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BEST PRACTICES FOR ECOMMERCE PUSH NOTIFICATIONS

Article from [Revalsys Technologies](#)

This article explains about
the best practices for
ecommerce push notifications

Push notifications are alerts that you send to your customers through mobile applications. They help you to stay in touch and build a lasting relationship with them. Through push notifications you can remind your customers about their abandoned carts, package updates, your upcoming discounts/offers/sales, etc.

Types Of Push Notifications To Send

Seasonal Offers

Weather change is a time for people to give their houses and wardrobes a makeover. It is the perfect time for you to push your weather-specific products like air conditioners/heaters, sweaters/beachwear, sunscreens, etc. Different regions of a country have different weathers which you should consider while creating the notifications – customise messages and product recommendations according to the regions your customers live in.

Offers For Personal Occasions

Birthdays and anniversaries are occasions for people to indulge themselves. Take advantage of these events and make the splurge more special for your customers by sending them notifications for personalised offers for desserts, party wear, spa treatments, etc.

Offers For Official And Non-Official Holidays

Official holidays like New Year, Thanksgiving, and festivals, and non-official holidays like Father's Day, Mother's Day, and Valentine's Day are popular gifting occasions around the world. Send your customers customised notifications for offers on products like festive wear, flowers, shaving kits, etc. on these days.

Product Recommendations Based On Recent Purchases

You can enhance the shopping experience of your customers and easily increase your sales using these notifications. Send them immediately after your customers make a purchase. You can send recommendations for related products or accessories. These notifications work best for products like kitchen appliances, beauty products, etc.

Offers Based On Demographics

Use segmentation to send your customer more targeted offers. Divide your customers into multiple groups according to their age, gender, location, favourite product categories, etc. and send them relevant offer notifications.

Notifications For New Collection Launches

The most common reason why customers sign up for ecommerce notifications is to know about the latest launches. You can create an offer for the first few customers to avail of a free sample of your product or pre-book it to avail it for a discount, and send a notification for the offer.



Sale Reminders

You cannot send just one notification for each sale. There is a good chance that your customers will forget to check the offers owing to their hectic schedules. Send reminder notifications before and on the day of the start and the end of each sale.

Real-Time Product Delivery Updates

The interactions that you have with your customers after they make a purchase with you are equally important. Once they place an order, send them alerts after the product is packed and the order is confirmed, shipped, and delivered.

Wish-List And Abandoned Cart Notifications

You can use push notifications to nudge your customers to buy the products that they have left in their wish list or cart. You can send a notification when those products are going out of stock, or create exclusive offers for the products and send notifications for the same.

Best Practices For Sending Ecommerce Push Notifications

Consider Character Limits

You don't get much space on mobile devices to convey your message with push notifications so it is important that you keep your message short. The word limit for iOS devices is between 150 to 230 characters whereas for Android it is between 450-650 characters.

Use Power Words

Power words are words like "sale", "alert", and "offer". By using these words at the beginning of your notification you can grab the attention of the customers quickly instead of having them read the full notification to understand your message. For package delivery updates you can use words like "arriving soon", "arriving early", and "arriving today".

Use Calls-To-Action

If you are sending your customers offer alert notifications, allow them use the notifications to make purchases as well. Include appropriate calls-to-action within the notifications along with your messages.

Include Pictures

Persuading your customers to buy your products becomes easy for you when you include their images in the notifications. The human brain acts faster on images than on text, and notifications with images get higher engagement rates.

Consider The Frequency

Sending too many notifications throughout the day can annoy your customers and force them to opt out of your notifications. Avoid sending the notifications early in the mornings and late at nights based on the locations of your customers. Test and check the right timings to send the notifications. Allow your customers to activate the "Do Not Disturb" mode.



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