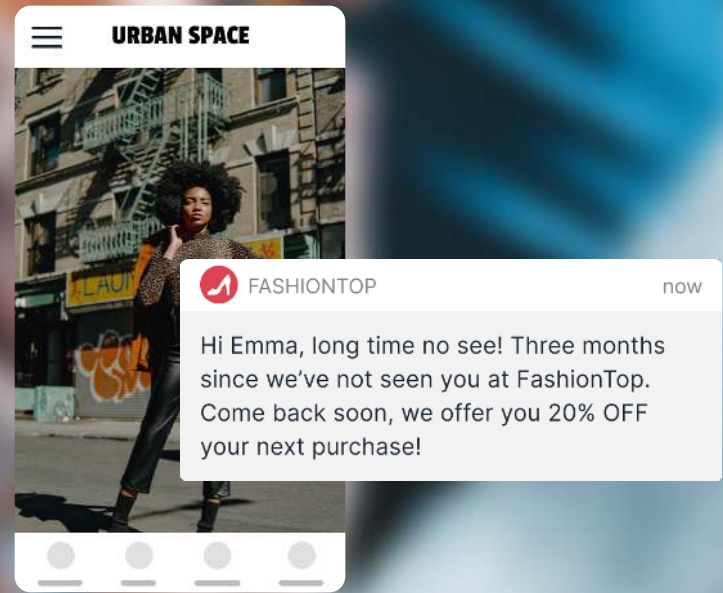




How to Make Your Push Notifications Count



Push notifications are your most powerful tool for communicating with your loyalty club members in real time. And because your customers can receive them immediately, push notifications give you a chance to urge those customers to act right now—giving your offers a sense of urgency you just can't get from other channels. But use push notifications in a way a customer doesn't appreciate and you might not have the opportunity for very long—or even run the risk that they'll opt out or delete your app.

To help you make the most of your push notifications, keep these three tips in mind:



PERSONALIZE BEFORE YOU PUSH

One of the keys to a successful loyalty club is offering your customers a more enjoyable, more personalized experience by collecting and using their data effectively—and push notifications are no exception! You can create an individualized customer experience using information ranging from the customer's name to their point balance to their birthday. Remember: This is your chance to show your customers that you know them and you care about their experience.



SEND THE RIGHT OFFER TO THE RIGHT AUDIENCE

Ultimately, the main point of sending your loyalty club members a push notification is to increase sales. By offering them a relevant offer (or other content they'll likely want to take advantage of), you're not only personalizing their experience—you're giving your business extra chances to sell more of whatever it is that you sell. It's easy to send a push notification to a specific segment of your loyalty club members, so there's no need to send every offer to all of them.



FIND THE RIGHT TIME TO PUSH

Since your loyalty club members will get your push notifications in real time, you want to pick the times when they'll be most likely to act—and not the times when you're risking waking them from their slumber. It's a good idea to send pushes frequently enough to remind club members that you're still around, but send too many and you could see club members start opting out.