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PUSH NOTIFICATIONS

From Concept to Profitability

2023 GUIDE

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PUSH NOTIFICATIONS
From Concept to Profitability

INTRODUCTION

Everybody is talking about the next digital big thing. But what about existing digital advertising uproars? Reinventing oldies-but-goldies, and putting them to work in bold ways?

Maximizing your marketing potential is closer than you might think. And the solution is sitting right in front of you – Push Notifications.

Website Owners & Webmasters

→

Affilates & Media Agencies

→

Online Businesses

→

But they were shown to bring important benefits to Social Media Marketers, SEO Masters, Ad Networks, Brokers, and Domainers alike.

1. PUSH NOTIFICATIONS FOR BEGINNERS

Short. Inviting. And highly engaging.

WHAT ARE PUSH NOTIFICATIONS

Push Notifications are brief, interactive alerts. These show up as native-like short messages, at the top or bottom of your device, or in the notifications center. No matter if you're using a mobile phone, desktop, or laptop.

One very useful feature is that push notifications also appear on the user's lock screen. This way, they draw even more engagement.

Moreover, by only being visible up until the user engages with them, makes the receiver of push notifications much more prone to follow their Call to Action.

Here's how Push Notifications appear on various OS
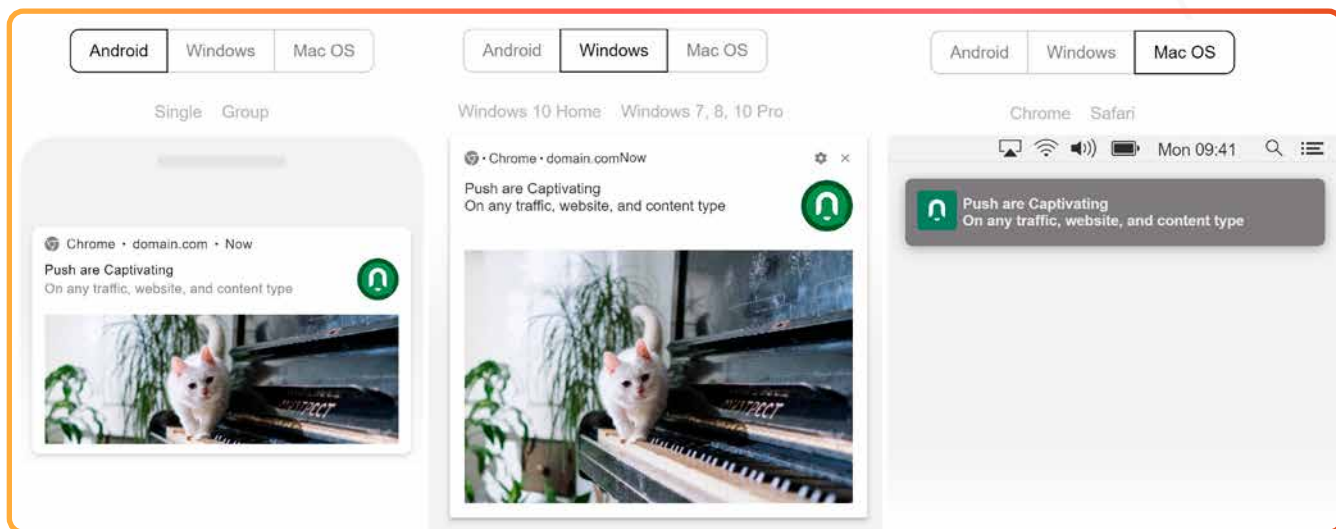
Notix Push Notifications Preview on Different OS

These notifications are based on the same mechanics as the first emails. And they're a Google Chrome technology. More specifically, and as the name suggests, a push technology. Which means that the data, or the message in our case, is sent over to the user without him having to request it.

Yet, although the technology was originally created by Google, push notifications are supported not only by Chrome but other browsers as well.

However, with modern-day technology, you have ways to understand what your users are interested in. And this includes the category prompt. But, we'll see more about it, below.

HOW TO GET STARTED WITH PUSH NOTIFICATIONS

Add the Notix Push on your website

That's simpler than you might think. And it all depends on your website. More specifically on your hosting:

Classical integration Straight from the Notix platform

Just add a new source (website) in your account – from the 'My Sources' menu. And you'll get the tag to add in your head section, and the service worker to place in your website's root directory.

Via WordPress Plugin

You can add the Notix plugin straight from your WordPress admin panel. Just download and then add it in the Plugin menu. Pretty basic – follow the instructions, and everything is added automatically to your website.

Adding Tag through GTM (Google Tag Manager)

This is a slightly simplified version when it comes to adding the script (or tag). However, you will still need to put the service worker in your website's root directory.

Just keep in mind that your domain needs to be HTTPS to work with the Notix Push Notifications.

The Notix Push Notifications engine performs very well, including in the areas with low internet speed. As it's a lightweight and very fast script. So your page load won't be affected, and your website won't crash.

All the Push Notification integrations give you the chance to quickly and simply define various parameters of how the Push prompt will appear, from the tag settings. Like the text of the prompt, or setting up a delay from the moment the user gets on the page until the request appears.

Set up Your Subscription Prompt

Request window preview

app.notix.co shares updates
Want to stay in the loop?

Maybe Later   **Heck Yeah!**

Want to stay in the loop?
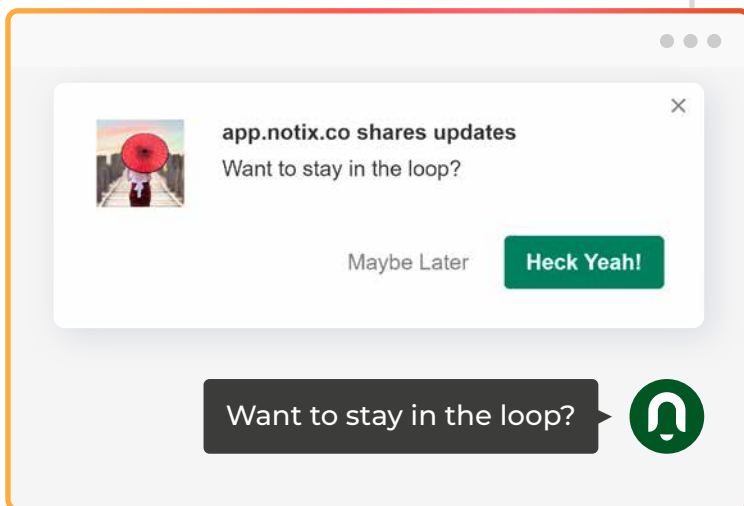
Your users only start receiving push notifications once they accept them, in the subscription prompt. And that is only after you add the tag to your website. But before that, you need to make the Push request prompt as appealing and enticing, for users not to be able to refuse.

Fortunately, you have full access to customize these messages. You can do it straight from the Notix 'My sources' → 'Add Source' button when creating the tag, and even later on from the tag settings.

And this brings us to Step 3: 'Change the Standard Type of Request'. From here on, all you need to do is follow these 4 steps:

Choose the Permission Prompt Type

1

- Categories
- Native Browser
- Slider
- Bell

Setup Your Prompt Details

2

- Audience & Label (Category CheckBox)
- Text
- Image
- Buttons
- Custom Colors and Logo

Setting Up Your Opt-In Prompt

Choose Additional Settings

- Delays
- Welcome Message
- Settings specific for Mac OS Safari
- Push Header

3

Final Check & Save

- Check the Promt Preview
- Apply changes

4

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Category Check-Box Prompt

We'll stop here for a second, because this is a special kind of Opt-in Prompt. As it allows you to define the various categories (could be website content types, website pages, or various topics you include) that your users can choose to receive notifications about.

At the same time, this prompt allows you to add these specific users to defined Audiences. Just be mindful not to overdo it with too many options, or you might overwhelm them.
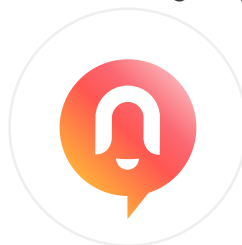
By the nature of this prompt, users might be more likely to subscribe. This is because of the message type. You're skipping the 'asking for permission' part, and starting from the point where they almost said yes.

Still, keep in mind not to appear too bold, as you'll fail in your task.

The Categories Prompt allows you to ask the user about the category of push you can inform them about. So, instead of asking 'can I send you a message' you jump right to 'what kind of message can I tell you About'. And it almost seems like they already accepted receiving the push.

Run Parallel Tests

If you're already using a different Push Notifications service, you can put it to the test against Notix. All by adding a specific tag to your website.

No worries, it doesn't interfere with the push sent by the other service, and it doesn't affect the user experience. As your Push subscribers won't see any new subscription prompts.

To get the special parallel testing tag, contact our support team at support@notix.co. And get started today.

> **Your initial integration will remain the main one, as will your current setting with the other service. The only thing that changes, is that each new subscriber you'll get will also show in your Notix Statistics as well.**

Here are a few reasons why you might want to get started with Notix. In fact, there are the main indicators when compared with its main competitor:

+63%	+63%	+142%	+67%	+170%
Subscribers	Conversion Rate	Clicks	Delivery Rate	Delivered Messages

Keep in mind that the numbers you see above were gathered for the exact same volume of traffic – 600,000 users.

Migrate your Push Subscribers

If you know what you want, and Notix is the obviously better choice, it's time to migrate your subscribers. This way, you can continue targeting, re-targeting, or monetizing them with our more specialized Push Notification.

Here's what you need to do to move your subscribers:

Migrating Your Suscribers

1. Contact us by email at support@notix.co

2. Remove the tag of the previous Push Service

3. Update the Service worker as instructed by our Manager

4. Send a Nessage from the previous push provider
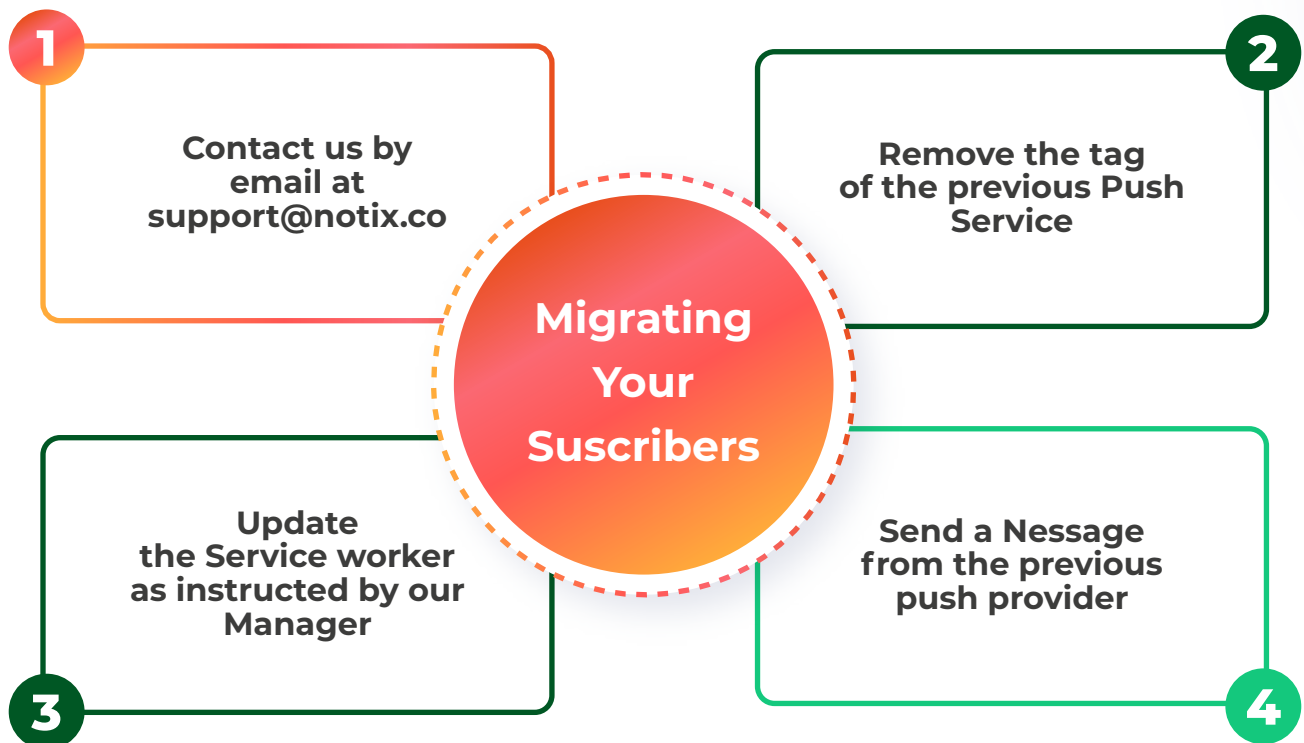
If you are unable to send a message from the previous push provider, make sure to inform our Manager. Together you'll identify the best alternative solution.

Clearly, by doing so, users won't need to accept the push prompt again. Since they're already subscribed.

SENDING YOUR FIRST PUSH

Once you created your Notix account and added your sources, you can start sending Push Notifications. And this process couldn't be simpler, and more intuitive.

From the dashboard, you need to select Send Message, in the upper right corner of the page. Then just follow these four steps:

Sending Your New Message

Main Settings

Language, Text, & Images

Targeting Settups

Sending Settings

01

02

03

04
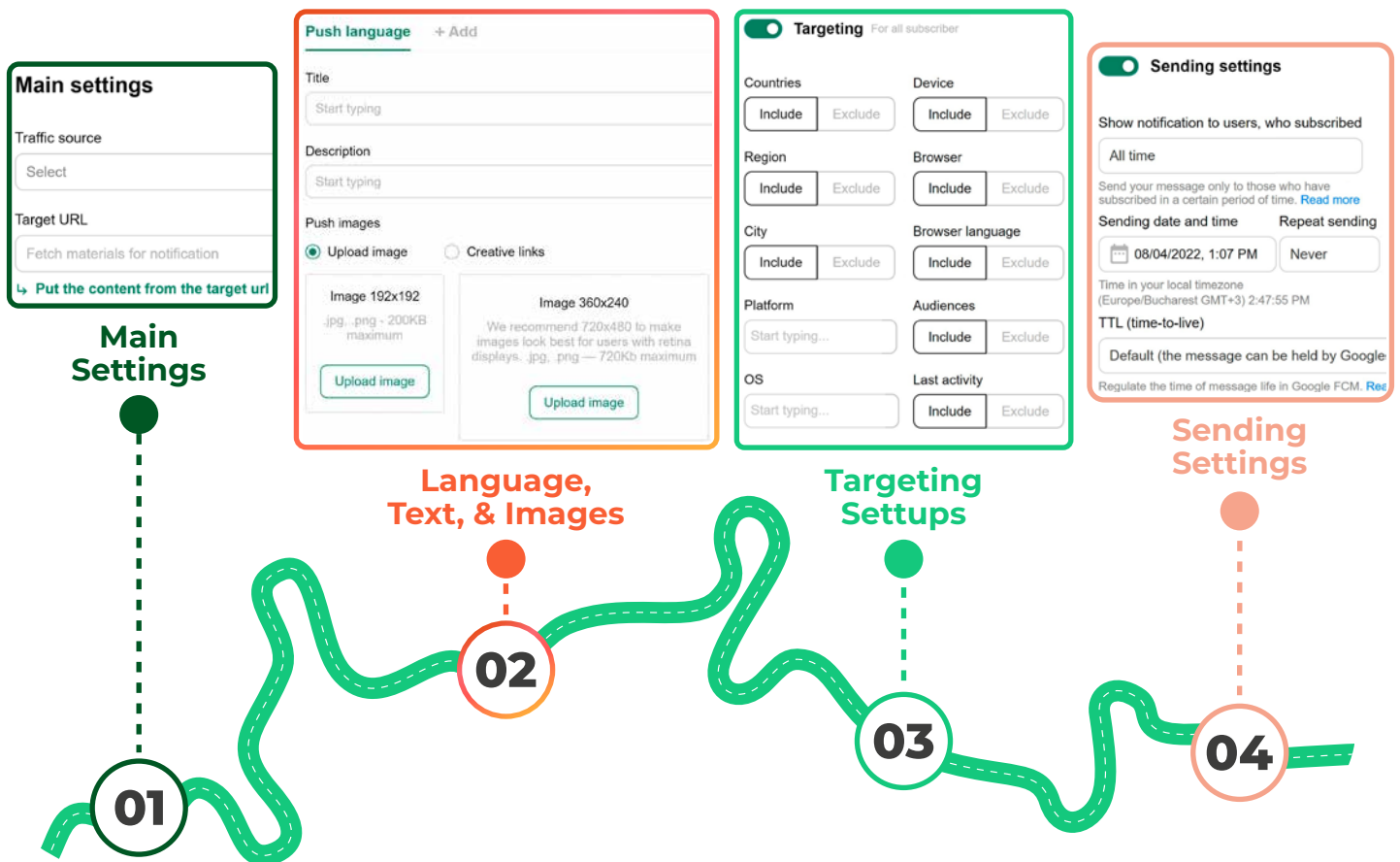
Then, you can preview your push message, and save or send it. And that's it. Now you're ready to send your first Push Notification.

Add Integrations, API, & Plugin

All these are meant to make your life simpler, and help you better operate with the Notix software. Usually, these allow you to connect the services Notix provides, with other third-party services, or software.

But let's see a bit how you can use the Notix available integrations:

FOR SUBSCRIBER COLLECTION

- **Classic Integration API Access –
creating a tag from the Notix
dashboard**

- **WordPress Plugin – adding the
plugin to your website Google
Tag Manager – straight from the
google tag manager**

- **AMP – following our
instructions**

TO SEND MESSAGES

- **RSS – from the Notix
dashboard**

- **Zapier – with the Notix
product team's help and
API**

- **Integromat – with the
Notix product team's
help and API**

For any of these integrations you need to already have the source added to Notix, and the tag created. Which will give you the unique app ID of your integration.

2. ADVANCED SETTINGS & STRATEGIES

Now you know how to define the basic settings for your push notifications delivery. It's time to learn more advanced methods that can help better manage your messages.

We're talking here about everything that has to do with more narrow targeting. From defining audiences to setting your push on hands-free, and even targeting delivery based on actions that your users are taking.

And we'll also see what to do once you narrow down on your target audiences. Buckle up, cause this will be an exciting adventure.

AUDIENCE TARGETING & TRIGGERED PUSH

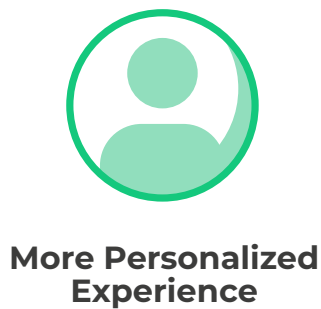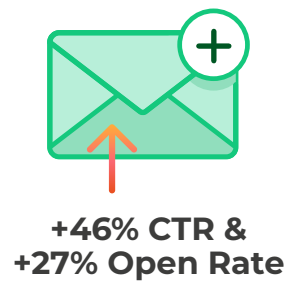## Precise Targeting with Audience Segmentation

At this point, if you followed all our indications carefully, you should start to gather a push subscriber base. And, unless you used the Category checkbox in the subscriber collection phase, it's about time you start grouping your audiences.

Audience Segmentation allows you to target each audience group with specific messages. Clearly, you don't want to bother the subscribers you migrated from the 3rd service with a Welcome Message (more on this, in the next section).

Let's see exactly how you can segment your audience, based on their preferences:

Content Type	User Behavior	Location	Device Preferences
If you haven't used the category push notification prompt, you can still group audiences based on their content preferences. You'll just need to use the Notix Retargeting Pixel.	You can easily do this from the Targeting and Sending Settings tab. And you can add (or exclude) this way users that subscribed at a certain time, or that haven't visited your website in a while.	You can narrow down your targeting based on the country, region, and city. This feature is also found in the Targeting Settings, and it works great when you have location-based news and updates.	Not moving away from the targeting settings, you will also get the chance to create audiences based on the OS, Device, or Browser. Very useful setting if you have particular news or offers for these users.

Benefits of Audience Segmentation

Less Users Unsubscribing

+46% CTR & +27% Open Rate

Simpler Tracking & Optimization

More Personalized Experience

Better Grasp of Audience's Needs

Triggered Push Notifications

Creating a personalized experience for each user, is not all that you can get with Notix. In fact, you can create an even more pleasant experience, by following them throughout their journey.

Then you can react based on their actions. And according to recent studies, that is exactly what users expect, when doing business online. Using the Notix API Integration, now it's simpler and more comfortable to do so.

Here are the various types of targeted push that you can send with Notix:

Synched IDs Notification	Time-bound Push	Action-Based Alert
This is a very handy feature when migrating users from a 3rd service to Notix. This targeting is based on the activity the user is making – login, click, purchase, etc. Or its absence.	With this feature, you can target users based on when they last took an action (or didn't). You just need to define the subscription period and the action's Time To Live (TTL).	This feature is similar to the first one. But it includes more action the user is taking (impression, abandoned cart, no return, etc.). And you can easily set it up using the Retargeting Pixel.

You can also target individual IDs if you have users subscribed on various websites you manage. Just use the data from one site, on the other ones.

These settings are very handy, and also pretty easy to set up. And when it comes to editing their codes, everything is pretty intuitive.

In addition, you can also define pretty accurate setups for your triggered push notifications sent through API:

```
• target [object] — Filter recipients targeting          ▪ date_from [string]
   ○ audience [array]                                     ▪ date_to [string]
   ○ audience_exclude [boolean]                        ○ reg_date_exclude [boolean]
   ○ browser [array]                                  ○ reg_hours [object]
   ○ browser_exclude [boolean]                           ▪ hours_max [integer]
   ○ city [array]                                        ▪ hours_min [integer]
   ○ city_exclude [boolean]                            ○ reg_hours_exclude [boolean]
   ○ device [array]                                    ○ subscription [array]
   ○ device_exclude [boolean]                          ○ subscription_exclude [boolean]
   ○ geo [array]                                       ○ user [array] — Comma separated list of users of your app
   ○ geo_exclude [boolean]                                (previously synced between Notix and your app)
   ○ language [array]                                     Example: "user":
   ○ language_exclude [boolean]                        ○ user_exclude [boolean] — User list should be inverted
   ○ os [array]                                        ○ user_key [array]
   ○ os_exclude [boolean]                              ○ user_key_exclude [boolean]
   ○ os_type [array]
   ○ os_type_exclude [boolean]
   ○ reg_date [object]
```

Fine-tuning your Notix
Triggered Push Notifications

Benefits of Triggered Push Notifications

Time-Saving
The pre-set push to target specific users

Better Engagement
Because you reach the user in the act

Higher Return Rate
Ideally timed push increase your chances

Happier Customers
Since you cater to their needs on the spot

Push Automation

Of course, we took everything into consideration, and found a very useful way to free up some of your space. While still looking to give you the best optimization for your user engagement and return rates. And that's what Notix Automation does.

Fast PushCreation	RSS to Push Integration	API / Webhooks
Simple & fast. Just add the URL you want to create your push after. And the platform takes the image, header, and content from it to create your perfect push. Plus, you'll still have editing control over the end result.	Automatically update your users through the RSS feed. This way, even if they aren't subscribed to your push notifications, they'll know about your news and updates. And you can still edit or set targeting preferences too.	With the Notix API/Webhooks, you can set more precise settings for your push delivery. Such as setting triggers for specific audiences or connecting 3rd party systems. However, it is advised to ask for the help of a developer.

Aside from the above, you can also send 'Repeat Push' automatically after a set interval of time. And free up even more space from not having to return and reconfigure sending the same message again.

Benefits of Push Automation

Fast and Precise
Push notifications delivery

Consistency
With your push delivery schedule

Accurate Targeting
Based on your user's interests

Full Control
Over how your push notifications look

Best Types of Push Notifications

It can be pretty hard to find the best strategy that fits all, especially when there are different kinds of websites.

But, even with all the differences, there are some types of Push Notifications that can help you keep your users closer, returning for more, and even engaging with your website.

However, before you get started, you need to define a clear and effective strategy. A strategy that we tested and works, consists of the following 4 steps:

1 Test Your Notification once you find a Push you want to send

2 Personalize your message and make your images add value for your target audience

**3** Send updates with relevant news for the target audience you want to reach with this push alert

4 Once you gather a good amount of subscribers, start monetizing for extra income

And now, start by choosing the Push Notification Strategy for your website. Here are the most popular Push [Notifications that you can send just as well for an entertainment website](#), or finance, IT, and even politics. Or really just any other niche:
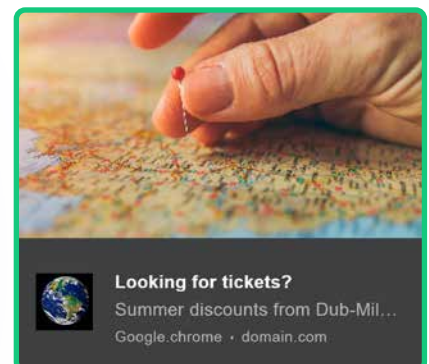

Welcome Push

Continue where you left off

Urgency, Scarcity, Exclusivity Push
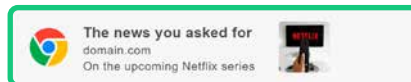
Personalized Content

Feedback Request

Exclusive/Paid Content Teasers

Content update

Location-based targeting
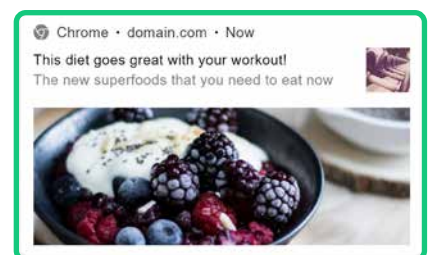
Re-targeting

Above you have our take, with a twist, of the most popular push notifications. As you can see, we aimed to captivate and excite the user with every generic kind of push.

3. PUSH NOTIFICATIONS MONETIZATION

By now, you have gathered subscribers and know how to set up your push notifications to hit the jackpot. You even saw how to fine-tune these alerts with advanced settings. It's about time you started making some money from your push subscribers? And with Notix is simpler than ever.

MONETIZATION KNOW-HOW

Monetization is the passive art of making money from your push subscribers. More specifically, when it comes to Notix, monetization means showing your subscribers ads from trusted and verified partners. And getting paid for it.

As you probably got used to by now, this process is also under your control. As you can select the:

- type of ads your users see
- frequency of these ads
- content that is relevant to your users
- restrictions the ads needs to meet

If you're ready to get your monetization started, all you need to do is connect to your Notix account, and select the Monetization feature from the menu.
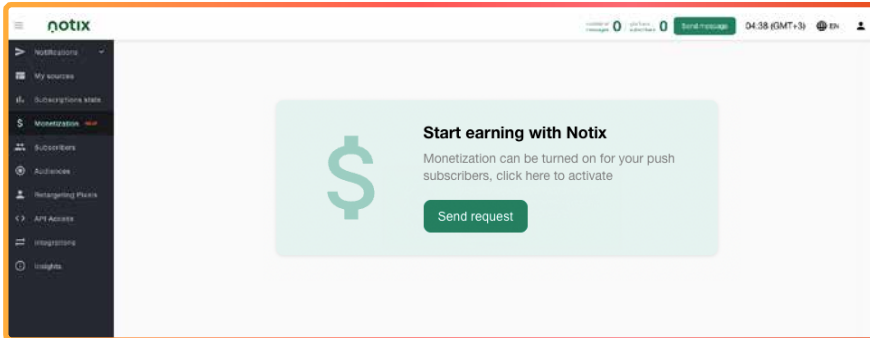
In the new window, you'll only need to click the **Send request** button, and set the process in motion.

What Types of Ads Will be Displayed on Your Website

When it comes to monetizing with Notix, you can be sure that you'll only find safe and verified ads, from our trusted Partners. Here are some of the fields from which you can expect to get ads:

- 🚗 **Auto**
- 💄 **Beauty**
- 💼 **Business**
- 💘 **Dating and Relationships**
- 🎓 **Education**
- 🎭 **Entertainment**
- 👨‍👩‍👧 **Family and Children**
- 👗 **Fashion and style**
- 💱 **Finance**
- 💪 **Fitness**
- 🍜 **Food**

- 🎲 **Gambling**
- 🤫 **Gossip**
- 🏥 **Health**
- 🏡 **Home and Garden**
- 💻 **IT**
- 🌟 **Lifestyle**
- 🎶 **Music**
- 📰 **News**
- 🐶 **Pets**
- ⚖️ **Politics**
- 🙏 **Religion**
- ⚽ **Sports**
- 🎪 **Travel**

Keep in mind that you can always choose not to display a certain type of ad on your website. All you need to remove these, is to get in contact with your trusted Notix Account Manager. Or write to us in the Support Chat.

4. BEST PRACTICES

There's a wrong way, and there's a right way when doing anything. But this guide comes to simplify your task. In this section, you'll find the most useful practices that have been selected from the hard-earned experience of our seasoned clients.

Use them wisely!

ONLINE MARKETER'S CHECKLIST TO PUSH NOTIFICATIONS

Before sending a new push notification, there are a series of best practices that you can check for. Following this set of rules will help you reach your goals.

And you'll get maximum engagement, return rates, and follow-up actions. No matter if we're talking about pageview number, time spent on page, or better monetization.

So, here's what you need to ensure, before sending a new Push Notification:

• The target URL is working, and valid

This one is really important. Otherwise, you waste a good push. And if you end up sending the user to the wrong URL, you'll damage your reputation.

Not only will users avoid checking your push – affecting your user engagement – but your monetization will also take a hit.

• Your Header is captivating enough, and fully visible

For best results, you should prepare your content in advance. Leave it out of sight for a couple of hours, then return to see if you still find it appealing, easy to read, and enticing.

You can easily verify this from the Send Message page, in the Preview section, right at the bottom of your setups.

• The content is relevant for the user journey

Remember those Audience lists? Here's where they really come in handy. So, if you're about to send a retargeting message, make sure that you target the right audience, with content that is relevant to their previous action.

For example: if they read a lifestyle article, don't send them a full description of 'How to maintain an F-Cell electric motor on Hydrogen for a Mercedes Benz GLC'. But more rather the latest scoop on some celebrity.

• The quality of your creatives is ideal

We're in 2022, and no one appreciates pixelated, distorted, or otherwise unclear images. If you must include text on your images, make sure it's visible.

And if you're only using simple, plain images, just go with the Notix advised sizes: 192x192, up to 200 KB, and 360x240, of 720KB maximum. The preferred formats are .jpg or .png. The Preview is your friend here as well. Just check it on the right screen type, with the standard zoom.

• You're sending quality Copy

Don't plagiarize, use clear CTAs, stay human and emotional, and whenever possible, use scarcity, exclusivity, and urgency. But as with everything else, don't overdo it.

Also, if you have the possibility, test your push on your colleagues, and friends. See what they think of it, and if the collective opinion is that they don't work – rethink your strategy.

• You're sending Push for the Adequate Time Zone

Alternatively, your users might be getting their push notifications when they're asleep, or well involved in other activities.

GEO targeting can also be very handy for this step as well, as will automating Push delivery Sending Type and TTL. Just make sure it's the right one for your readers.
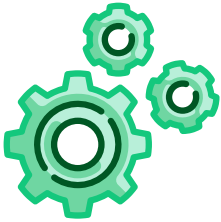
• Everything works smoothly

Even though your texts, creatives, copy, and everything in between look amazing individually, they have to work together. If not, users won't engage with your push.

Consider working with specialists, if you're not sure how the final product should look. And don't forget to also check the Preview for the rightful OS you're trying to target.

• You're using the Optimal Push and Monetization Ads frequency

Although this should be a no-brainer, you might forget to take into account the frequency of push ads that are being sent when monetizing. So make sure that you carefully check this, when you're setting up your monetization goals.

Otherwise, you might be boycotting your own push notifications, and your monetization efforts at the same time.

• Apply the right optimization following your tests

Testing is not the end of your work before sending Push Notifications. You also need to ensure that once you get the results, you know how to change your settings to improve your performance.

You could consider A/B testing to make sure what isn't/is working, and make changes accordingly.

Also, don't think that your job is done one you have sent your Push. Here's an extra step for you to follow every time when something is accomplished successfully.

• Follow-up Accordingly

From praising the users on a job well done, to thanking them for recommending your website, all the way to providing the promised offers/discounts/access to exclusive content, make sure you always write back.

This will help strengthen your relationship with your readers, and your site authority.

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THE IMPORTANCE OF WELL CRAFTER PUSH NOTIFICATIONS

In short, what you can achieve with Notix. And these are not just plain, generic statistics. We have gathered the results of our customers. Here's what they managed to achieve with our help:

90%	81%	90%	15%	30%
Engagement Rate	Reconversion Rate	Delivery Rate	Return Rate	Subscription Rate

All this data was collected with the help of our clients and partners, over various periods. Just keep in mind that you'll need time to reach these figures, and the results may vary from case to case.

What happens when you're working with the wrong service providers?

In short: you can lose a lot of money! But check out the numbers for yourself. Here's what our clients were missing out on, without Notix:

97% less subscriber collection & 30% Business Revenue	$70,800 less in just one month	169% less Delivered Messages
Our client that got from 200k to 6 million subscribers is proof of that	Yet another client that got from $200 to $71,000 with Notix	But Notix can deliver to all, and you can read the Study

5. IN-APP PUSH NOTIFICATIONS

In need of a high-tech push notifications service for audience engagement, user retention, and monetization? Then you need to try the Notix in-app push delivery.

Not only does it help you create a multi-channel marketing strategy, but it also jump-starts long and over-complicated integrations. And, right now you can use them on any Android device, installing the Notix in-app SDK.

Whereas if you're looking for an iOS solution, we've got great news. The wait might be almost over – iOS 16 we're looking at you.

WHAT YOU GET WITH THE IN-APP NOTIX PUSH NOTIFICATIONS

Automation Tools

Rich-media Support

Audience Segmentation

Many Targeting Options

Retention Instruments

App Users' Monetization

Last Activity Targeting

Performance Analytics

Deep Links

In Conclusion

As we have seen so far, we can safely conclude that Push Notifications are an evergreen format. And with the multitude of strategies that you can use them with, you'd be crazy to avoid such a golden goose.

We have seen how this service can help you get in touch and stay connected with your existing customers. How you can persuade them to return to your website. Or how to effectively make money, with hardly any effort.

You have also seen how simple it is to get started with push. How easily you can set up everything based on your preferences, and target with swiss clock accuracy.
And we didn't forget to expand on the advanced features or fine setups for our experienced clients.
But the best part is that Notix is a great solution, no matter if you're a business owner, webmaster, publisher, marketer, or advertiser. Or whether you're just getting started or already aged in the business.

> **With Notix you will always find new ways, strategies, and solutions to re-invent your marketing approach. Be it Multi, Cross, or Omni-channel marketing.**

Moreover, we have a highly-trained team of specialists ready to help you reach any goals, and conquer any peaks.

So actually the only decision left for you to make is: Will you start with just engagement and user return? Or are you ready to kickstart your Subscriber Monetization and take your business to another level?

Connect with Users

Let's Make Money

ABOUT THE AUTHOR

Notix is a push notifications service that can help you get a **90% engagement**, and **81% re-engagement rate**. But also a **30% better subscriber collection and delivery rate**, than compared to other similar services.

You can benefit from our services if you're looking to increase your pageviews, interact or re-engage with your audience, or monetize your subscribers.

And whether it's your first time sending push notifications, or not, with our services and assistance you'll be able to set realistic goals. And reach them in no time.