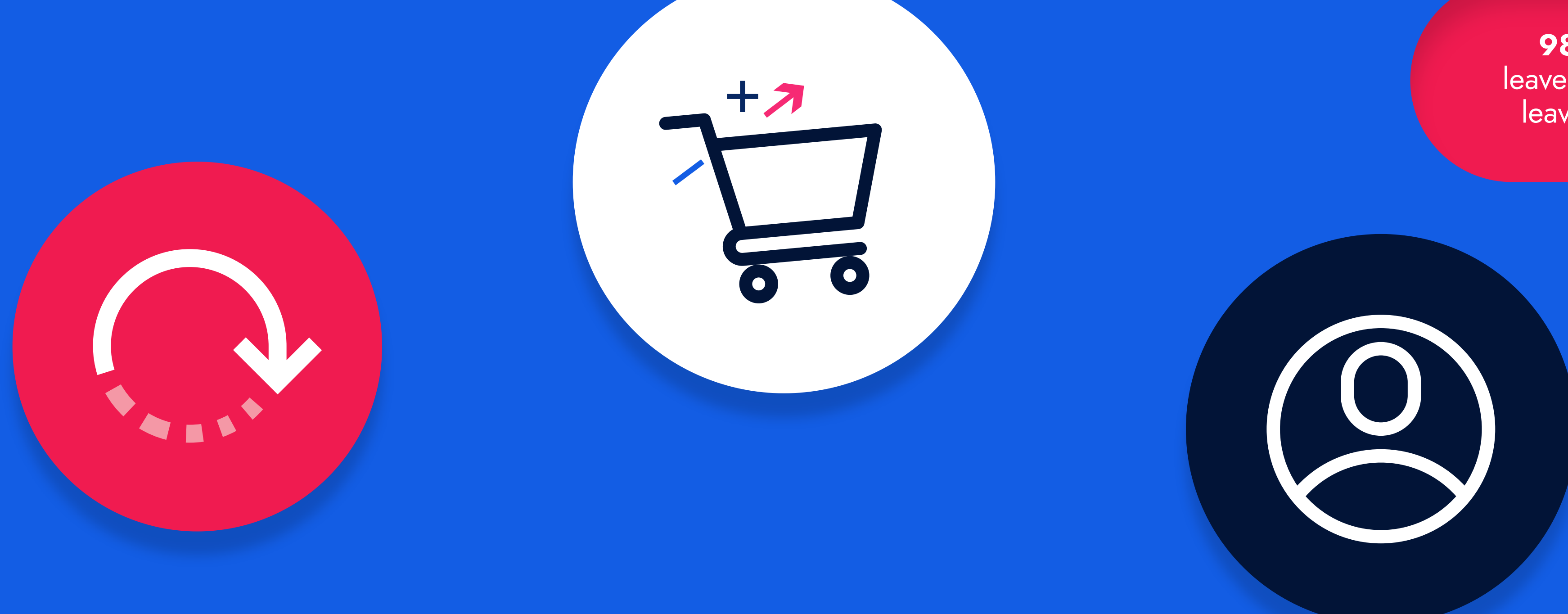


HOW WEB PUSH NOTIFICATION HELPS BRANDS TO REDUCE BOUNCE RATE EFFECTS & TO RE-ENGAGE LOST VISITORS



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)

