

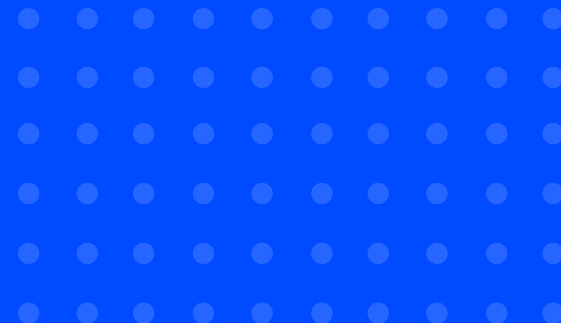
Push Notifications & Mobile Engagement: 2021 Benchmarks

ACTIONABLE INSIGHTS TO ASSESS
& ELEVATE YOUR MOBILE STRATEGY



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Introduction

As the leader in mobile engagement solutions, Airship works with leading brands from across industries and around the globe to help them connect with customers on any channel — from apps and SMS, to email, web notifications and more — at the right place, at the right time.

Airship is also the world's most trusted provider of push notification solutions. Last year we delivered more than 600 billion push notifications to more than 2 billion users, giving us the most robust benchmark data available for mobile marketers and brands.

In the pages ahead, we share essential benchmarks to help you assess and refine your mobile engagement strategy, and answer questions such as:

- How do my app's mobile engagement rates compare to those of my industry peers?
- What's the delta between average and top performers?
- How does message response vary by mobile operating system?
- How many push notifications do my industry peers send their customers?

Check it out, and [get in touch](#) to learn more about how Airship can help you assess and enhance your push strategy.

BENCHMARKS FOR HIGH, MEDIUM & LOW PERFORMERS:

To offer performance benchmarks, we reported results on the 10th, 50th and 90th percentiles for all apps and verticals.

- **High:** 90th percentile
- **Medium:** 50th percentile
- **Low:** 10th percentile

Industry Verticals

EDUCATION

Apps that provide training and learning opportunities for consumers, and apps for schools or learning institutions.

Total apps in vertical: 147

ENTERTAINMENT

Apps that provide entertainment in the form of video streaming, music, movies, TV, radio, as well as artist apps.

Total apps in vertical: 184

FINANCE & INSURANCE

Apps to manage finances, banking, investment, insurance.

Total apps in vertical: 601

FOOD & BEVERAGE

Apps managed by restaurants and beverage companies as well as recipe/cooking content apps.

Total apps in vertical: 117

GAMING & GAMBLING

Free and paid gaming apps and apps that allow you to place bets/gamble.

Total apps in vertical: 209

MEDIA

Apps that include national & breaking news, local news, newsstands, books, magazines and radio.

Total apps in vertical: 1,226

MEDICAL, HEALTH & FITNESS

Apps for fitness tracking, health management, pharmacy, health reference.

Total apps in vertical: 86

NONPROFIT, CHARITIES, FOUNDATIONS

Apps that provide an interface between the end user and a nonprofit entity, charity, foundation, and/or apps whose purpose is to generate revenue for a cause.

Total apps in vertical: 34

RETAIL

Grocery, discount/deals, specialty retail (i.e., greeting cards or toys), fashion, big box/warehouse.

Total of apps in vertical: 318

SOCIAL

Networking, messaging, dating, communication.

Total apps in vertical: 78

SPORTS & RECREATION

Team apps, sports news, recreation.

Total apps in vertical: 255

TRAVEL & TRANSPORTATION

Airline, automotive, hotel, bookings, rail, vacation rental, public transportation.

Total apps in vertical: 108

UTILITY & PRODUCTIVITY

Navigation, reference, weather, other tools for productivity.

Total apps in vertical: 263

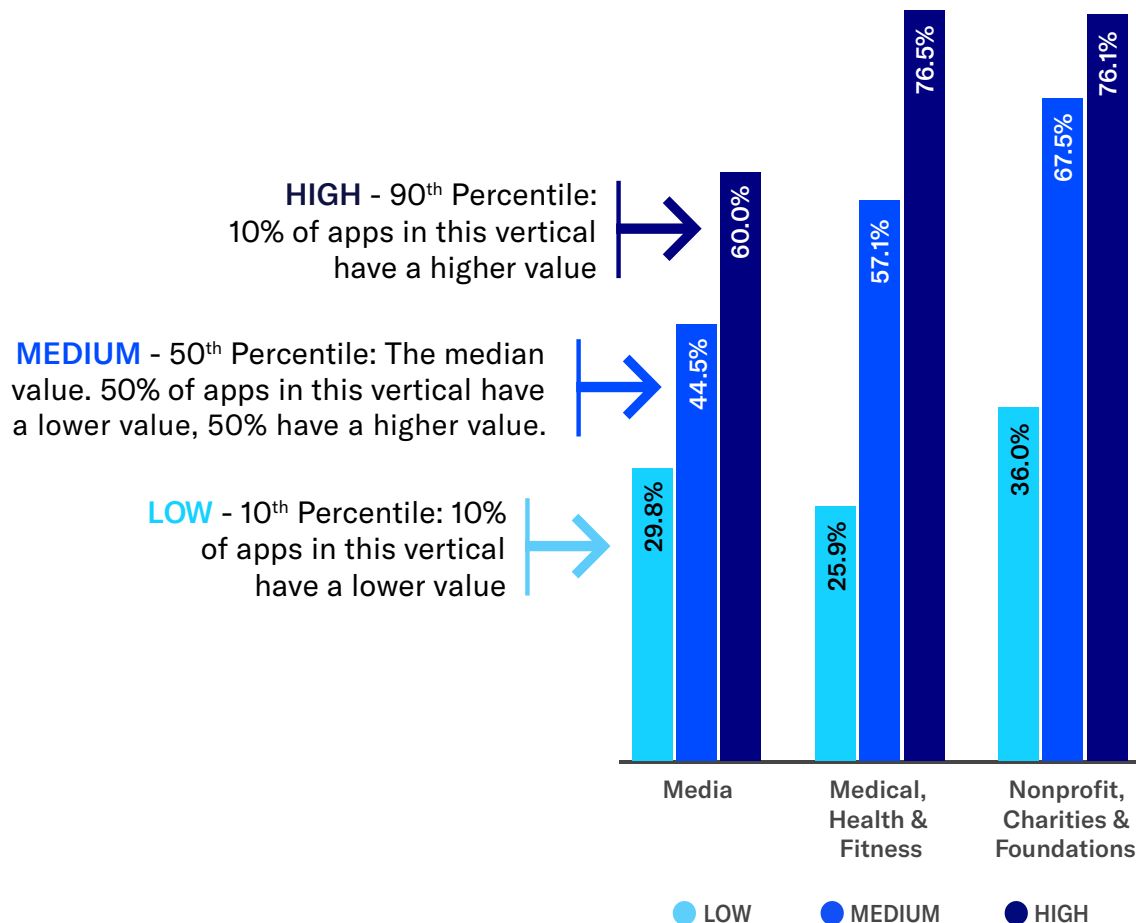
How to Read the Data

The benchmarks were broken down into high (90th), medium (50th) and low percentiles (10th). The 50th percentile number is the median for the vertical. The 10th percentile number means 10% of the apps had a lower value, while the 90th percentile number means 10% of apps had a higher value.

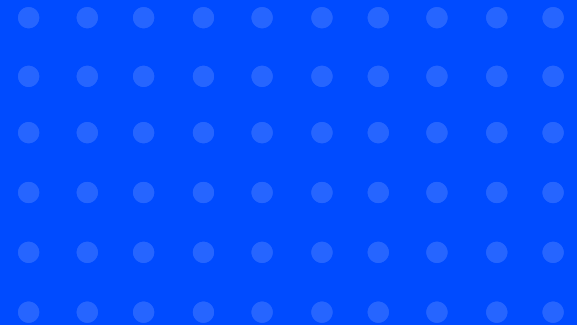
For example, in this graph showing direct opt-in rates, if you are a media brand with a 60% direct opt-in rate on iOS, you compare with the top 10% of apps in this study and can feel confident that you have some of the highest direct opt-in rates in your vertical.

However, if your direct opt-in rates are less than 29%, you're in the bottom 10% for your vertical and there's significant room for improvement.

Questions about this data? Feel free to get in touch!



Opt-in Rates for Push Notifications



Opt-in Rates for Push Notifications

WHAT IT MEANS

The percentage of an app's audience that has opted in to receive push notifications. This benchmark is based on monthly opt-in rates averaged over 12 months.



WHY IT MATTERS

Push notification opt-ins are essential to deepening engagement with your customers. When app users opt in, brands can reach out beyond the confines of the app to engage people right on their device lock screens—the most visible real estate available! That creates a world of opportunities to be there for your customers in the moments that matter most, keeping them engaged and driving conversions.

ANDROID VS. IOS

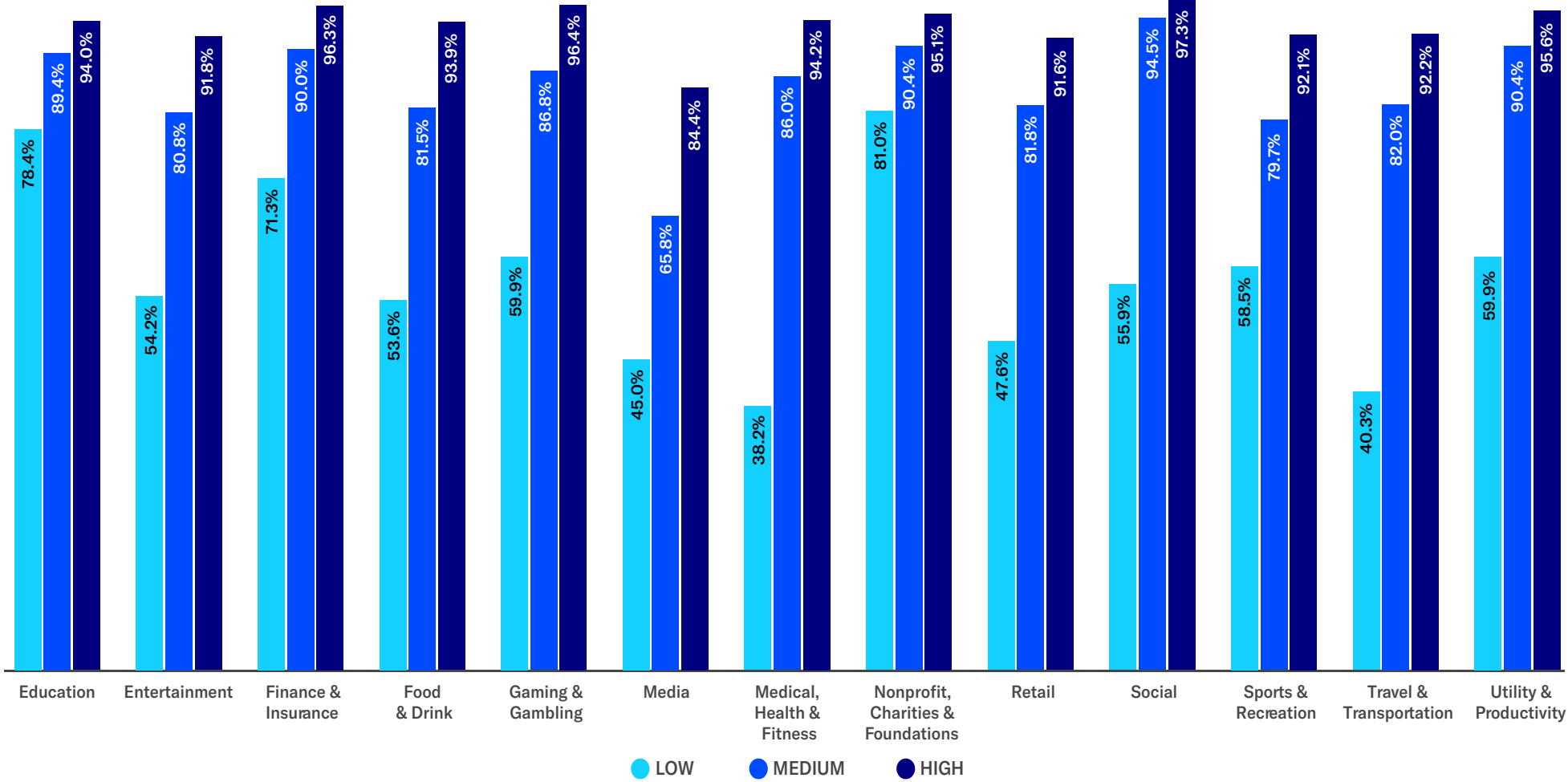
Opt-in rates for mobile app push notifications are significantly higher on Android than iOS, because iOS users must opt in to receive push notifications. Android automatically opts users in.

Overall Performance - Android & iOS

	LOW	MEDIUM	HIGH
	48.9%	81%	94.5%
	29.2%	51.2%	73.3%

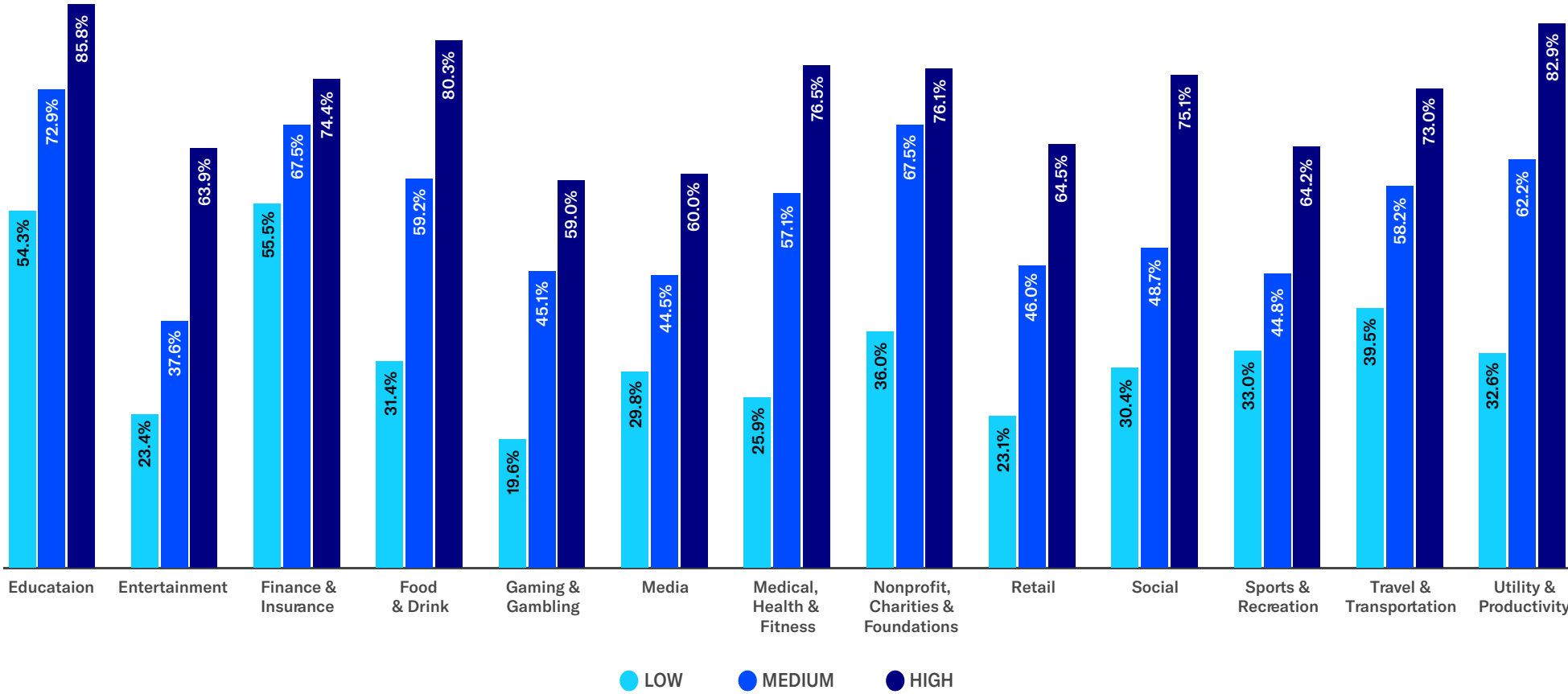
Opt-in Rates for Push Notifications: Performance by Vertical - Android

100

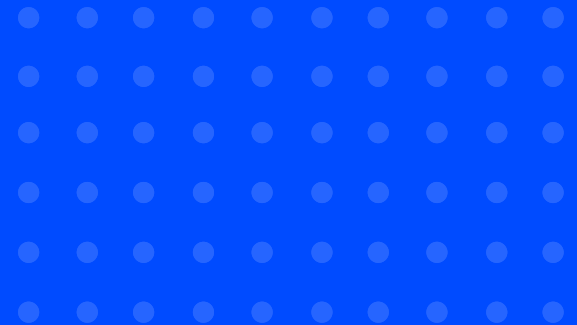


Opt-in Rates for Push Notifications: Performance by Vertical - iOS

100



Direct Open Rates for Push Notifications



Direct Open Rates for Push Notifications

WHAT IT MEANS

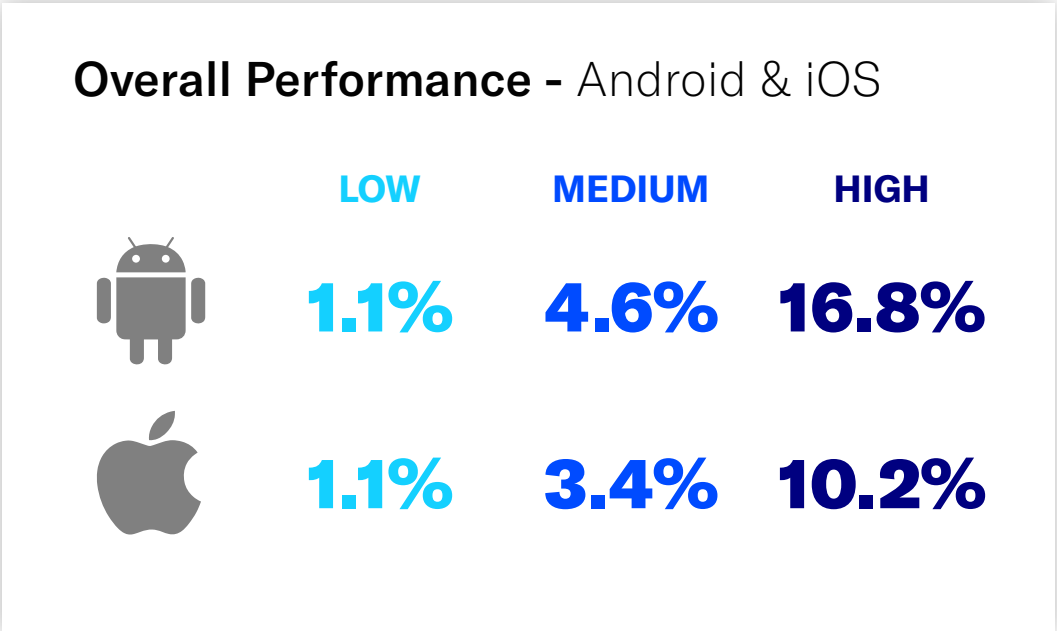
The percentage of total sends within a month that were tapped and triggered an app open. For this benchmark, we looked at monthly direct open rates per app averaged over 12 months.

WHY IT MATTERS

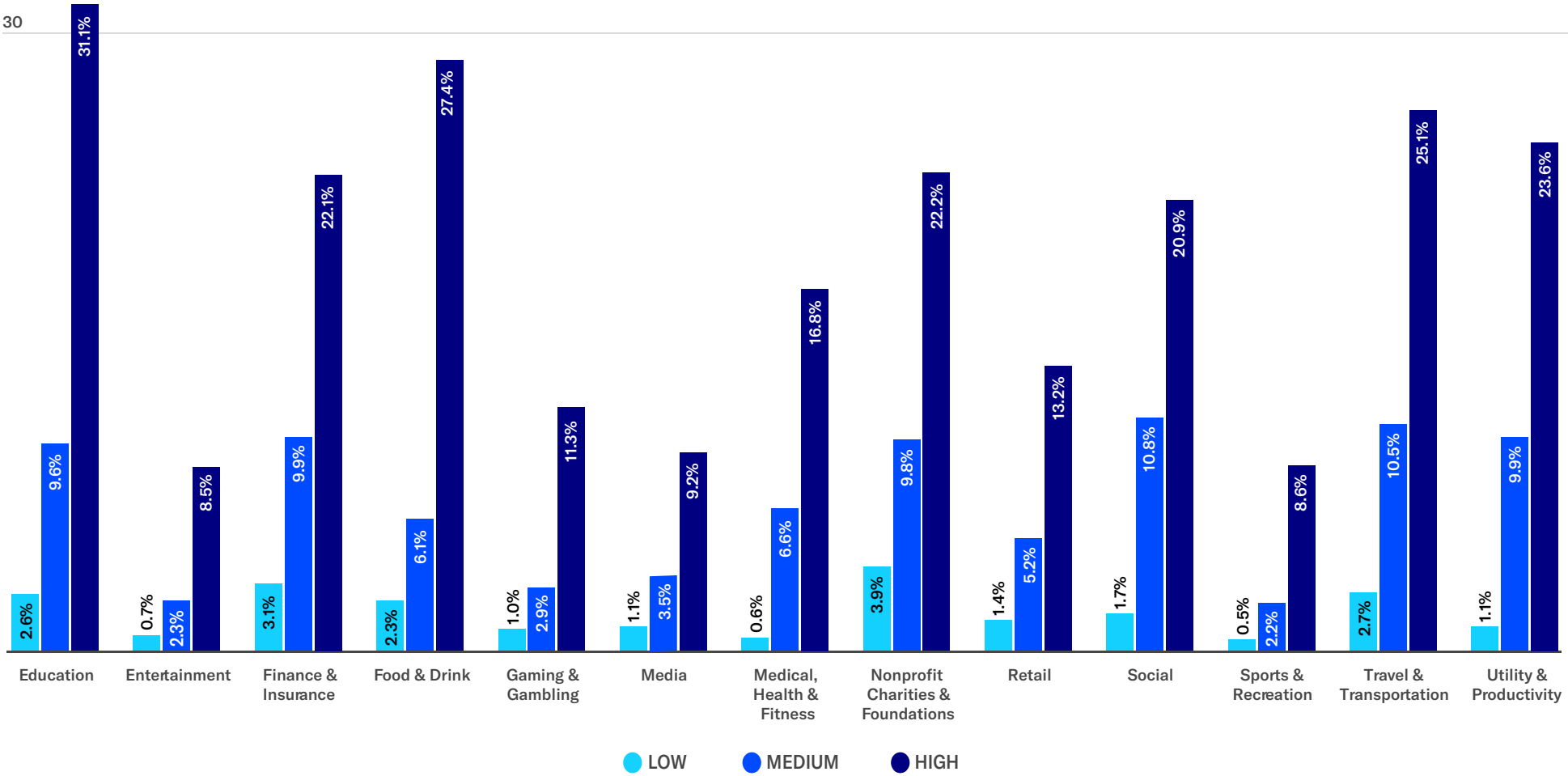
Direct open rates are a key way of measuring your push notifications' impact on app engagement. Keep an eye on this figure, while also monitoring conversions, active users, opt-outs, indirect opens and uninstalls to get a more granular understanding of how push messages are influencing engagement and retention.

ANDROID VS. IOS

Across industry verticals, engagement with Android notifications maintains a wide lead over iOS. This is primarily due to differences in how notifications behave on iOS vs. Android devices. When you unlock the screen on an Android device, notifications persist on the lock screen, requiring you to swipe left or right to dismiss them. In iOS, the notification vanishes from the lock screen as soon as you unlock the device and are grouped with the app's other messages in the notification center.

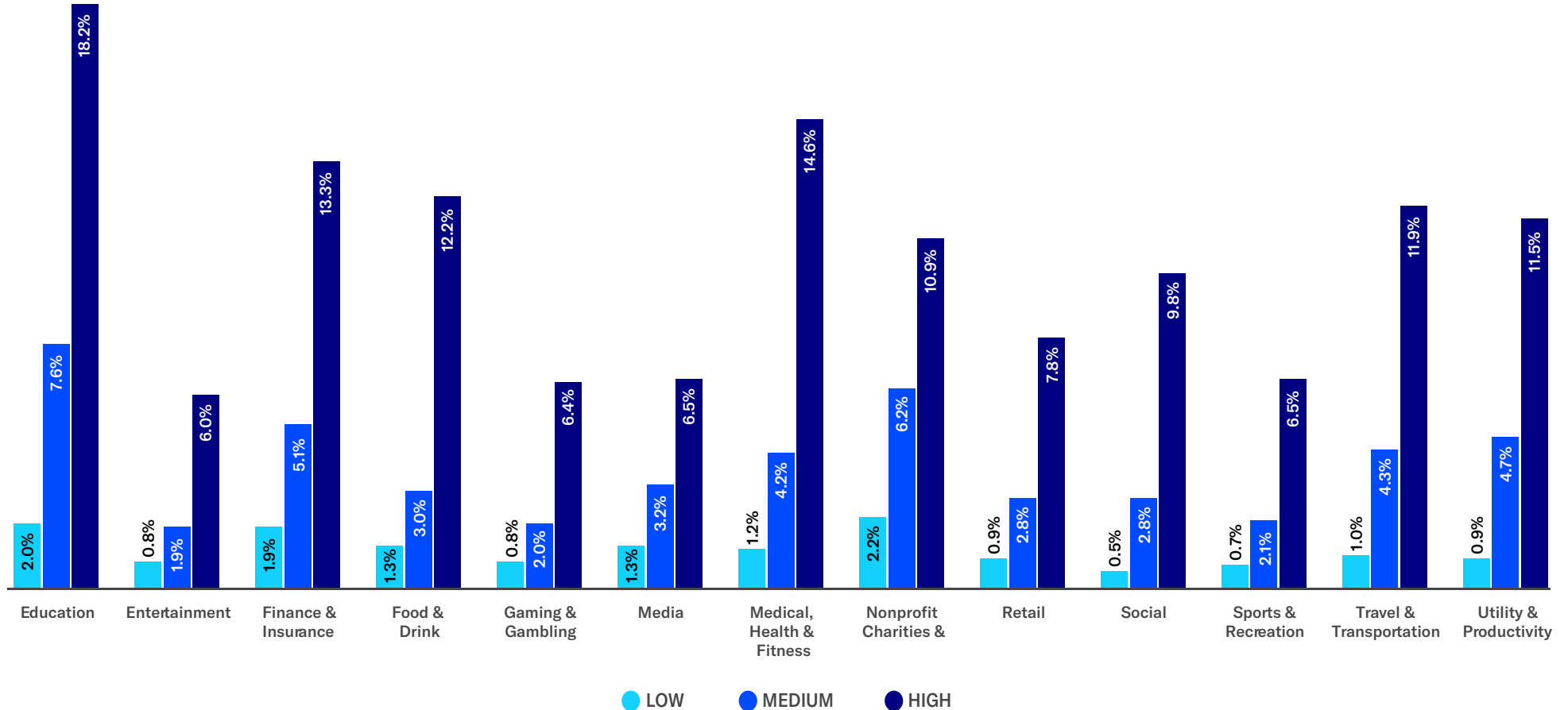


Direct Open Rates for Push Notifications: Performance by Vertical - Android

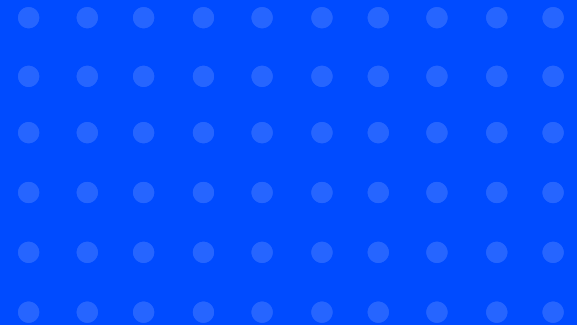


Direct Open Rates for Push Notifications: Performance by Vertical - iOS

20



Average Monthly Push Notifications Per User



Average Monthly Push Notifications Per User

WHAT IT MEANS

The average number of push notifications an app sends to its users per month.



WHY IT MATTERS

This figure helps brands answer the question: how much is too much when it comes to push notifications? Overall, we know that more frequent push notifications increase app retention rates. However, too many notifications can erode trust and come off as spam. The key is to find the right balance to keep customers engaged, without overwhelming them.

VARIATIONS IN HIGH VS. MEDIUM & LOW PERFORMANCE

You'll notice that the high values for this benchmark are much greater than the medium and low figures. That's because our count includes both transactional and promotional push notifications, which vary widely depending on the vertical. Also, Sports and Media brands typically send far more notifications than those in other industries.

Overall Performance - Android & iOS

	LOW	MEDIUM	HIGH
	.5	8.4	188.4
	.8	8.8	202

Average Monthly Push Notifications Per User: Performance by Vertical



	LOW	MEDIUM	HIGH
MEDIA	7.8	114.8	284.6
SPORTS & RECREATION	1.8	25.3	200.5
ENTERTAINMENT	0.9	6.3	117.1
SOCIAL	0.8	3.1	61.5
EDUCATION	0.4	2.9	41.7
GAMING & GAMBLING	0.5	4	36.3
FOOD & DRINK	1.4	4.6	24.8
RETAIL	0.8	5.6	24.7
UTILITY & PRODUCTIVITY	0.1	1.2	19
MEDICAL, HEALTH & FITNESS	0.2	3	17.3
TRAVEL & TRANSPORTATION	0.2	1.4	9.4
NONPROFIT, CHARITIES & FOUNDATIONS	0.6	2.6	7.7
FINANCE & INSURANCE	0.2	1.3	7.4



	LOW	MEDIUM	HIGH
MEDIA	9.1	97.7	297.9
SPORTS & RECREATION	1.9	23.6	237.3
SOCIAL	0.9	9.8	108.9
ENTERTAINMENT	1	5.5	108.5
EDUCATION	0.9	5.3	91.6
UTILITY & PRODUCTIVITY	0.3	2.6	54.2
GAMING & GAMBLING	0.6	4.7	35.7
RETAIL	0.9	6.4	32
MEDICAL, HEALTH & FITNESS	0.2	2.9	17
FOOD & DRINK	0.9	2.8	11.4
TRAVEL & TRANSPORTATION	0.3	1.5	9
NONPROFIT, CHARITIES & FOUNDATIONS	0.6	2.7	6.5
FINANCE & INSURANCE	0.4	1.9	5.9

Methodology

Airship analyzed customer data in aggregate from January to December 2020 to identify apps with at least 1,000 active users that had sent at least 1,000 cumulative push notifications in one month. That group included more than 2 billion app users across thousands of apps, with figures broken out across 12 industry verticals. All of our benchmarks are based on monthly calculations, which are averaged over 12 months.



Conclusion & Additional Resources

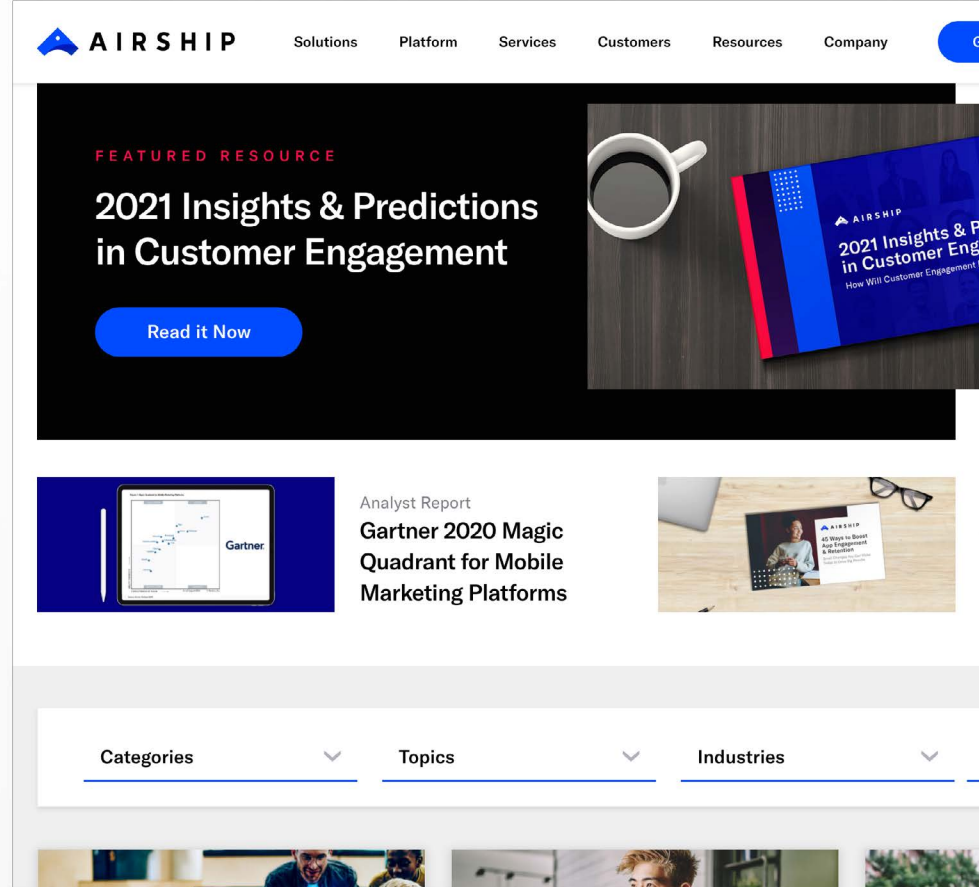
Want to learn more about how you can grow your customer relationships and lifetime value one game-changing push notification at a time? Check out the following resources and [get in touch](#) to request a demo.

- [Airship Push Notification Solutions](#)
- [45 Ways to Boost App Engagement & Retention](#)
- [Push Notifications Explained](#)
- [Push Notification Cheat Sheet](#)
- [14 Types of Push Notifications You Should Almost Certainly Be Sending](#)

Increase Opt-ins with Airship!

Want to learn more about how to increase your opt-in rate: who to ask, when to ask and what to do if they say no? Airship offers a best practice service that can help.

[Contact us today!](#)



About Airship

Thousands of the world's leading brands rely on Airship to spark closer connections with their customers through highly contextual and relevant interactions. Only Airship's Customer Engagement Platform takes a mobile-first, data-led approach that enables brands to focus on individuals and their needs, not which marketing channels to use. Airship makes it much simpler and more effective to grow customer lifetime value in the omnichannel era.

With trillions of interactions intelligently orchestrated across mobile apps, mobile wallet, SMS, websites and email, Airship optimizes the entire customer journey across all digital touchpoints at scale.

For more information, visit www.airship.com, read our [blog](#) or follow us on [Twitter](#), [LinkedIn](#) and [Facebook](#).





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