

**URBAN AIRSHIP**

# Web Notification Inspiration Guide



DELIVER PERSONALIZED, IN-THE-MOMENT  
MESSAGING TO WEB VISITORS

# CREATE DEEPER RELATIONSHIPS WITH WEBSITE VISITORS

*Web notifications allow marketers to broaden the reach of their communications to engage and boost connections with website visitors.*

The importance of engaging web visitors in the moment is clear: web traffic — especially on mobile devices — continues to rise year after year. Using web notifications, marketers open up an additional channel to reach website visitors and align cross-channel marketing efforts for greater engagement and deeper relationships with known visitors.

Organizations with a web presence can now boost customer acquisition efforts using web notifications to engage with visitors upon first landing on their website — or delay the

opt-in request to a later time, aligned to other activity (order, process completion, user interests, etc.). Web notifications provide users an instant communication channel to express interest in a particular topic.

Use this Inspiration Guide to learn the benefits of implementing Urban Airship Web Notify as well as web notification ideas to spark new use cases, support acquisition efforts and create more impactful cross-channel campaigns.

## **READY TO GET STARTED?**

We're here to help — call +1 (855) 385-3155 or +44 (0)300 303 8796 to speak with our team.

# BRANDS & CONSUMERS BENEFIT FROM WEB NOTIFICATIONS

Web notifications (also known as “web push notifications”) are push notifications sent to a user via desktop web or mobile web.

Messages appear on screen even when a user is not actively on the website, offering increased visibility.

Urban Airship’s Web Notify supports segmentation, automation, personalization and A/B testing to optimize the performance of each message. It also provides custom events to measure ROI based on key performance indicators.

Web notifications can address recipients throughout the customer lifecycle as well as accomplish a variety of business objectives. The three main use case types are:

- **Transactional:** confirmation of important transactions (e.g. purchase, shipping, delivery, tipping, requesting service reviews, etc.)
- **Educational:** educating the audience about key events, products or offerings
- **Promotional:** promoting special offers or limited time opportunities with the intent of driving purchase

All three, transactional, educational and promotional, balance brand and user goals to improve customer experiences and drive further engagement with brands.

To build trust and provide utility, it usually serves brands best to start with notifications that are transactional or educational in nature, clearly demonstrating value and allowing a safe transition to promotional content as relationships build.

So why wait? Now is the time to add web notifications in to your marketing strategy to improve user acquisition and customer engagement.

*Let's get inspired.*

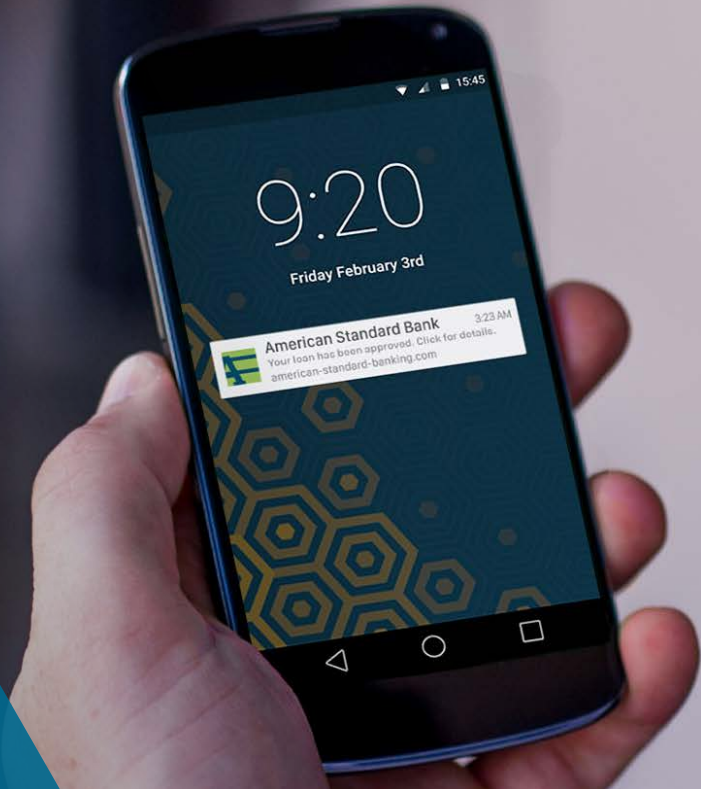
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Website audiences are almost  
3x the size – and growing twice  
as fast as app audiences – but  
people spend one-twentieth the  
time they do on apps.

— comScore's 2016 U.S. Mobile App Report

# TRANSACTIONAL

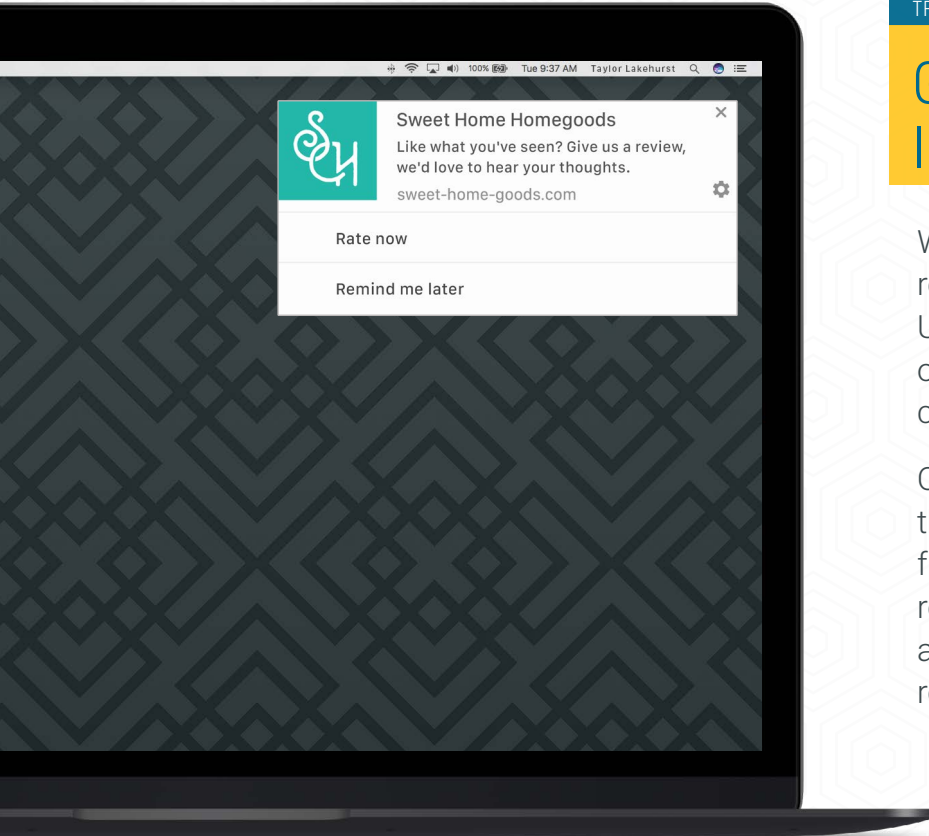
Confirmation  
of important  
transactions (e.g.  
purchase, shipping,  
delivery, tipping,  
requesting service)



## GET MORE DATA WITH INTERACTIVE BUTTONS

Web notifications are a valuable channel to gather reactions and data from customers. Simply include a URL in the web notification, taking users to a survey, or include interactive buttons that do the same when clicked.

Or, go simpler. Include “rate now/remind me later” or thumbs up/thumbs down emoji buttons (or smile/frown emoji buttons) to gauge customer sentiment in real time. Retarget those who react less favorably with an omni-channel win-back campaign to strengthen the relationship.

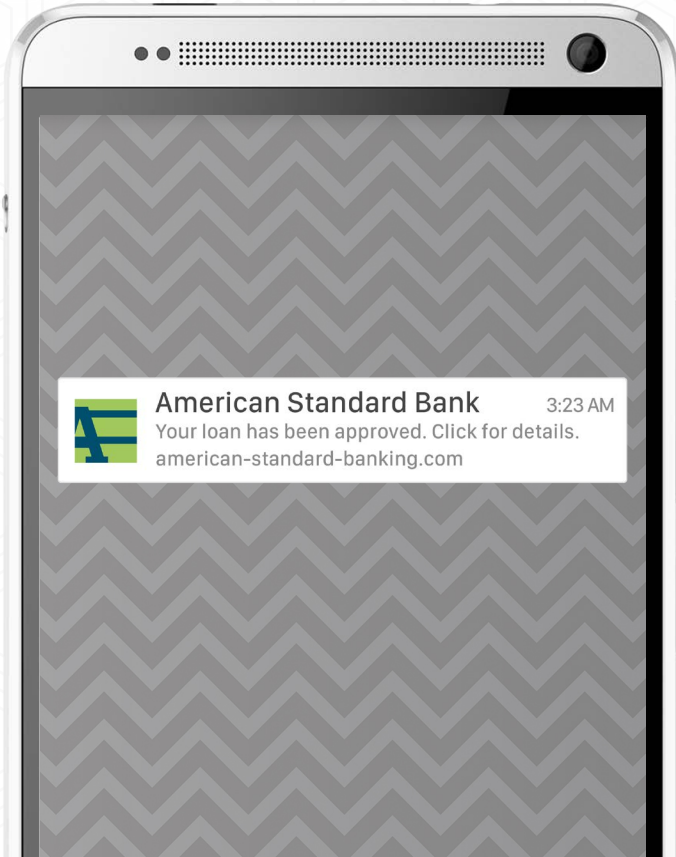


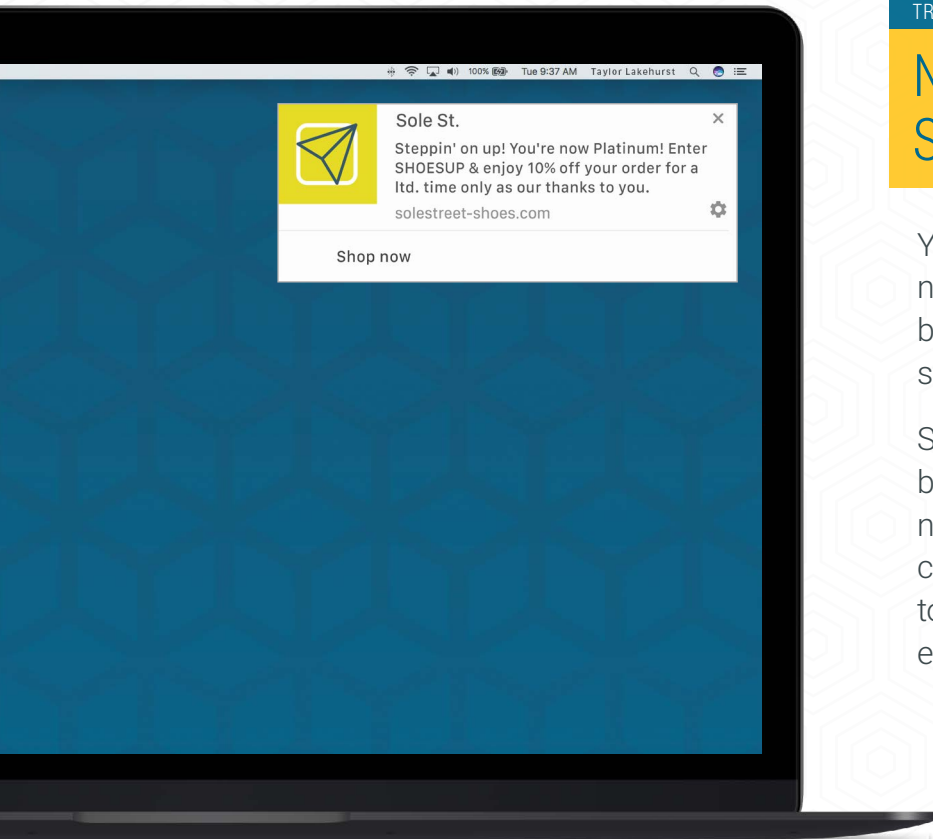


## PROVIDE REAL-TIME APPLICATION STATUS

For many consumers, applying for a loan can be a stressful process. Ease applicants' minds by sending an immediate response to a loan or credit application via web notification.

Rather than sharing any confidential information in the notification copy, allow the user to click for more. This could prompt login (for security measures) which then redirects them to their status update.





## TRANSACTIONAL

# NEXT-LEVEL LOYALTY STATUS UPDATES

Your most loyal customers are your most valuable. Web notifications complement your existing loyalty strategy by helping keep customers aware of their account status.

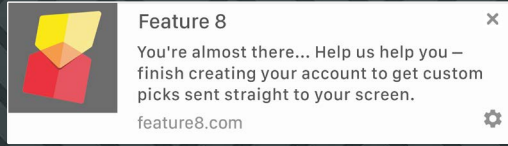
Share available rewards — or a jump in status — to brighten their day and stay top-of-mind. Link the notification back to their account page and allow customers to review their loyalty details. Use tags to segment visitors by status to deliver a member exclusive or elite-only perk.



## SHOWCASE UTILITY OF ACCOUNT CREATION

Having registered visitors can benefit not only your brand, but customers too. The key to achieving account creation all boils down to perceived value — what is the “get” for their “give”?

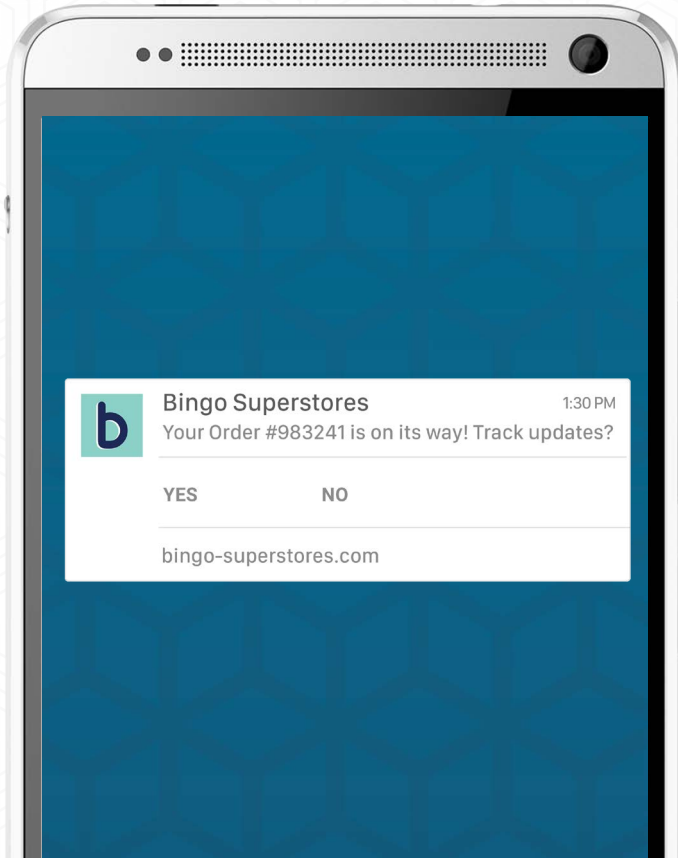
Share why visitors should create an account via a web notification to ensure the message is seen. Increase chances of registration by using tags to reach those on desktop/laptop differently than those on mobile, as well as simplifying the signup process based on device.



## SHIPPING STATUS MADE SIMPLE

Make a customer's day with an update on the status of their order. Web notifications are a great way to share transactional information such as order confirmation, status of shipments and final delivery.

Ask visitors if they would like to follow their package by including interactive buttons like "Yes" and "No" in the message. These buttons can create tags to use for subsequent order updates, like when an order has left the original facility, reached a new destination or has been delivered to their doorstep.

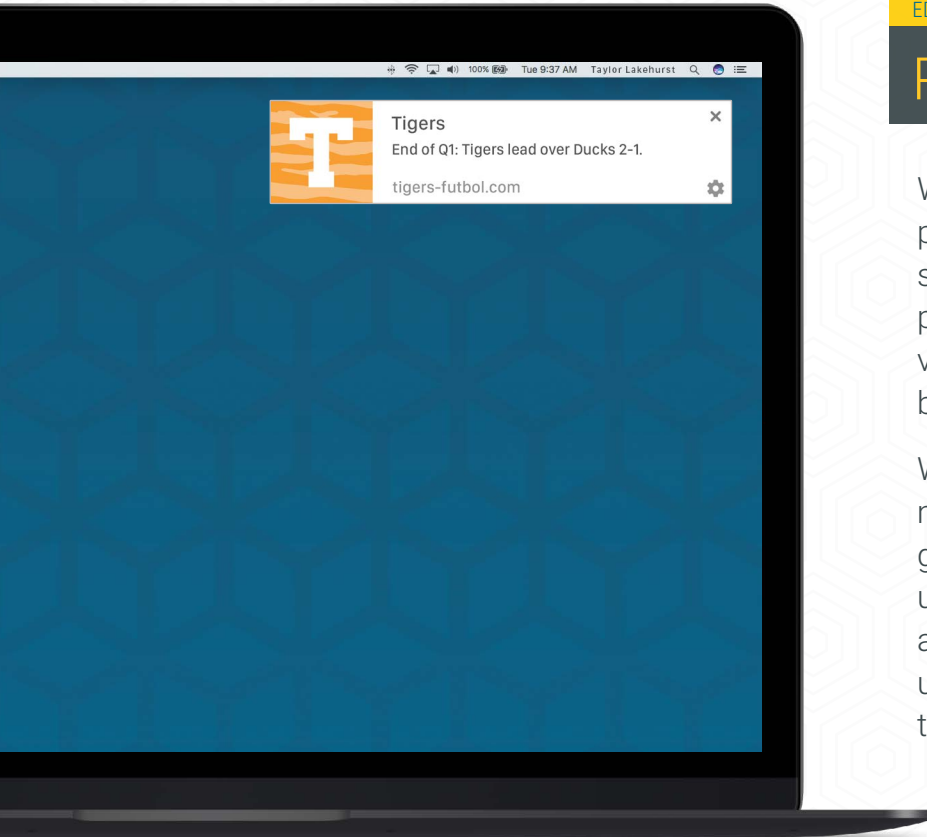


## EDUCATIONAL

Educating the audience about key events, products or features



## PROVIDE LIVE SCORE UPDATES



When it comes to sports, timing is critical — for both players and fans. Web notifications alert fans about score changes, referee calls or can't-miss plays (extra points if you deep-link back to the video replay). Invite viewers to receive follow up alerts using interactive buttons.

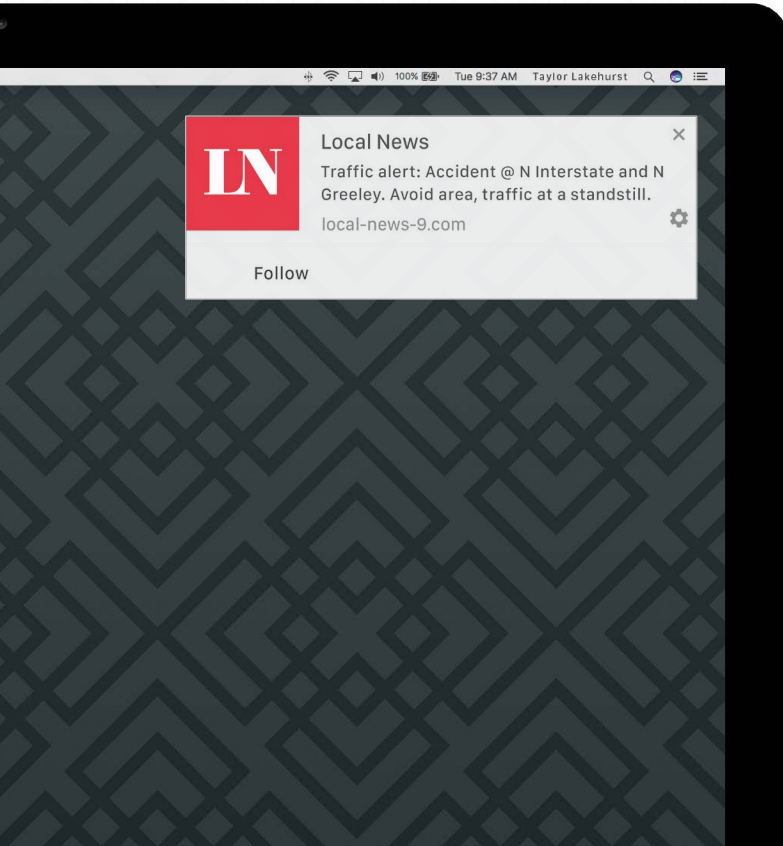
Web notifications also engage sports fans by sharing more general information, such as new gear or single-game ticket availability. With tagging set up to know a user's favorite player, it's easy to notify them when the athlete has big news, like a scoring milestone or injury update. Unlike email, web notifications catch a user in-the-moment, making them more likely to act.

## KEEP USERS IN THE KNOW WITH BREAKING NEWS ALERTS

For media organizations, keeping visitors updated is paramount. Adding web notifications to the mix provides one more channel to be the first to inform readers of key news.

Website visitors expect critical updates about news relevant to them. Deliver real-time traffic, weather or current event alerts so your audience has the necessary info to be safe and informed — regardless of their chosen browsing device.

Use tags to note their preferences for different types of news like Business, Sports, Political or Celebrity.

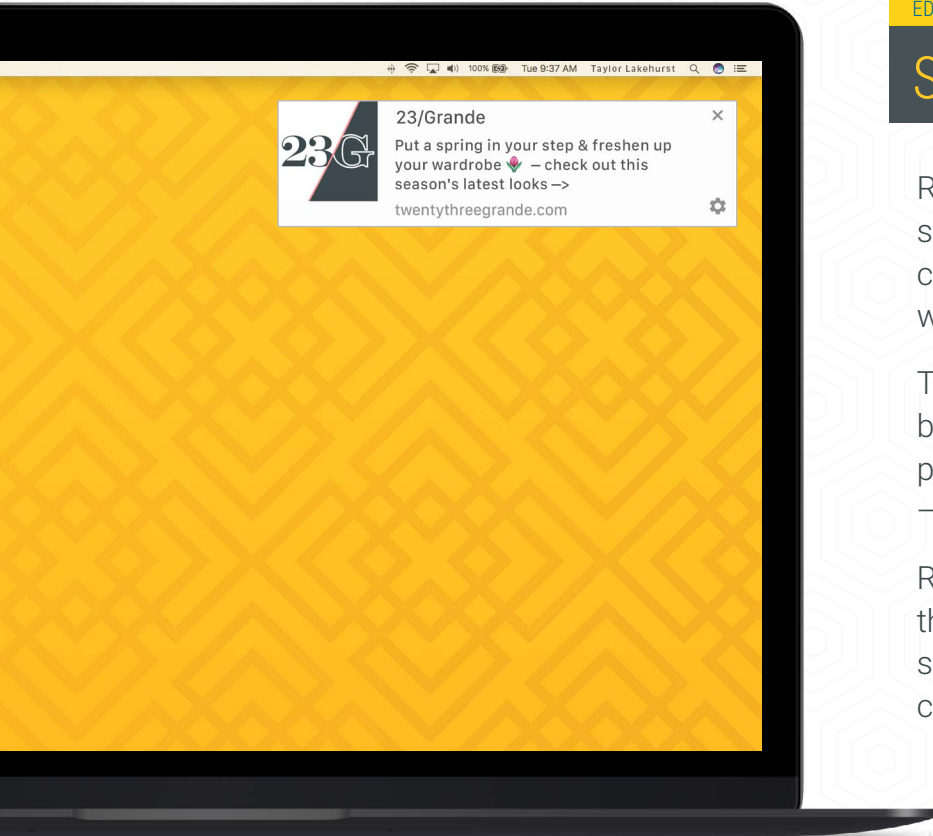


## SHOWCASE THE LATEST FASHIONS

Retailers can deliver the newest styles straight to shoppers' fingertips, and curate picks based on categories a user has indicated interest in to trigger web notifications.

Take messages one step further by adding interactive button(s) that deep-link to a "Just In" or "What's New" page to allow customers to easily shop — and purchase — new styles.

Retailers can set tags based on actions and behaviors the user provides to create a more personalized shopping experience, and therefore a higher likelihood to convert.



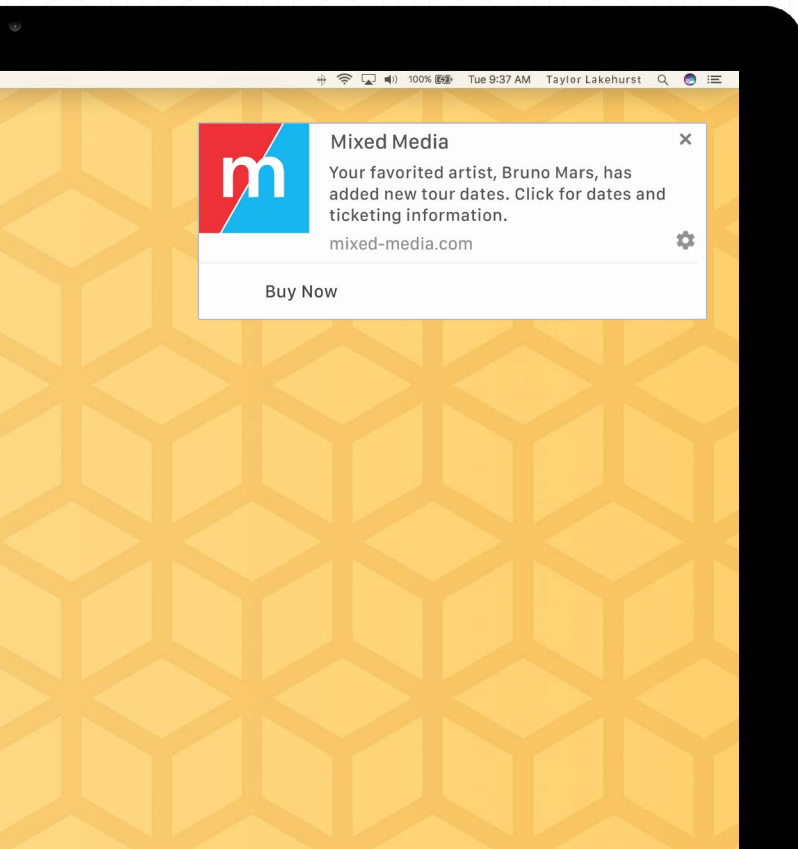


## REAL-TIME UPDATES KEEP TRAVEL ON TRACK

Travelers won't always download an app for every airline they fly, so why not use web notifications to ensure a smooth experience? Most often connected via mobile, the ability to reach travelers with relevant information helps orient and direct travelers prior to departure and/or right after they land.

Make their experience easier by notifying them of flight delays or gate changes with a web notification. Brands can also help travelers find a rental car, local hotel or nearby restaurant by including preferred partner messaging.





## EDUCATIONAL

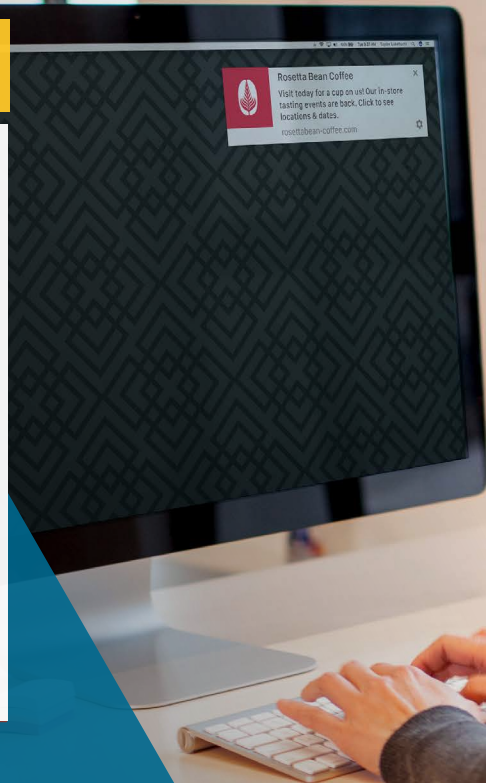
# PROMPT USERS TO ACT BASED ON FAVORITES

Learn more about visitors to provide a more personalized experience with your brand. Knowing favorite music artists, shopping department, sports team or news topics allows brands to reach visitors with more personalized web notifications by tagging their preferences.

When relevant opportunities arise, such as an upcoming concert, new tour dates or pre-release ticket sales, this information can be used to automate sending a web notification prompting action. Provide value and increased utility to visitors by being relevant, and allow them to build brand affinity by being served in the moment.

# PROMOTIONAL

Promoting offers  
and special  
opportunities  
intended to drive  
conversion

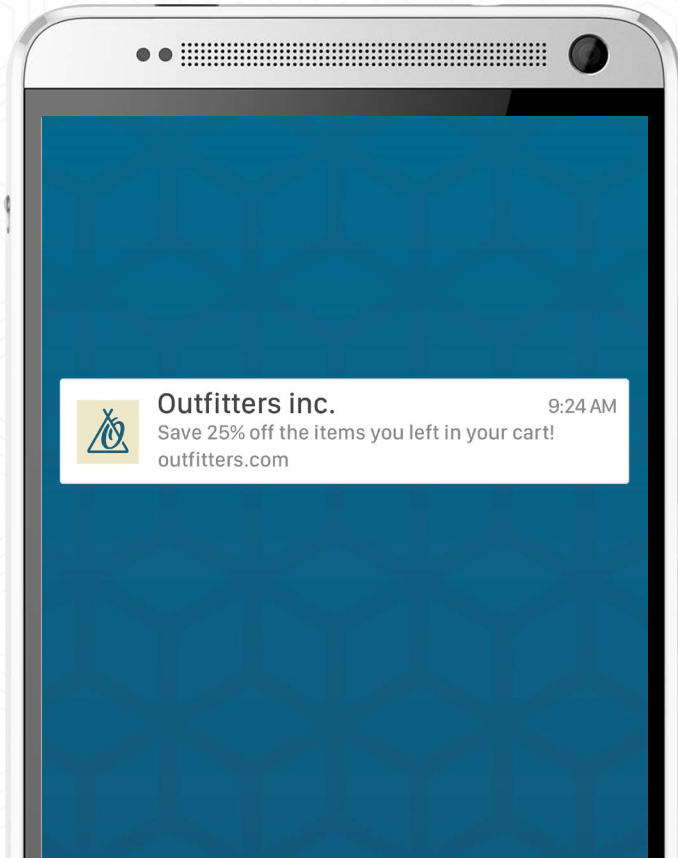


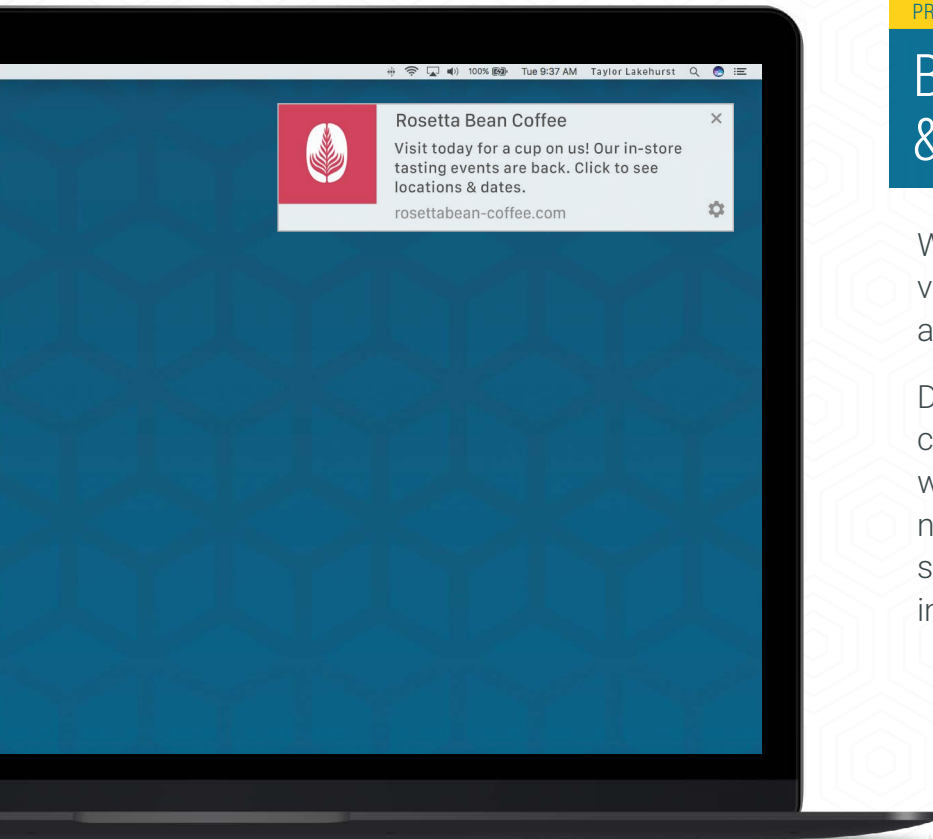
## CAPTURE ABANDONED CARTS

So often customers shop a website and add items to their cart... only to leave before the most important step: checkout. This is especially true on mobile.

Web notifications are a great way to combat the issue of abandoned carts, creating urgency for visitors to complete their transactions. Including a “Buy Now” interactive button makes it even easier for consumers to act on this reminder.

Go one step further and give shoppers an incentive such as dollars off, or extra loyalty points to encourage timely purchase.





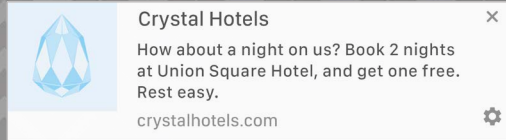
## PROMOTIONAL

# BRIDGE THE DIGITAL & PHYSICAL DIVIDE

Whether you're a retailer, restaurant chain or event venue, web notifications are an additional channel to add to your marketing mix for increased reach.

Driving foot traffic to physical locations? Invite customers to check out an in-store event via a web notification. Those interested can click on the notification and be seamlessly directed to a page sharing location times, dates and details. Offer a special in-store exclusive to encourage visitors to take action.

## REWARD TRAVELER LOYALTY



Savvy travelers are constantly searching for ways to save. Reward your most valuable customers by offering relevant savings.

Example: for the guest who stays at a certain destination several times, reward their loyalty with a web notification deal.

You can also send web notifications based on their travel profile — favorite locales, travel destinations and account history can provide valuable information about each traveler's interests.

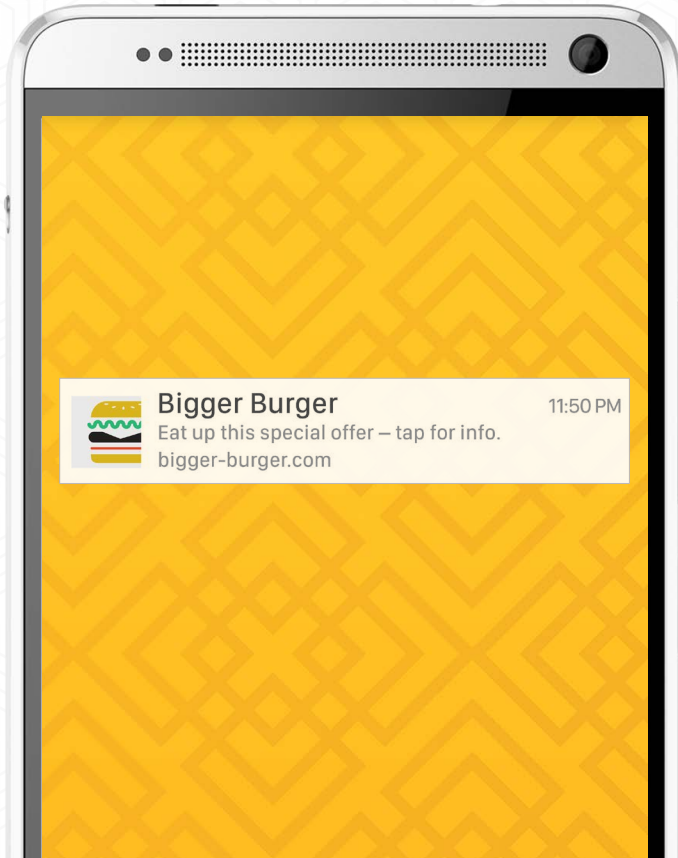


## REWARD USERS' APPETITES

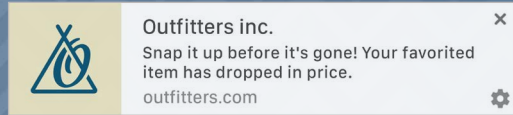
People are always looking to get more bang for their buck, especially when dining out.

Deliver targeted promotions to nudge web visitors to stop in and grab a bite with friends.

If a user has visited the restaurant website and clicked on the menu, trigger a follow up web notification based on this behavior. The notification could share a BOGO (buy one, get one) offer or free appetizer incentive to dine in.



# INCREASE CONVERSIONS WITH SALE REMINDERS



Have an upcoming sale, or maybe new markdowns? Make sure customers know about it!

Send a reminder about an item a user has favorited when there's a change in price — chances are, it'll prompt them to take another look. Unlike email, web notifications catch a user in-the-moment, so they're more likely to act on information they receive.

Brands can include deep-links back to the sale page from the notification for a seamless experience and an increased opportunity of conversion.

# TECH SPECS & WHAT'S OUT-OF-THE-BOX

Ready to start using Web Notifications? Urban Airship makes it simple. Initial browser support for desktop and Android mobile web notifications includes Chrome 52+, Opera 39+ and Firefox 48+.

Urban Airship Web Notify offers the following OOTB tags:

- Timezone
- Locale language
- Locale country
- Browser name
- Browser version
- Browser type (desktop vs. mobile)
- Web SDK version

To get set up, simply add a few files to your website, including the Urban Airship Web SDK, and create a registration UI or prompt.

Once setup, sending a web notification is easy.

## Steps to Send a Web Notification:

1. In your Urban Airship account, click the “Create New” button and select “Message Composer”
2. Define who will receive your message (choose “only web browsers” under platforms to send only a web notification)
3. Enter message content, select your message action and choose optional features, like interactive buttons
4. Choose when your message will be sent
5. Confirm options and preview across platforms
6. Send it!

## Useful Documentation:

- [Web Notifications Documentation](#)

# FULL ENGAGEMENT SUITE

**Urban Airship Web Notify:** Create deeper relationships with website visitors, whether on desktop or mobile. Streamlined web notifications allow marketers to engage with web visitors through timely, relevant alerts.

**Urban Airship Engage:** Grow and retain your mobile app audience with personalized push notifications, in-app messages, message center and more.

**Urban Airship Reach:** Accelerate mobile engagement — no app required — by leveraging mobile wallet passes to power your loyalty/reward cards, coupons, boarding passes, tickets, identification cards, gift cards and more.

**Urban Airship Connect:** Unlock the power of mobile data by connecting your entire business to rich, real-time mobile insights with the industry's first user-centric mobile data streaming platform.

**Urban Airship Insight:** Create smarter, more informed campaigns with user-level mobile analytics. Easily re-target and re-message high-value cohorts with powerful ad-hoc analysis.

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# ABOUT URBAN AIRSHIP

Urban Airship is trusted by thousands of businesses looking to grow with mobile. Every day, marketers and developers depend on Urban Airship to deliver billions of mobile moments that inspire interest and drive action. Urban Airship's mobile growth platform is used by many of the world's most admired companies, including Adidas, Alaska Airlines, The Home Depot, NBC Universal, Sky Media and Zillow.

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