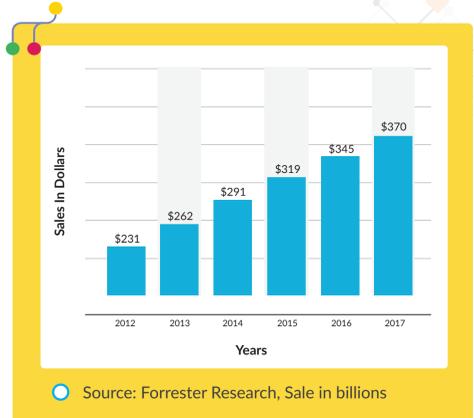


Retail Businesses Achieving Targets With Web Push Notifications

eMarketer shows that retail sales will increase to \$4.058 trillion in 2020, making up 14.6% of total retail spending. Online retailers have an advantage of having a presence offline as well as online. 68% of shoppers said that they regularly research products in-store, before they purchase them online. The millennials prefer shopping online, than going to a store and searching for products. Hence, online retail stores see a flourishing future ahead of them. Many offline stores like Lifestyle Store have realized this and have recently moved online.

Though they have a wide scope, it become difficult to combat the big shot ecommerce websites that already exist. Downstream pressure from tier 1 retailers have also put the other retailers in a tight spot. Shoppers now have more than 800 other options of purchase available to them. Fierce competition among retailers has put the small scale retailers in jeopardy.



57%
of shoppers are likely to engage better when they are given location based updates.

65%
of retailers have a shopping cart abandonment rate that is higher than 50%.

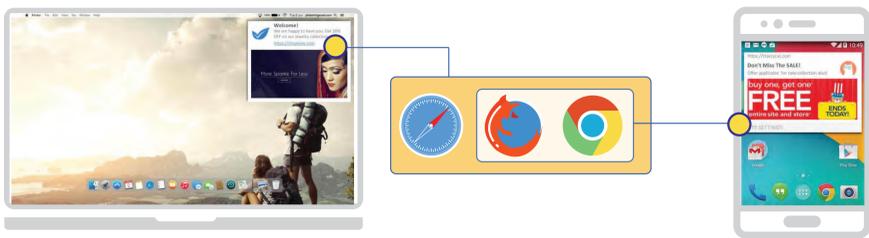
54%
would consider ending their relationship with a retailer if they are not given relevant offers.

Users have numerous options these days and their expectations have shot through the roof. You need to provide an ever increasing value to increase user engagement. It has become critical to increase local brand experience by creating a brand image and by nurturing trust and credibility both in-store and out. It is a challenge for online retailers to boost user engagement, generate repeat traffic and increase sales. 66% of retailers believe that they need to incorporate some technology to make the cut.

Web push notifications are swift and concise updates are sent in real time. They can be delivered across devices, reaching the target audience on desktop and mobile. It makes it possible to segment users based on their interest and location; which makes it possible to push personalized and hyper local notifications. With multi- language support, one can create a better connect with the users. It increases user engagement and helps to achieve repetitive footfalls.

Welcome!
Make a purchase today to get 20% OFF!
Buy Now
<https://shoppersstop.com>

Web Push Notifications



Browser Push Notifications are clickable bite size updates that work seamlessly across Desktop (all OS) and Mobile (Android only). Website push notifications are supported on Chrome 42 and later, Firefox 44 and later and Safari 7.1 and later.

Use Case References To Create A Campaign That Converts

1 Hyper Local Updates

Retailers need to send out geography specific notifications to reach out to the right audience about a location specific sale. Hyper local notifications help in contextual targeting. This is the first step in ensuring that your communication is relevant, not spammy and builds on user trust. Location specific notifications target a section of your target audience and gives them sole attention, hence catering better.

Heavy Showers Predicted In Downtown
Keep calm and buy your umbrella. Walk in to your nearest store NOW!
<https://westside.com>

2 Retargeting

Reminders

You Have 1 Item In Your Cart!
Last 2 pieces left! Hurry!
Go To Cart **Buy Now**
<https://lifestyle.com>

Back In Stock

The Shades You Wanted Is Back In Stock!
Grab it now before you miss it again.
Buy Now
<https://forever21.com>

Users need to be encouraged and brought back to the website to make a transaction. As mentioned above, cart abandonments are at its peak and this issue can be easily Cart abandonment is one never ending problem which can be solved by retargeting the user and nudging them to revisit your site. It usually observed that users forget that have saved something in the cart for the future. A quick reminder will go a long way.

3 User Engagement

Sales and offers need to be announced, for the users to avail all the benefit. This is an opportunity to lure the user to your website. It increases user engagement and encourages a revisit to your website. Sales and offers attract users and increase the chances of a transaction. Notifications can be sent before the sale, during and after the sale to keep the users in the loop if they are a regular customer.

Flat 40% OFF On All Our Products!
Offer valid till midnight!
Buy Now
<https://faballey.com>

Buy 1 Get 1 FREE!
But one batman t-shirt and get a batman cap absolutely free!
Buy Now **Other Offers**
<https://max.com>

Sale

Offers

4 Customer Feedback

Help Us Serve You Better
Is there something you think we should be doing better?
<http://reliancetrends.com>



No one knows you better than your customers. You need to know your pros and cons to you conduct yourself better. It also show that you care about the user's experience and want to make it better. Feedbacks are easy to receive with push notifications, as one can directly click on the response or direct the user to the feedback page.

