

Why E-commerce Websites Should Implement Web Push Notifications

As online shopping went up by 45% in 2016, almost every e-commerce site is now aggressively exploring multiple user engagement tools to increase user retention on their site and boost their conversion metrics. Business are now looking for a tool that not only uplifts the conversion rate but, also offers personalized and context based user engagement. Which is one of the reason contributing towards the popularity of web push notifications as a user engagement tool.

Advance Personalization & Context Based On Customer Centric Technology



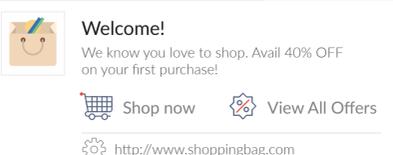
A user centric, optimized experience is becoming not just a priority, but a competitive advantage



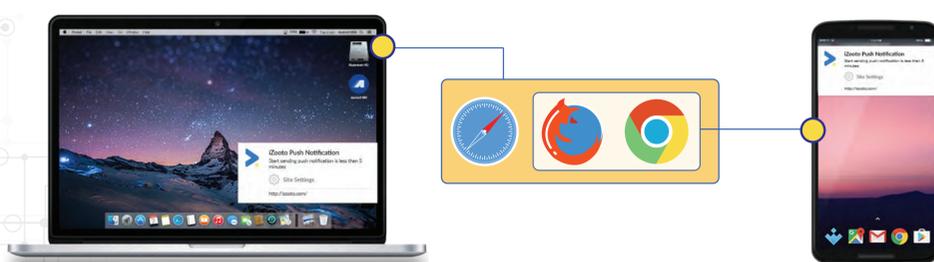
89%

of executives believe that customer experience will be their primary mode of competition by the end of 2016

Push notifications is the ultimate solution to leverage geographical targeting and communicate in a timely fashion. They are swift and drive repeat visits, encouraging people to make a purchase. With web push it become easy to segment users based on their behavior and location and send them relevant notifications.



Web Push Notifications



Web Push Notifications are interactive messages work seamlessly across Desktop (All OS) and Mobile (Android only). Supported by all the leading browsers including Chrome, Firefox and Safari, the adoption of web push technology has been rapid.

Some Early Adopters

StalkBuyLove.com

LIMEROAD.COM

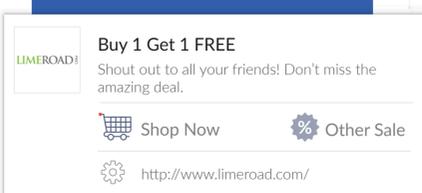
JABONG.COM

KOOVS.COM

Some brilliant use cases

1 Customize Your Audience

When it comes to clothing, getting something free on your purchase is what no one can resist. So, what better way than crafting a push notification campaign with custom audience? Limeroad took this approach for their 'buy 1 get 1 free offer' and targeted only those had already visited that particular product page to achieve great CTR boost. Audience segmentation always works way better than targeting mass audience.



TARGET AUDIENCE	IDEAL TIME	CLICK THROUGH RATE
Men	9:30PM - 10:30PM	10% - 15%

2 Season Sales

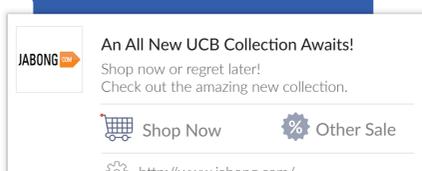


Welcoming a new season is one thing no e-commerce fashion would want to miss. Especially when we are talking about rains! Inspire user with your web push messages to indulge in the ultimate rainy season with your all new rainy collections like stalkbuylove did.

TARGET AUDIENCE	IDEAL TIME	CLICK THROUGH RATE
All	4:30PM - 5:30PM	5% - 10%

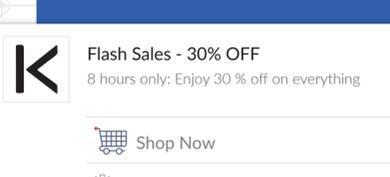
3 New Collection Shout-out

Not very often you keep on adding new collection to your online fashion store, but when you do make sure you design your push notification campaign to do a great shout-out for all your users. Similar to what Jabong did when they added new UCB collection to encourage users to try something new for their entire target audience.



TARGET AUDIENCE	IDEAL TIME	CLICK THROUGH RATE
All	5:00PM - 7:00PM	10% - 15%

4 Flash Sales

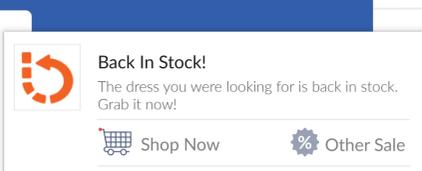


One of the best way to create a sense of excitement and urgency in your users, is to go for midnight sales. Koovs.com used push notifications for their midnight sales promotion, to prompt their users for immediate purchase and get high traction on their website and they definitely got great results.

TARGET AUDIENCE	IDEAL TIME	CLICK THROUGH RATE
All	9:00PM - 10:00PM	10% - 15%

5 Back In Stock

'Currently Unavailable' - this message on your user's favorite product often becomes a reason to bounce from your website. To deal with this situation, many e-commerce marketers send out web push notification as an update to those users, as soon as the product is available again.



TARGET AUDIENCE	IDEAL TIME	CLICK THROUGH RATE
All	9:00AM - 11:00AM	5% - 10%

