentic to your brand, valuable to your users — and that help you drive up your app retention rates and your app's growth and revenue!

### A NOTE ABOUT AUTOMATION

Many of the push notifications we've suggested here can and should be automated — based on in-app activities, location, or other user-level actions. Without automation, scaling up is more time consuming and difficult than it should be. Learn more about app marketing automation [in this cheat sheet](#).

## MAKE SURE YOUR PUSH NOTIFICATIONS ARE VALUABLE

As you think about scaling up your web and mobile app push notifications — to maximize your user acquisition spend and user retention — carefully consider what kinds notifications make the most sense for your customers and your brand.

Needless to say, spammy push notifications won't help you win loyalty and engagement.

If you're not sending any push notifications from your app today, start building a plan. Our blog post [Building Your First Mobile Marketing Strategy](#) is a great place to start.)

If you're sending *just a few* push notifications (weekly or monthly), consider how you might scale up.

No matter where you're at, this resource should help spark your thinking about push notifications that you're not sending today, but could be.

See a few of our top recommendations for creating push notifications your users will love in the post [5 Things the Best Mobile Notifications Have in Common](#), our take on the essentials you need to know to succeed at mobile growth, along with related resources.



# CUSTOMER LIFECYCLE PUSH NOTIFICATIONS

- From onboarding to setting preferences to ongoing retention, create a plan for push notifications that will get your users up and running — and coming back.
- Welcome new opted-in users; underscore the value prop of having opted in
- Accelerate completion of targeted onboarding steps with notifications prompting users to:
  - Add preferences
  - Complete their profile
  - Use all of the features of the app: *Did you know you can: [feature that will improve their experience]*
- Re-engage inactive or lapsed users with interest-based notifications triggered by inactivity duration: *We think you'd love...[this deal/this product/this artist/etc.]*
- Periodically request information updates to make sure you've got accurate data: *Update your... [password/credit card/profile info]*
- Say thank you (and provide another offer): *Thank you for...[purchasing/sharing/rating] — here's...[20% off your next order, a coupon, etc.]*

## RELATED RESOURCES:

[The Mobile Engagement Loop: From Onboarding to Re-Engagement](#)

[Building Your Mobile Strategy \[eBook\]](#)

[3 Ways to Use Web Push to Connect With Your Customers](#)





# LOCATION-BASED NOTIFICATIONS

Location-based notifications feel extremely relevant and personalized and have the potential to deliver information in exactly the place and time a customer needs it.

- Send a notification when a customer is within a certain distance of your physical location: *While you're nearby, don't forget your...[coupon/unused loyalty points/etc.]*
- If you have last-minute deals or tickets, alert app users who are close enough to a target location to take action
- If a customer is coming in to pick up an item in your store, send a push: *Here to pick up your [name of item]? Head straight to [location]; we're ready to help!*
- When a customer is in a certain place within your location, send context-specific notifications to educate, entertain or drive sales: *Checking out [shoes/kids clothes/suitcases]? Here's our latest coupon for that! **or** Flash sale on concert merchandise for everyone in [section A/aisle 15/etc.] go check it out!*
- A service or product you ordered has arrived — or is close to arriving: *Your [driver/repair technician/lunch] is just [distance or time] away!*
- Provide wayfinding at a venue: *The quickest exit after the concert is through [Door B/Exit 5/etc].*

## RELATED RESOURCES

[eHarmony's Multi-Channel Marketing Strategy: A Case Study](#)

[The US Open Mobile App: A Personalized Mobile Concierge](#)

# COUPONS, DISCOUNTS, PROMOTIONS & OFFERS

Get creative (and personalized) with your promotional push notifications.

## OPPORTUNISTIC

- Seasonal/weather/calendar-driven offers: *Spring is set to spring: do you have what you need to [stay dry/plant your garden/get out of town for Spring Break/etc.]*
- Social/opportunistic: anything that ties message to the real world: *We're so into the [World Series/hottest tv show/trending hashtag/etc.] we're celebrating with a special offer for you.*

## DATA IN YOUR CRM

- Birthday, anniversary, or other milestone offer
- Channel specific offer (mobile only, buy online, pickup in store)
- Curated recommendations based on user preferences

## TIME BOUND/SEASONAL

- End of a season or sale: *Last chance! End-of-winter deals are yours until midnight.*
- Rare, or limited edition items/experiences are available again: *Pumpkin spice lattes are back!*
- Seasonal reminders that make sense based on your app's value proposition — like holidays, tax season, daylight savings time, etc.

## RELATED RESOURCES

[Boost Holiday Retail Sales: A Year-Round Planning Checklist for Mobile Marketers](#)

[How to Use Custom Events for More Effective Mobile Messaging: FAQs](#)

[The Power of Mobile Wallet Marketing: Coupons](#)



## REMINDERS & STATUS UPDATES

Keep your users up to date on the status of things they care about and nudge them to take in-the-moment action.

- Reminders: *Don't forget: This Friday is the last day to register for [classes/webinar/training, etc.]*
- Support ticket, maintenance request or help desk status/progress: *Your ticket has been created; we'll be in touch soon!*
- Real-time updates on service delivery: *[Name of service associate] is on their way; they'll arrive in about 30 minutes.*
- Action required or requested: From turn-based game notifications: *It's your move!* to conversation replies: *Your contact is waiting to hear back from you.*

### RELATED RESOURCES:

[Rich Notifications: Use the Power of Pictures to Further Mobile Engagement](#)

[4 Ways Retailers Can Drive Higher Conversions Using Interactive Notifications](#)

# TARGET APP USERS LIKELY TO CHURN

If your users haven't engaged with your app for a while they may be getting ready to leave for good. Push notifications are one tool to help re-engage them. With our [Predictive Churn solution](#), you can see which users are at risk for churn, then send push notifications to groups at different risk levels.

For example:

- Low churn risk: *We've missed you! Check out our latest [feature/product/offer, etc.]*
- Medium churn risk: *We've missed you! Here's...[an incentive for coming back – 10% off coupon or similar]*
- High churn risk: *We've missed you! Here's...[a strong incentive for coming back – free one on us or similar]*

## RELATED RESOURCES:

[Want to Predict & Prevent Customer Churn – and Increase App Retention? This Post is For You.](#)

[How Push Notifications Impact Mobile App Retention Rates \[Data Study\]](#)

[Predicting User Churn & Mobile App Retention Benchmarks \[Webinar\]](#)



# RECURRING PUSH NOTIFICATIONS

Having a regular, high-value touchpoint is a great way to increase push notification frequency without overdoing it. It's also a great way to get more mileage and leverage from other marketing activities.

- Weekly or monthly “pick” — highlight a product or service on a certain day of the week or the month. (For more personalization, set up tagging and send deals based on user preferences.)
- Newsletter — send a notification to look for a regular newsletter coming to their email or in-app message center (or both).
- Pro tips/how to series — encourage deeper app use with a tutorial on using different parts your app or your product/service.
- Curated content/spotlight item — Looks we love, weekly new arrivals, etc.

## RELATED RESOURCES:

[Mobile Notification Best Practices: Notifications That Get Results \[Webinar\]](#)

[Beyond Push Notifications: Using In App Campaigns to Reach Your Entire App Audience](#)

[3 Ways to Use Web Push to Connect With Your Customers](#)



# SOCIAL MEDIA ACTIVITY

Staying connected with friends — and knowing what's happening on social media networks—can be a great prompt for engagement.

- You've been mentioned: *Your contact [xyz] mentioned you in a...[photo/comment/etc.]*
- Contact activities: *Your contact just [updated their profile/posted for the first time in a while/favorited something/made a recommendation/created an event/etc.]*
- Unread message: *You've got a message waiting for you*

## RELATED RESOURCES:

[Rich Notifications Plus Interactive Buttons: A Compelling Combination](#)

[Interactive Notifications Inspiration Guide](#)

[Predicting User Churn & Mobile App Retention Benchmarks \[Webinar\]](#)

# LIVE EVENTS, BROADCASTS, BREAKING NEWS

With in-the-moment messaging, you can drive your audience to live streaming events.

- Live coverage: *Breaking news: watch our live broadcast.*
- Going live: *We're going live right now: Tune in!*
- Getting ready to go live: *We'll be going live in [XX] minutes - join us!*
- Going live: *We're going live right now: Tune in!*
- *How was our live event? Let us know! (Ratings request)*
- Survey request: *What would you like to see next time? Let us know!*

## RELATED RESOURCES

[Real-Time Marketing for Mobile Apps: Introducing Our New On-Device Automation Tool](#)

[Out of the Box Interactive Buttons Include One-Tap Social Sharing](#)

# LOYALTY & REWARDS

Loyalty or rewards programs notifications can be automated and sent via API, drawing on user-level CRM data. Loyalty program-related push notifications can also be sent through [mobile wallet loyalty card](#) passes.

- Welcome new loyalty program members
- Loyalty program lifecycle messaging like:
  - Close to meeting new loyalty status
  - New loyalty status achieved
  - Loyalty points earned
  - Loyalty points used
  - Points or rewards nearing expiration

## RELATED RESOURCES

[Fix What's Broken in Your Customer Loyalty Program With These Mobile Tech Innovations](#)

[Mobile Loyalty: The Power of Mobile Wallet](#)

# PURCHASE & PRODUCT

Like loyalty messaging, transactional messages are often sent via API and draw on user behavior, triggered automation, and CRM data. While these examples are probably familiar to retail and ecom brands, the concept can be applied to apps in any vertical.

- Order confirmation & tracking information
- Order status updates: *Your order is...[confirmed/ready/shipped]*
- Providing a digital receipt
- Re-order reminders for subscription-based products or purchases
- Abandoned cart, incomplete action or transaction ([see a how-to on preventing shopping cart abandonment here](#))
- Incomplete pre-purchase registration
- Apologies: *We're sorry [we ran out of product/your flight was delayed/the app crashed, etc.]*
- Another chance to purchase an item: *A favorite or starred...[item is on sale/back in stock, etc.]*
- Flag potential security issues: *Was this you? [Irregular activity/login from different computer]*

## RELATED RESOURCES

[5 Things the Best Mobile Notifications Have in Common](#)

[How to Use Custom Events for More Effective Mobile Messaging: FAQs](#)

[11 Reasons To Start Using Web Notifications Today](#)





# RATING, SURVEY OR REFERRAL REQUEST

Ratings provide feedback loops you can use to improve your customer experience, while referral requests help grow your user base. Push notifications are a fantastic way to help enable both. Referrals and ratings are a great reason to leverage interactive buttons ([available out-of-the-box with Urban Airship – no development required](#)).

- Ask for a rating or a survey completion related to an activity or purchases completed in your app: *How was...[your experience/the product/the show, etc.]*
- Request a rating for your app (we recommend a “soft ask” first — learn more best practices for getting the opt-in here)
- For those who provide a positive rating, send a notification asking them to refer your app to a friend
- For any ratings or referral requests, consider using interactive buttons: *Want to [rate the app/share with a friend] now? [Yes/Maybe Later]*

## RELATED RESOURCES

[Mobile App Marketing How To Series: Getting a Great App Store Rating](#)

[How to Write a Better App Store Update \(and Boost App Store Optimization\)](#)



# CONTESTS & GIVEAWAYS

Contests and giveaways offer a great way to engage (or re-engage) your mobile app users – and send push notifications they'll value.

- Kickoff notification: *Enter to win – our giveaway starts today!*
- Entry confirmation: *Thanks for entering - good luck!*
- Share contest with a friend: *Want to tell a friend?*
- Entry reminders: *Have you entered yet? Only [2 weeks, 1 week, 1 day] left!*
- Winner announcement: *Who won our contest? Find out...*
- Follow up offer for contest entrants: *Everyone's a winner - here's a [offer] on us. Thanks again for playing!*

## RELATED RESOURCES

[How to Use Custom Events for More Effective Mobile Messaging: FAQs](#)

[Real-Time Marketing for Mobile Apps: Introducing Our On-Device Automation Tool](#)

# GETTING CUSTOMER FEEDBACK

Use push notifications to better understand your users and their preferences in real time. You can do this easily with interactive push notifications that offer users the chance to easily provide feedback. In these use cases, the interactive choices are available out-of-the-box in Urban Airship Engage; no development resources required.

- Ask for feedback in a survey: *Would you like to fill out a survey? [Accept/Decline]*
- Learn about customer interest in particular offers or sales: *Would you like to receive special offers for upcoming sales on [product category]? [Yes/No]*
- Soft ask for app rating — if they choose “no,” take them to a survey that gathers more information about pain points they’re experiencing, or what’s missing in the app they wish was there: *Are you enjoying the app? [Yes/No]*
- Capture user sentiment with likes/dislikes of a message — or set tags for retargeting: *“[A favorite artist/brand/etc.] just released a new [song/shoe/etc.]. What do you think? [Like/Dislike] **or** [Emoji Thumbs Up/Emoji Thumbs Down] **or** [Emoji Smiley Face/Emoji Frowny Face]*

## RELATED RESOURCES

[Urban Airship's Out-of-the-Box Interactive Notification Types](#)

[Interactive Notification Inspiration Guide](#)



# ADD PUSH NOTIFICATIONS AS A CHANNEL TO ALL YOUR MARKETING CAMPAIGNS

Don't forget push notifications as a channel when you're putting together broader marketing campaigns.

- Exclusive sneak preview: Let app users get a first look at a new marketing campaign, product launch, etc.
- Combine push notifications with in-app messages, email, videos and more. (You can send a video clip directly through push with a [rich notification](#).)
- Announce a new product launch, update or feature via email; follow up with push notifications to the segment of your mobile users who are the best audience for it.
- Combine web push notifications and app push notifications whenever it makes sense to do so

## RELATED RESOURCES

[5 Things the Best Mobile Notifications Have in Common](#)

[Mobile Messaging Cheat Sheet: Choose the Right Mobile Messaging Communication Channels Every Time](#)

# MORE RESOURCES TO EXPLORE

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Whether you're just getting started or looking to make your current efforts even more effective, we can help. Check out the resources we have for you:

## BLOG POSTS

[7 Mobile Engagement Statistics That Show How Push Notifications Boost ROI](#)

[Want to Predict & Prevent Customer Churn — and Increase App Retention? This Post is For You.](#)

## DATA STUDIES

[How Push Notifications Impact Mobile App Retention Rates](#)

[Mobile Retail Trends Report: Mobile Shopping & Influence During Cyber Week](#)

## WEBINARS

[Predicting User Churn & Mobile App Retention Benchmarks](#)

[Mobile Notification Best Practices: Notifications That Get Results](#)

# URBAN AIRSHIP DIGITAL GROWTH PLATFORM

**Engage:** Create more (and better) mobile app engagement with push notifications, in-app messaging and message center. [Learn more >>](#)

**Web Notify:** Web push notifications help you deliver relevant, personalized, in-the-moment messaging to desktop and mobile web users — whether they're on your site or not. [Learn more >>](#)

**Reach:** Expand your mobile footprint with mobile wallet marketing — give users wallet passes for coupons, loyalty cards, tickets and more. [Learn more >>](#)

**Insight:** Pinpoint and activate the customer segments most valuable to your business with user-level customer intelligence. [Learn more >>](#)

**Connect:** Power real time marketing with our streaming API. [Learn more >>](#)



# CONCLUSION

We hope that some of these ideas will help you scale up your push notification frequency with notifications that are authentic to your brand, valuable to your users — and help you drive up your app retention rates and your app's growth and revenue!

Get in touch anytime to talk about how you can get closer to your customers with your web and mobile app notification strategy.

[Contact us online](#), or give us a call at +1 (855) 385-3155, or +44 (0)300 303 8796.

# ABOUT URBAN AIRSHIP

Urban Airship is trusted by thousands of businesses to drive growth with mobile. Every day, marketers and developers depend on our solutions to deliver billions of digital moments through personalized, interactive notifications that inspire interest and drive action. Urban Airship is used by many of the world's most admired companies, including Adidas, Alaska Airlines, The Home Depot, NBC Universal, Sky Media and Zillow.

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