Web Push Notifications

Reach your customers directly while they surf the Web!

With the Web Push Service of AGNITAS you can provide consumers with up-to-date news in their browser while they surf!

When a prospect or customer registers for the notification service on your site, they will receive your short messages via their web browser directly while surfing. The browser only needs to be open in the background, no matter what website they are currently using. No additional application like an app or email client is required. You easily manage and control the web push notifications in the E-Marketing Manager.

Examples for Web Push Notifications

- **Summer Sale: 30% discount on all summer items!**
  - Save money with our summer deals: This week 30% discount on all summer items! If you order today, you also save the shipping costs!
  - www.clothes-for-all.com

- **Do you already know our new Style Consultant?**
  - Just choose one item, you like best! We will do the rest for you: on the basis of special characteristics we create the perfect outfit for you. Try it now!
  - www.clothes-for-all.com

Benefits of Web Push Notifications

- **No Adblocker**
  - Messages will be seen

- **No additional application required**
  - Reaching customers easily

- **React quickly and actively**
  - Possibility to set time limits for messages

- **Personalization & customization**
  - Linking of Newsletter- & Web Push-Opt-in

- **No matter, if PC or Smartphone**
  - Web Push Notifications appear

Web Push Service: 0% Adblocker, 100% Attention
Delivery of web short messages

Completely simply to Web Push Service: Implement the message service into your website, get the authorization, dispatch the Web Push Notifications with the E-Marketing Manager.

1. **Implementation:** Integrate the push technology and a subscribe option, e.g. by layer, on your website.

2. **Authorization:** When a website visitor subscribes for your web push service, he or she has to confirm additionally a fix integrated opt-in request of the browser. Through the double confirmation, you get a valid opt-in for the delivery of your push notifications. As the recipient can unsubscribe at any time the principles of permission marketing are met.

3. **Delivery:** Easily manage the complete planning, control and evaluation process for push notifications via the E-Marketing Manager.

Structure of a Web Push Notification

<table>
<thead>
<tr>
<th>Headline:</th>
<th>Heading of your message</th>
</tr>
</thead>
<tbody>
<tr>
<td>Image:</td>
<td>Choose an image (icon or logo) for your message</td>
</tr>
<tr>
<td>Text:</td>
<td>Your (promotional) message should be formulated shortly and concisely. The message must be not too long, because the most browsers only show 200 characters.</td>
</tr>
<tr>
<td>Link:</td>
<td>Link to a landing page</td>
</tr>
</tbody>
</table>

Analysis: Metrics for measuring success

You can determine the following metrics for the web push notifications (WPNs):

- Number of opt-ins
- Number of delivered WPNs
- Number of undeliverable WPNs or bounces
- Number of displayed WPNs
- Number of clicked WPNs
- Number of opt-outs

In combination with the e-mail dispatch in EMM, there are also recipient related analysis and target groups possible.

Browser support

The most standard web browsers support the delivery of web push notifications:

- Mozilla Firefox
- Google Chrome
- Microsoft Edge (from version 14)
- Apple Safari