

Web Push Notifications

Push notifications are interactive messages that work seamlessly across Desktop (All OS) and Mobile Devices. Web Push notifications are crisp updates that are sent in real time. They support the delivery of marketing messages and are very effective in retaining customers as they are read by users even when they are not engaged with their devices. They are simple to set up, and the process of creating them is fast and easy. Additionally, they are very affordable. A study shows that if you were to invest $1 in push notifications, it would generate at least $10 in revenue, making it a highly effective marketing strategy.


Web Push notifications can be used in various forms. They can be used to:

- Remind users to revisit the website.
- Upgrade users to a paid plan.
- Build user engagement.
- Boost CTR.
- Reduce churn.
- Encourage a revisit to the website.

Web Push notifications are widely used by companies to increase user engagement and retention. For example, HDFC Bank’s campaign, which used web push notifications, resulted in a 92% chance of users clicking on the pay button. Similarly, companies like Zoho and HubSpot have seen a significant increase in their website traffic and user engagement by using web push notifications.

The effectiveness of web push notifications is due to their ability to reach users at the right time. They are delivered to users even when they are not actively using their devices, which increases the chances of users clicking on the pay button.

To use web push notifications, you need to set up a web push notification service provider, such as iZooto. iZooto is a leading web push notification service provider that offers a range of features, including user targeting, content personalization, and analytics. With iZooto, you can easily set up web push notifications and start reaching out to your users immediately.

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