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INTRODUCES

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

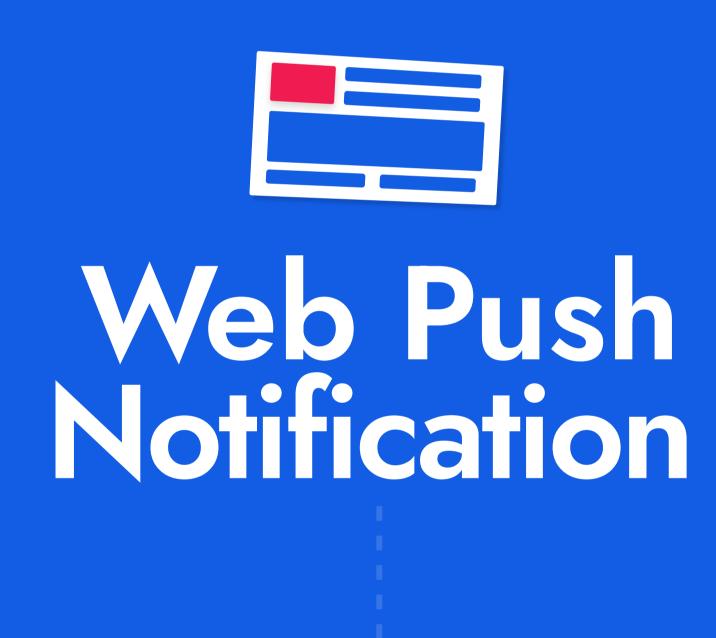




98% of your visitors leave your website without leaving a contact point!



- 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)





Marketing

Deliver your message through desktop and mobile

The subscriber can stop Push Notifications receipt No fraudulent click

Optin required by the browser /

Mastered

by the brand

retargeting solution

15%

4 to 7%

1 to 2%

A cookieless



FORMAT



FRAUD





Inbox dedicated support

Optin required by the brand / Unsubscription managed by the router

Database hacking,

possible fraud Mastered

by the brand

Required for retargeting

OPTIN RATE

PERFORMANCES

CLICK THROUGH RATE

1%

NOT CONTROLLABLE

0.4 to 0.6%

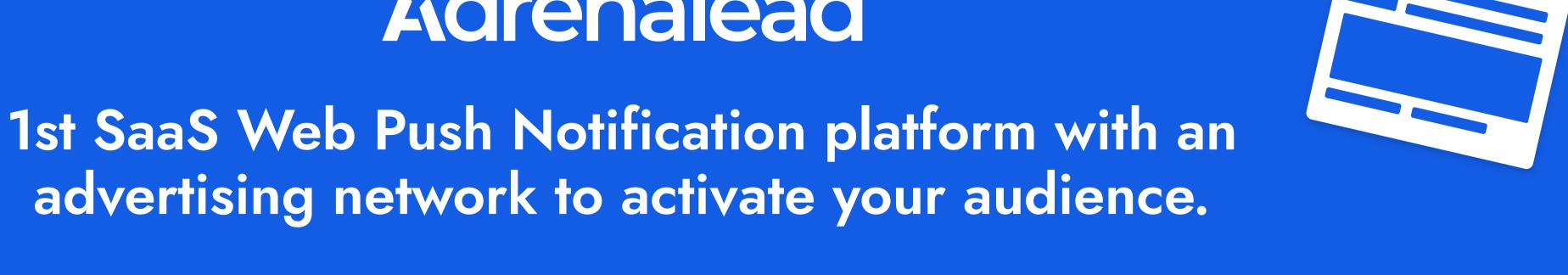
5 to 10%

INBOX RATE

UNSUBSCRIBING RATE

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Get in touch!









Book your meeting

Want to learn more about Web Push Notification?