

# How Publishers are leveraging web push notifications to reduce their dependency on Facebook



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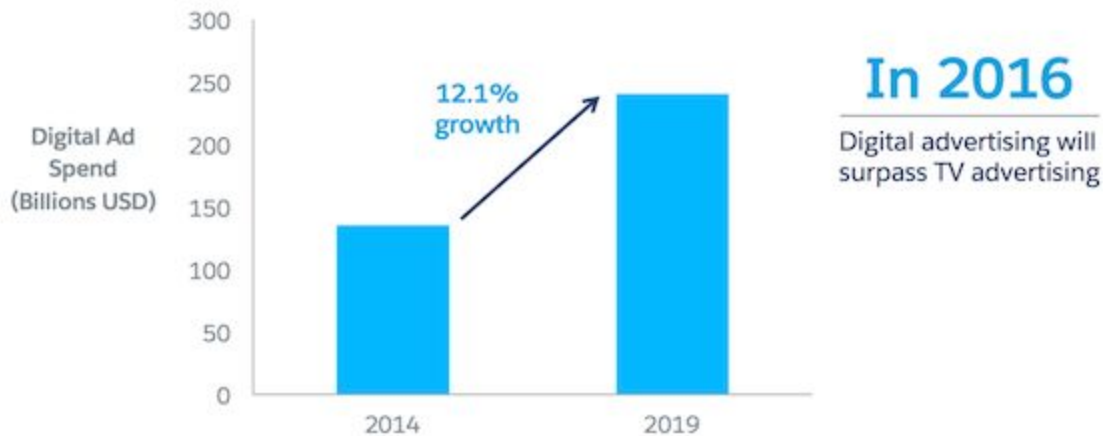
Businesses in News and Media industry have rapidly evolved over the past few years and has continuously been exploring a more sophisticated marketing solutions to drive user acquisition and engagement.

Here are some quick stats from the Industry-

- With the huge decline in newspaper circulation 2015, online news distribution has picked up pace.

- Back in 2014, digital advertising was [forecasted by](#) PWC to grow from \$135 billion to \$240 billion in 2019, which is a full 23% increase. At the same time, Magna Global and PWC also forecasted that digital advertising would surpass TV in 2016.

## Digital Ad Spend Continues to Grow Rapidly

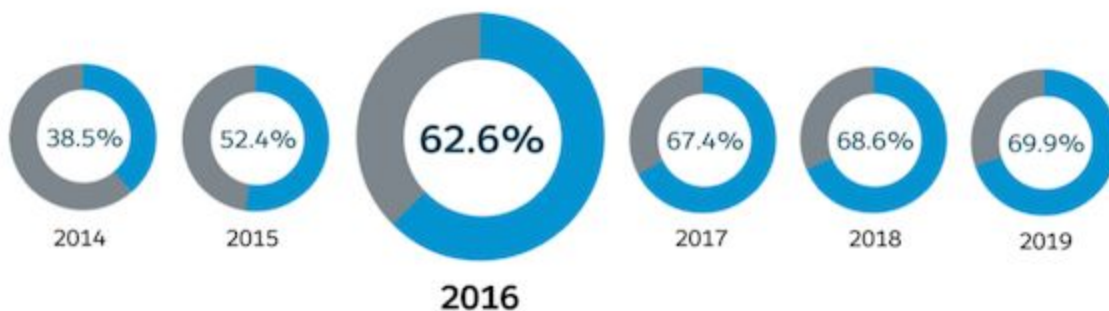


"Internet advertising: Key insights at a glance," PWC, 2015

- When we talk about the growth of digital advertising, those numbers are built on the massive growth in mobile advertising. In 2015, for the first time, more advertising was spent on mobile than on desktop ads.

## Advertising Spend Shifts to Mobile

Percentage of Total Digital Ad Spend that is Mobile

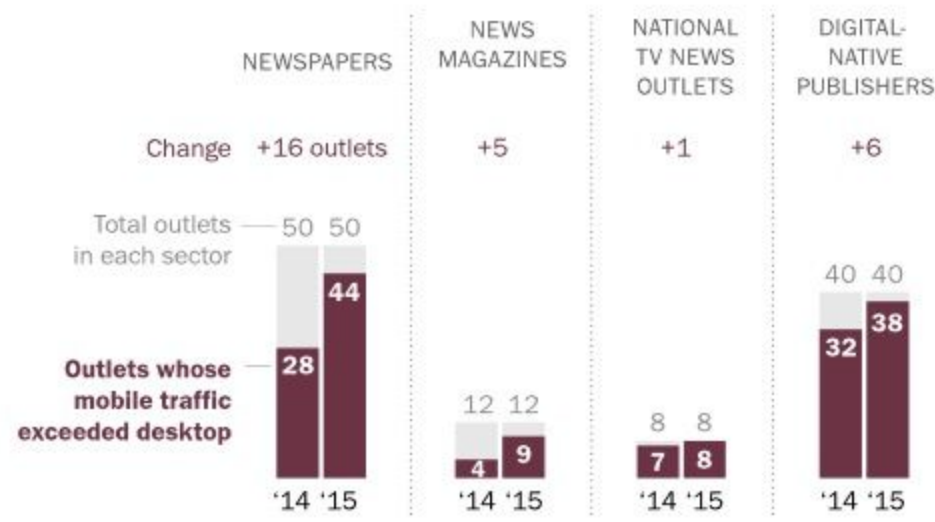


"Mobile to Account for More than Half of Digital Ad Spending in 2015," eMarketer, September 1, 2015

- A recent survey showed that 60% of us check our mobile phones within 15 minutes of waking up.

## Mobile traffic continues to gain prominence over desktop traffic across media sectors

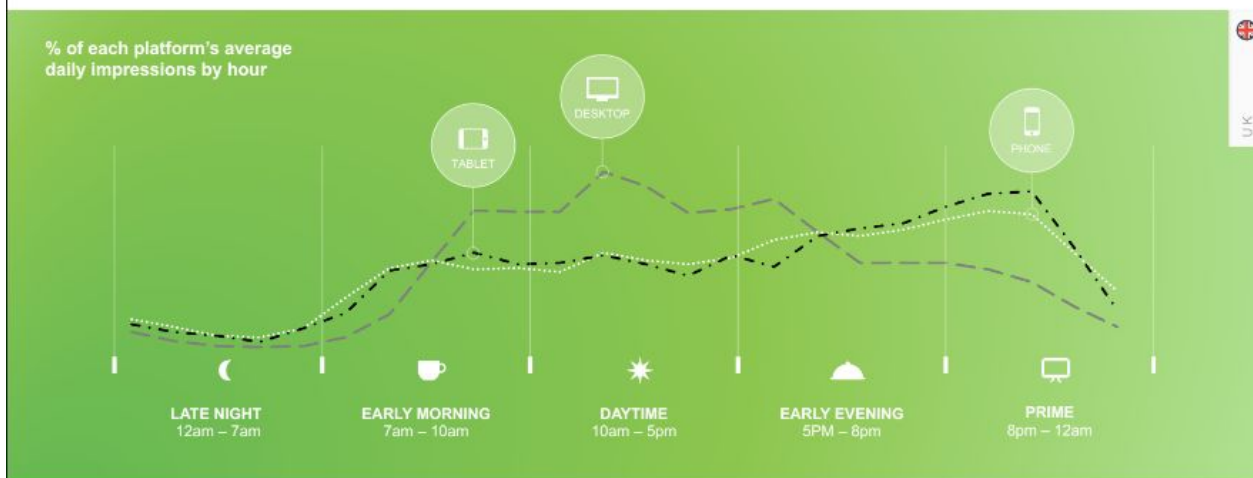
Number of ... whose mobile traffic exceeded desktop traffic



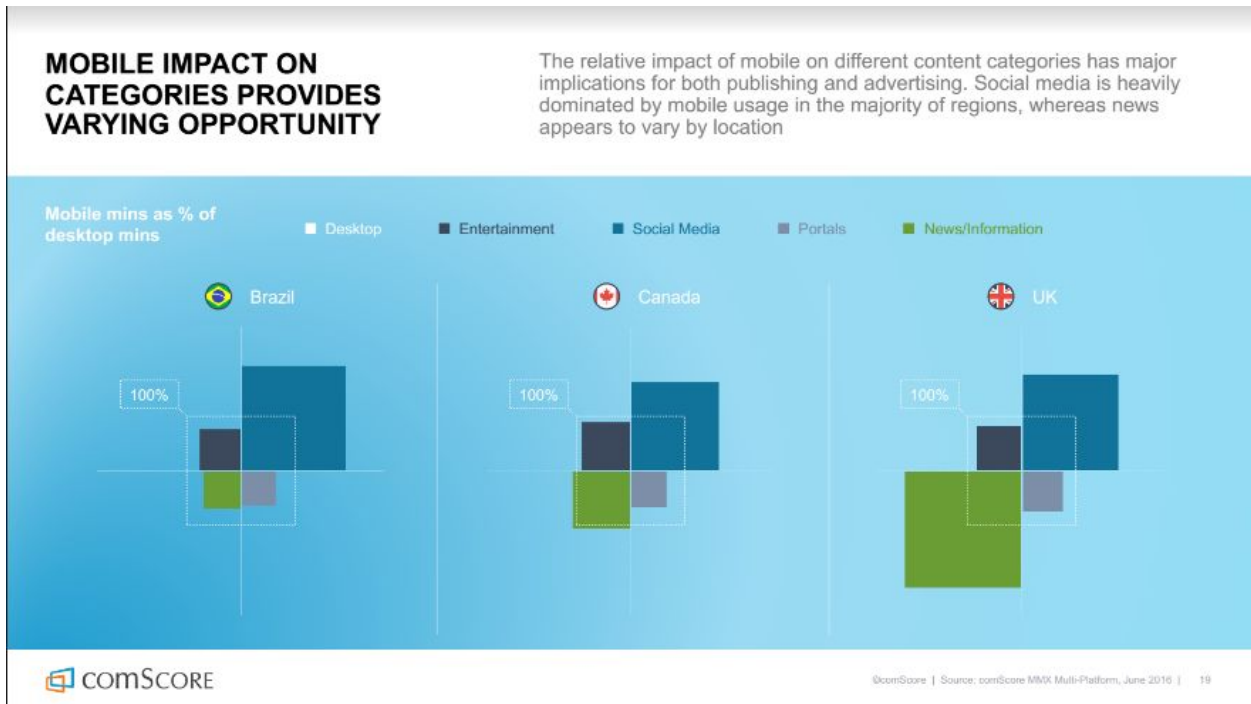
- Where each platform enjoys dayparts, mobile turns out to be a preferred one throughout the entire day especially for news consumption.

## MOBILE DEVICES ARE 'ALWAYS ON' FOR NEWS CONSUMPTION

News consumption shows a flatter, more 'always-on' usage profile on mobile devices, although smartphone and tablet consumption still peak in the evening



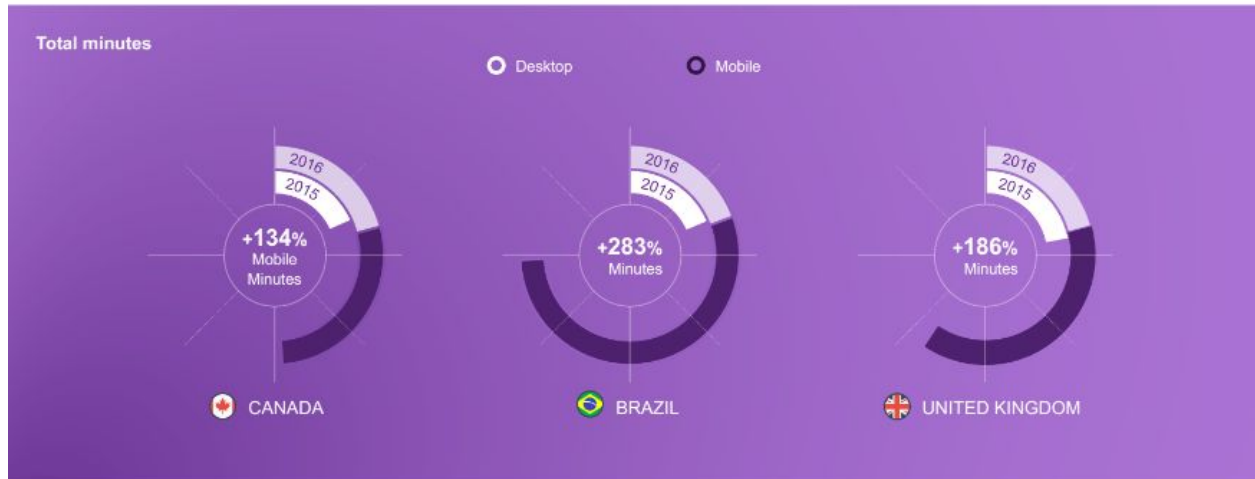
- Mobile becomes a more preferred medium, acting as a major traffic source over the desktop. Instant industries such as travel and retail have taken desktop minutes away from news category.
- The impact of mobile on different content categories has major implication for both advertising and publishing. News appears to vary by location.



- Mobile as a platform tends to add incremental digital minutes and opportunity whereas minutes of desktop have been largely flat in the past 12 months.

## MOBILE BOOSTS DIGITAL MINUTES, DOESN'T CANNIBALISE DESKTOP

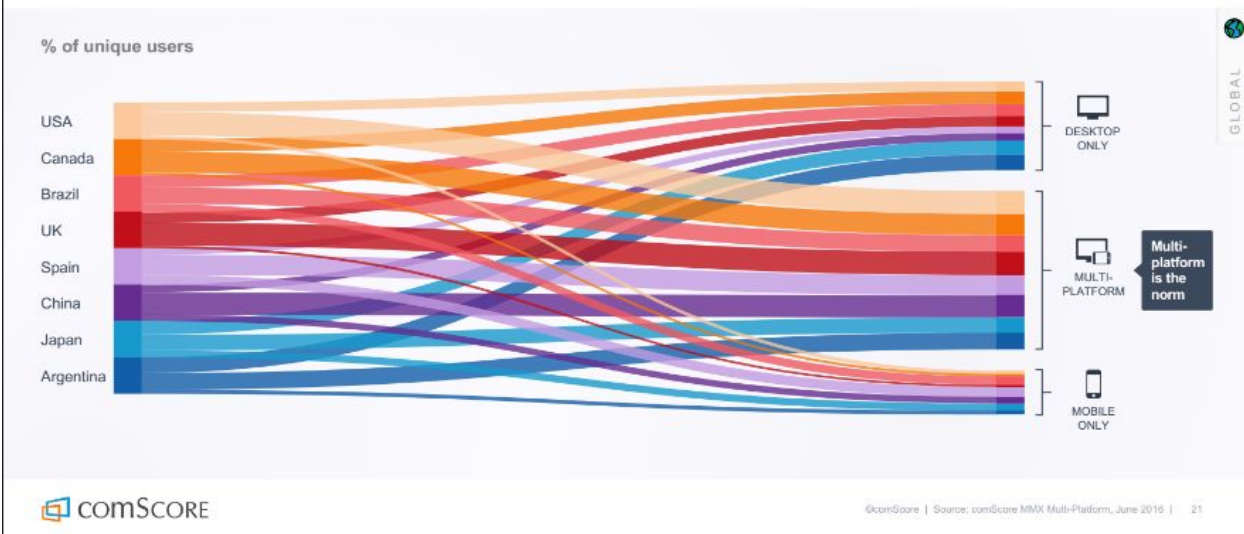
Total minutes on desktop have remained largely flat in the past 12 months, but the impact of mobile is dramatic, adding incremental digital time and opportunity



- Though, content type plays a vital role in the platform choice, an overwhelming majority users are now using focusing on multi-platform content consumption.

## DOMINANCE OF MULTI-PLATFORM MAJORITIES

Between the polar extremes of 'desktop only' and 'mobile only' usage, the overwhelming majority of users now use several platforms within a month



All these facts and figures state that mobile is now seen as an evolved platform with mobile web as the future of user engagement. Providing a lot of opportunities for News and Media industry, mobile marketing strategy should always be thought through as those who have not been leveraging mobile web efficiently could experience a drop in mobile minutes per visit.

One of the major factors influencing this drop could be low user-engagement rate. And the first step towards enhancing user engagement on their website is to deploy a good user engagement tool. To serve this purpose, many leading brands drilled down to web push notification tool as a solution, that supports both- mobile and desktop. Web push notifications not only ensured an enhanced user engagement with a degree of personalization on their site, but also increased the click-through-rates.

**Web Push Notifications** are interactive messages that 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.

Benefits for marketers of using web push notifications include:

- **Easy Opt-in:** Subscribing for web push notifications is just a one step process.
- **Click through rates:** With web push notifications, marketers are able to drive CTR's in the range of 10%-25%.

- **User experience** : Building an app is neither necessary nor affordable for every business.. According to [Comscore's Mobile report](#), users are not downloading new apps like they used to. Result: Businesses have started [shunning the app route](#).

#### **Early adopters**

- Divya Bhaskar
- IBN Live
- News18
- Zee News
- Indian Express

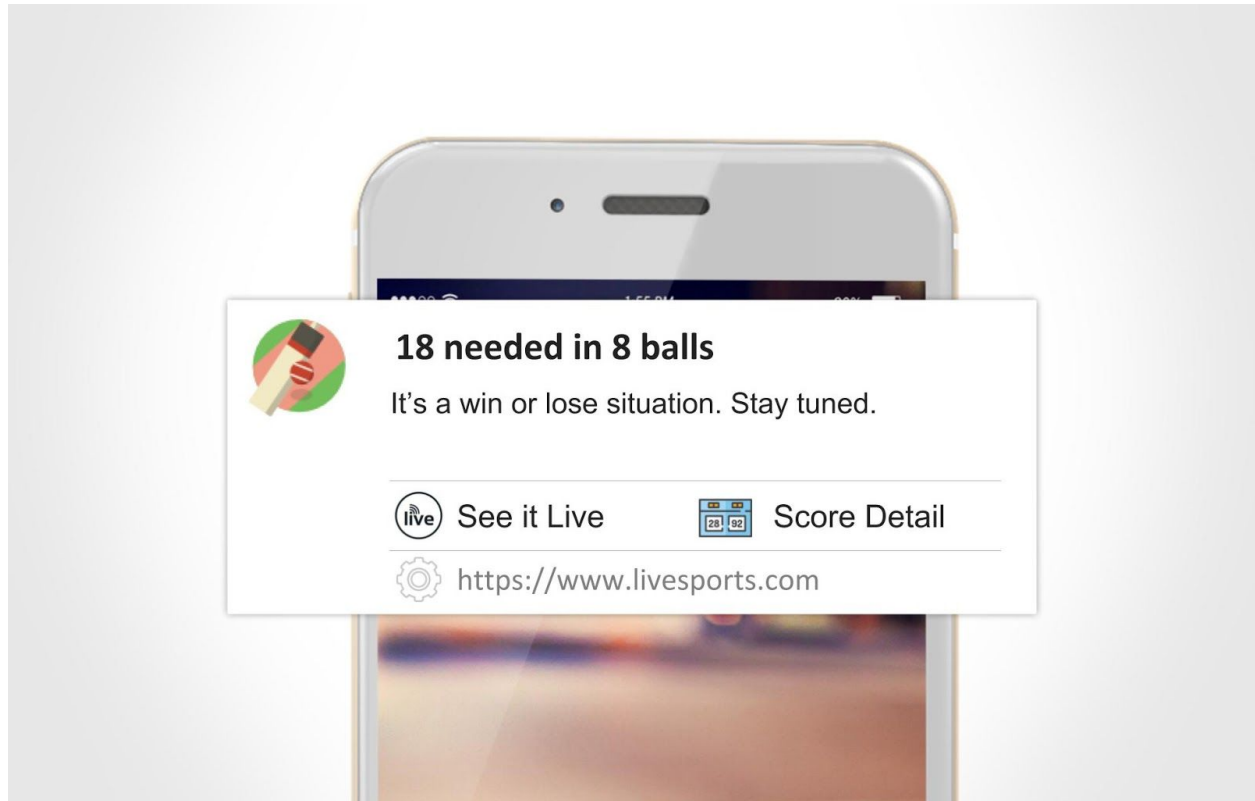
### **Here's how News and Media industry can leverage web push as an user engagement platform**

#### **Real time event update**

Who wouldn't want to get quick, real time updates on Match score and live event? Such instances need a tool that enables marketers to engage their users at the right time and for this web push notifications are being used extensively by many leading brands.

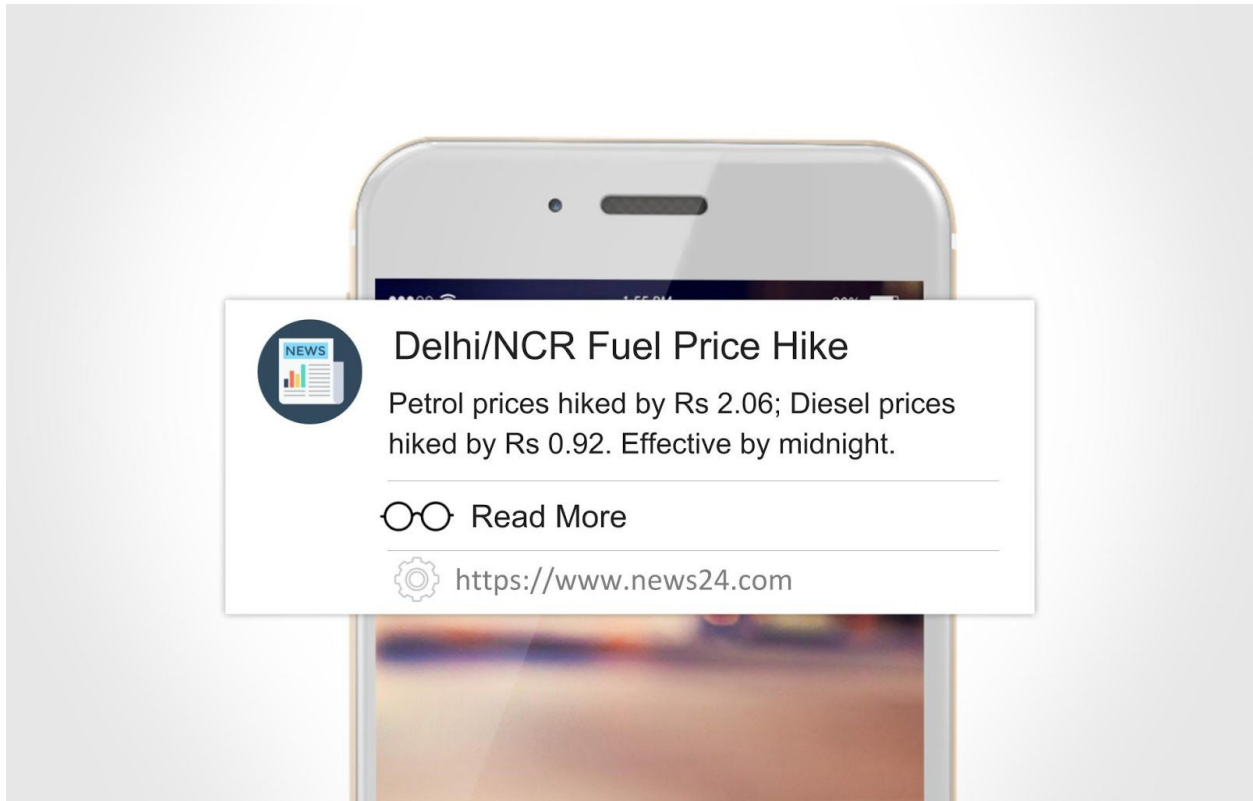
Furthermore, Notifications cards is yet another amazing feature of web push notifications that can be leveraged by new and media industry while sending out real time updates to their users. This ensures that your users don't get annoyed with continuous notifications for these live updates by updating the same notification with the new content.





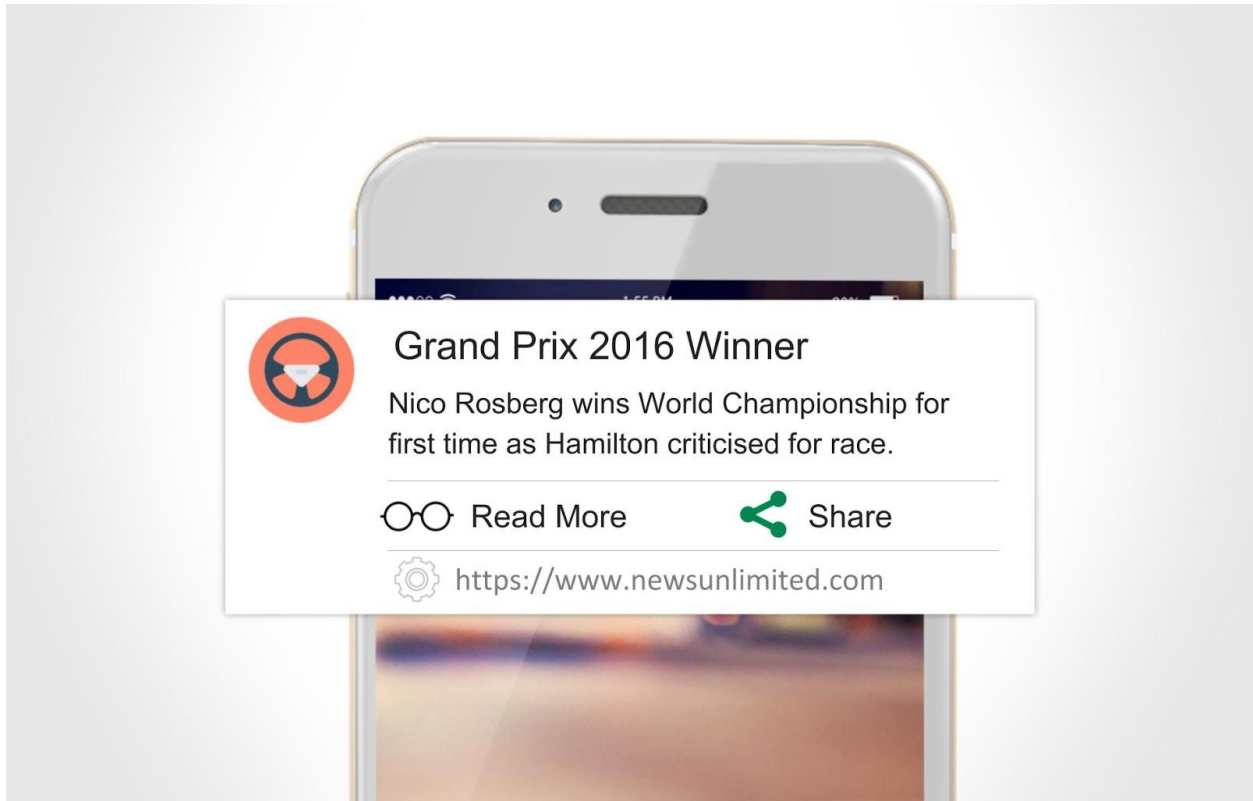
### News Update

Sending real-time messages is one of the important advantages of web push notifications which makes it even more suitable for events like flash new and breaking news. In such cases, emails and sms fall short as these are entirely dependent on the user to open that email or SMS.



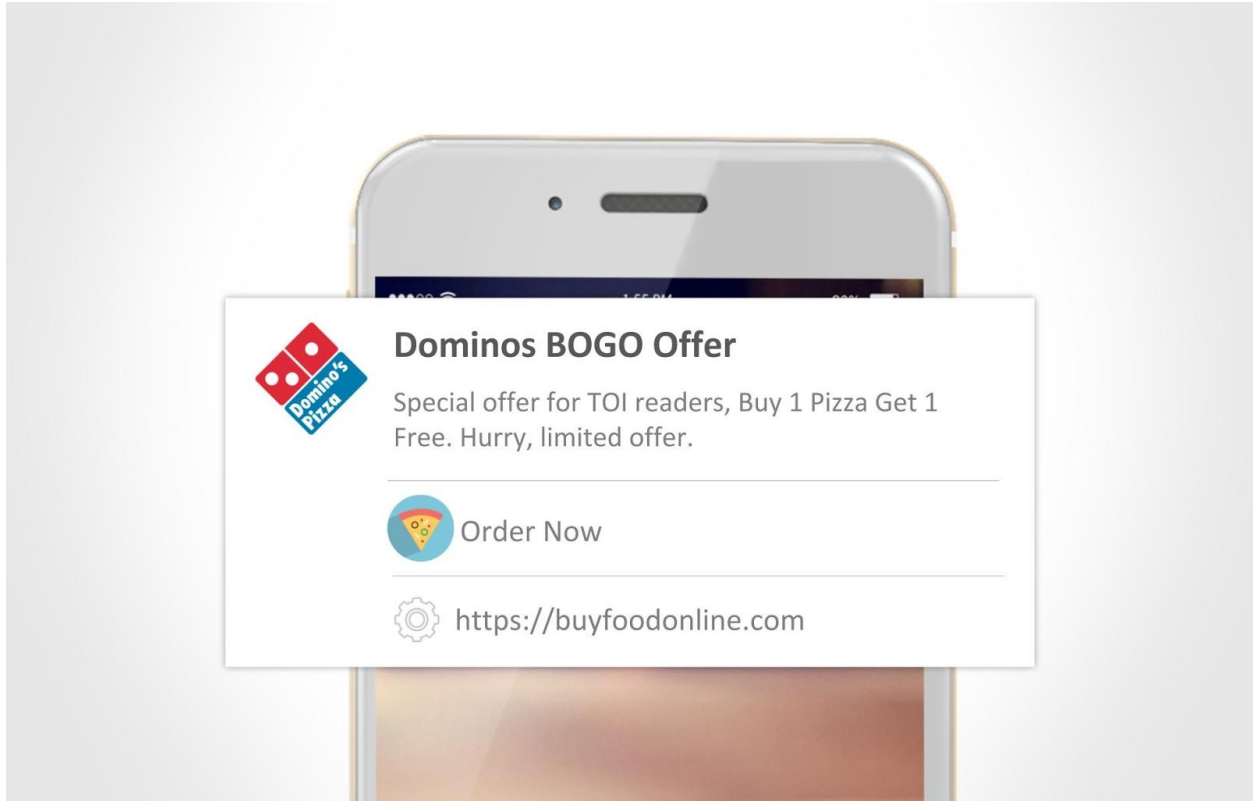
### **Personalized content**

Another use of web push notification for new industry is to target custom audiences to send genre wise news and updates. With this they can avoid sending mass notifications, which always results in high CTR. For instance, For any sports related news, marketers can focus on a custom set of audience that have sports as their interest area.



### **Native Advertising**

2016 was the year when native advertising comes of age and ceases to be just another buzzword by gaining wider adoption among small- and medium-sized publishers. However, most of the ads comes across as spammy and annoys the users which makes them to opt for adblocker. Adblockers are now seen as the biggest threat that native advertising faces. To overcome this threat many online businesses now indulge themselves in native selling. For this web push notifications has evolved as a convenient tool as it allows marketers to run ads in form of push notifications which is likely to be more engaging than a basic banner ad.



## Conclusion

Where mobile leads over desktop by adding more digital minutes businesses need a multi platform solution that helps them retain and engage all their web users and push notifications serves these purpose rightfully. Many early adopters like Zee News have experienced an astonishing CTR of 19.5% with 4841 click.

## Author Bio

Ruchika Sharma is the Product Marketer at [Datability Solutions](#). The company has recently launched its first product called iZooto, which is a web push notification platform that leverages data for contextual communication. Ruchika is a part of the versatile team that is working towards making iZooto a huge success. Under the huge marketing umbrella, one of her major responsibilities includes content curation. She has been contributing extensively at <http://blog.izooto.com/>. This art lover and creative writer enjoys sketching in her free time and dreams of traveling around the world someday, all by herself.