The Power of Push Notifications
The New Revenue Opportunity for Publishers
The Next Frontier in Engagement Monetization

It’s well-known that we humans like to be “in the know.” FOMO is real for so many in our hyper-connected digital era where being current with the latest news and trends equates to social status.

Social media channels like Facebook and Twitter have capitalized on this innate need for real-time information by delivering push notifications, enticing users with chimes and on-screen banners that deliver instant updates. As a result, we’ve become somewhat addicted, dependent on push notifications to keep us up to date with almost no effort. The relevancy, timeliness and low-friction of push notifications have made them irresistible to users, and a powerful tool for engagement for marketers.

Thanks to their broad appeal and audience acceptance, push notifications are emerging as a promising channel for publishers who want to expand monetization and user engagement. As online ads continue to be snuffed out by browser-based ad blockers and retargeting restrictions, notifications could help to fill the void in revenue for marketers and publishers alike.

How? Read on to see how push notifications will be the next big thing in engagement monetization.
A Brief History of Notifications

Ironically, the rise of push notifications can be directly attributed to Blackberry, which has since been rendered practically extinct as far as smartphones go. In 2003, the company was the first to introduce push email, eliminating the need for users to manually check for emails on demand. With push capability, emails could be delivered, read and responded to instantly, saving business users tons of time—a feature that helped Blackberry gain a foothold among business users.

It wasn’t until 6 years later, in 2009, that Apple launched its push notification service with iOS 3.0. Users now could not only receive alerts from Apple tools, but also from the emerging ecosystem of “apps” that was only just now in its infancy.

For the next 4 years, notifications were mobile-only. By 2013, Google had launched its own cloud-to-device messaging service and introduced push notifications through a web browser (Chrome) in 2015. But again, it was Apple who delivered the next innovation: rich notifications, giving app developers the ability to customize push messages with media, text and in-line reply options—a critical innovation that’s given rise to our current opportunity.

Today, Facebook is by far the largest user of web-based push notifications, pinging users with every like, comment and post they need to know about.
The Secret to Notification Success

What makes push notifications so effective for marketers? And, what keeps them from annoying users?

Notifications deliver the “trilogy value exchange” between user, publisher and advertiser. In short, they make everyone happy, which publishers can leverage to build a fair and balanced revenue source.

Push notifications are:

- **Opt-in.** Subscribers have asked to receive notifications, so they’re not intrusive. In fact, the average opt-in rate for web push notifications is 12%, with as high as 21.5% for travel sites and 16% for media.

- **Easy to set up, with no app needed.** This makes it easy and inexpensive for brands and publishers to add notifications without having to invest in a stand-alone application.

- **Trusted by subscribers.** They know the messages they’ll receive are relevant and spam-free.

- **Targeted to the user.** Through personalization and segmentation, users see only the notifications they want to see.

- **Secure.** Push notifications only work with SSL (https://) secured websites.

- **Widely supported.** Push notifications are compatible with a wide range of browsers, devices and operating systems, including Chrome 42+ on Android, Mac and Windows, Firefox 44+ on Mac and Windows and Safari Mavericks on Mac OS.

- **Engaging.** Web push notifications generate an 18% average reaction rate, with ecommerce and media sites both seeing over 20% reaction from subscribers.

Sound familiar? In many ways, push notifications are much like email, leveraging the same benefits for marketers and publishers. While the channel is new, the strategy—and factors that make it successful—are very similar.
The Push Monetization Opportunity

In fact, it’s this very similarity to email that makes push notifications an ideal monetization opportunity for marketers and publishers. Thanks to the ability to customize messages with multi-media content and real-time response capabilities, push notifications enable marketers and publishers to engage with audiences while add a potentially lucrative revenue channel.

Not sure how you can use push notifications to add new revenue? Here are some examples:

- **E-commerce marketers** can send cart-abandonment reminders, time-sensitive promotions, new product availability alerts, or behavior-based offers, all sponsored by a brand partner.

- **Publishers** can send breaking news alerts, score updates, weather forecasts, subscription offers/coupons and event notifications, all sponsored by a brand partner.

- **Service providers** can send status updates or appointment reminders, all sponsored by a brand partner.

- **Sports teams or entertainment venues** can send event alerts, game scores or fan meet-and-greet opportunities, all sponsored by a brand partner.
The Engagement & Monetization Trifecta: Email, Online & Push

PowerInbox is uniquely positioned to help you create a powerful multi-channel engagement and monetization strategy with our cross-platform solution that leverages email-based user profile data for precise targeting and personalization. Unlike cookie-based advertising, which can get muddied when multiple users share the same browser, email-based targeting allows you to tie specific user behaviors directly to an individual, for truly one-to-one personalization.

Not only does this precision targeting deliver more relevant and actionable content for subscribers across every channel, it also lets you track and understand their behavior across each channel, for continuous refinement of their profile data.

At the same time, our comprehensive platform makes managing email, online and push notification programs extremely simple. But aggregating all of your cross-channel campaigns onto a single dashboard, publishers can easily monitor success, manage creative and placements, and consolidate billing for a much simpler, more efficient ad program management experience.
Get in on the Ground Floor

As with any new technology, as push notifications start to take off, savvy marketers and publishers know that getting in on the ground floor can make all the difference in capturing audience—and advertisers—attention.

Adding push notifications is a natural fit with your current online and email monetization programs, and it can offer a mostly untapped revenue stream and new audience touchpoint opportunities that can set your company apart from the competition.

Ready to learn more? Find out how PowerInbox can help you launch a push notification program that generates new revenue and earns subscribers trust.

Contact us: push@powerinbox.com