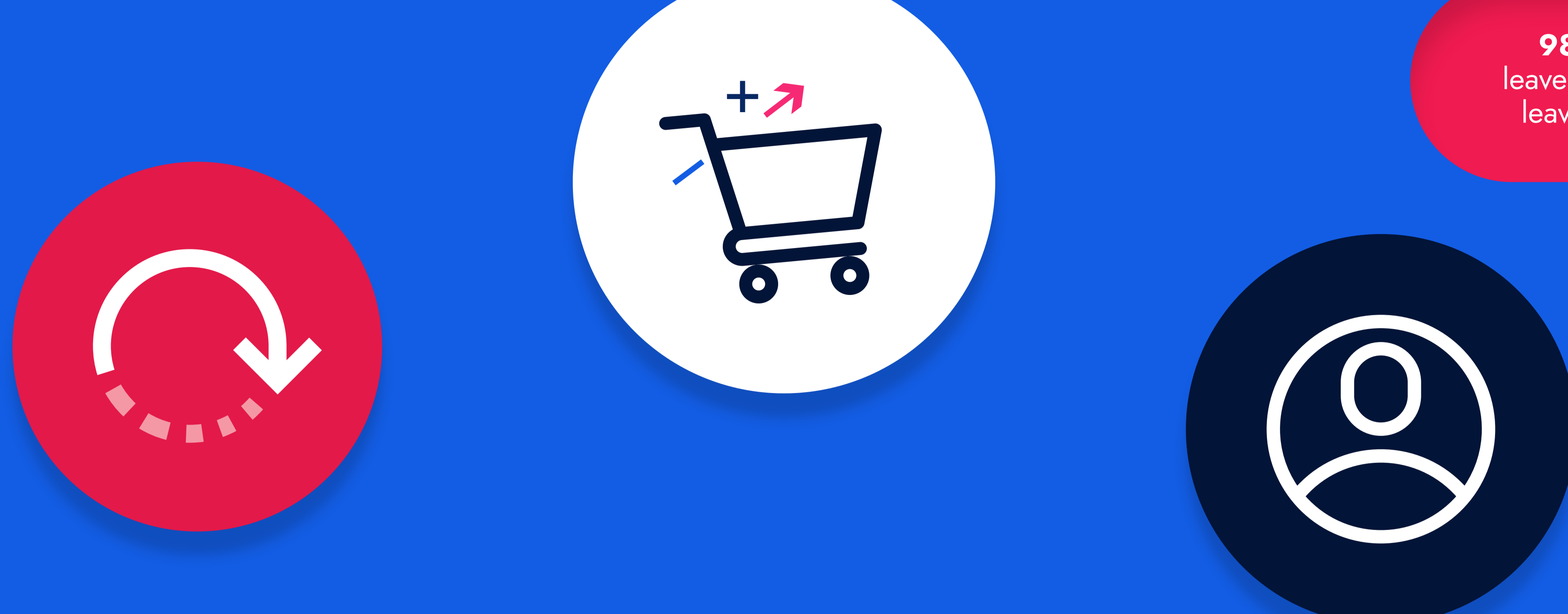


HOW WEB PUSH NOTIFICATION HELPS BRANDS TO REDUCE BOUNCE RATE EFFECTS & TO RE-ENGAGE LOST VISITORS



98% of your visitors leave your website without leaving a contact point!

- **Bring visitors back to your website**
(ex. relaunch following a visited section, promotional offers for VIPs)
- **Increase online sales**
(ex. recover abandoned carts, requests for information)
- **Activate your drive-to-store strategy**
(ex. coupons for shopping at stores)
- **Generate sales qualified leads**
(ex. collecting data about your visitors through callback request forms)
- **Build and activate communities**
(ex. send information around a field of interest)
- **Boost Web application downloads**
(ex. App Store web referrals)
- **Promote information content**
(ex. VIP club, exclusive previews, newsletter or products launching)

Web Push Notification

Marketing Email

Deliver your message through desktop and mobile

Inbox dedicated support

Optin required by the browser / The subscriber can stop Push Notifications receipt

Optin required by the brand / Unsubscription managed by the router

No fraudulent click

Database hacking, possible fraud

Mastered by the brand

Mastered by the brand

A cookieless retargeting solution

Required for retargeting

FORMAT

🔔 **FORMAT**

🛡️ **BRAND SAFETY**

🔒 **GDPR-compliance**

🚫 **FRAUD**

👁️ **MARKETING PRESSURE**

🍪 **COOKIES USE**

PERFORMANCES

15%

👤 **OPTIN RATE**

1%

99%

✉️ **INBOX RATE**

NOT CONTROLLABLE

4 to 7%

🌟 **CLICK THROUGH RATE**

0.4 to 0.6%

1 to 2%

👤 **UNSUBSCRIBING RATE**

5 to 10%