

BEST PRACTICE

TOP 8 PUSH NOTIFICATION CAMPAIGNS YOUR APP SHOULD BE RUNNING RIGHT NOW

UNDERSTANDING USERS BY ENGAGEMENT STATE

Before you begin messaging your mobile users, it is critical that you understand the basics of segmentation. Users respond differently based on their real-time engagement level with your app. In this guide, you will learn the basics of segmenting by engagement state and the best messages to send to every cohort.

The Four User Engagement States

Newbies

Users who are new to your application.

Passersby

Users who have opened your app a single time, and never returned.

Engaged

Users who are actively using your application.

Dormant

Users who have been active in the past but have not engaged with your app lately.

What is an engagement state?

The level of interaction, responsiveness, and interest that a user displays by way of action.

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Overview of User Engagement States:

Successful mobile-focused companies engage with their users at every stage of the lifecycle. A crucial step is tailoring your communications to each user's current engagement state with your brand. The mobile user base consists of four core segments: newbies, passersby, engaged, and dormant.

Newbies: user who are new to your app

Why do we message them?

- Newbies are only newbies once, so we pay particular focus to this segment and the campaigns we run with them. You have a limited amount of time from when a user first opens your app to create a habit of use. Therefore, properly onboarding this user is critical.

Passersby: users who have opened your app a single time but have never returned

Why do we message them?

- Passersby are typically users who have not properly understood the value of your app. If a user has interacted with your application just once, it is highly unlikely that they have seen the true worth of your app. Running campaigns that communicate the value of your app to these users will be low risk and yield high reward.

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Engaged: users who have recently used your app

Why do we message them?

- This segment contains people who regularly interact with or perform key revenue-driving actions within your application. Providing these individuals with positive feedback loops for loyalty can improve active user lifetime value (LTV) and improve organic user acquisition.

Dormant: users who were once active, but have since stopped using your app

Why do we message them?

- These users have shown interest in your app. Within the Dormant segment are some of your most high-value users of all time. Personalized messaging based on prior behavior and affinity can help improve your bottom line.

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Did You Know...

75% of new user churn happens within the first three days

70% of passerby users open the app within the first 24 hours

90% of users become dormant without an engagement strategy

40% of engaged users remain unregistered within your app

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Messaging By Engagement State:

We've all experienced the errant email, mistimed text, or worst of all – the spammy push notification. These poor quality communications damage the user experience and have given mobile messaging a bad name. Blast notifications are the junk mail of the mobile world, and successful mobile-focused companies use personalized messaging to guide users on the path to engagement.

Messaging by engagement state helps ensure every user receives communications that are in line with their specific engagement level. As such, the tone of the message will correspond to a user's engagement state, and the offers in the message will resonate.

For example, a customer new to your brand should not receive the same messages as a customer who is already engaged. And a one-time user who has never effectively onboarded should receive very different messaging from a once-active, now dormant user.

Read on for the [Top 8 Push Notification Campaigns By Engagement State](#).

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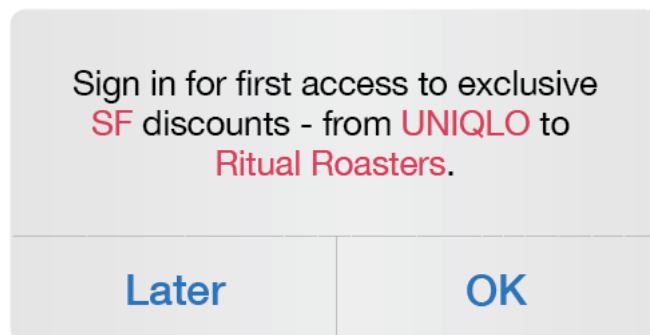
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Top 8 Push Notification Campaigns:

Newbies:

Registration Incentive / Value Proposition:

- Use push notifications to inform new-to-mobile users about the benefits of creating an account with or signing in through your app. Getting users to this important onboarding milestone is a crucial factor in increasing their LTV.
- You type: Sign in for first access to exclusive [user city] discounts – from [1st place viewed] to [last place viewed].
- Your user sees:



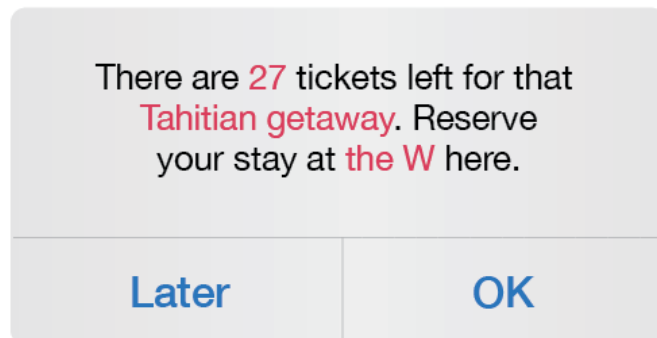
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Newbies:

Conversion Campaigns:

- Encourage new users to make their first purchase by targeting new users who have shown purchase intent (such as adding an item to their shopping cart) but have not yet completed their purchase.
- You type: There are [tickets left] tickets left for that [deal title]. Reserve your stay at [hotel buy attempt] here.
- Your user sees:



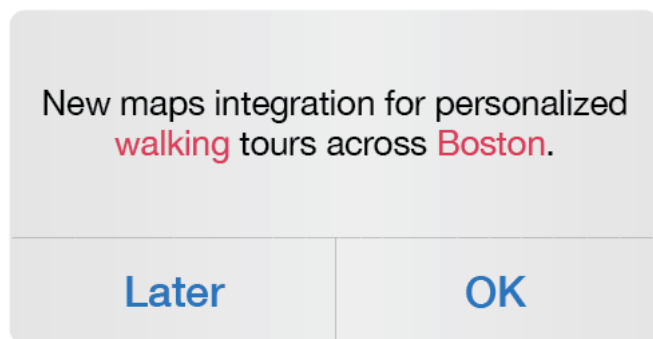
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Passersby:

DYK (Did You Know):

- A great deal of Passerby users will come from paid acquisition efforts, which is why notifications that reiterate your app's unique value proposition are helpful. Focus on message content that adds value and changes the way these users think of your app.
- You type: New maps integration for personalized [preferred navigation type] tours across [location].
- Your user sees:



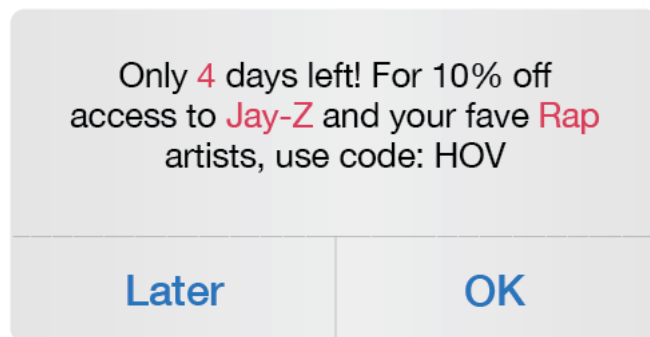
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Passersby:

FOMO (Fear Of Missing Out):

- Passersby users still need to uncover why your app should become one of their go-to mobile services. Creating a sense of urgency is a surefire way to drive action in your app.
- You type: Only [number of days] days left! For 10% off access to [last listen] and your fave [genre] artists, use code: HOV
- Your user sees:



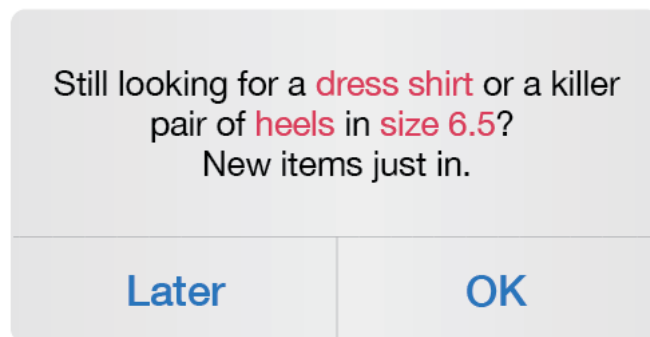
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Dormant:

Affinity Campaigns:

- Dormant users were active in the past but have since stopped using your app. Send personalized notifications based on previous user behavior and areas of interest.
- You type: Still looking for a [fav category] or a killer pair of [shoe type] in [size filtered]? New items just in.
- Your user sees:



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Dormant:

New Feature Alert:

- Let your dormant users know what's new in your app and why they should come back and check it out. Make sure you segment based on features that users have and have not interacted with, so dormant users do not receive a notification about a feature they have already tried.
- You type: Thanks for the feedback, [first name]. Real-time video updates are just one click away!
- Your user sees:

Thanks for your feedback, **Meg**.
Real-time video updates are just
one click away!

Later

OK

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Engaged:

Top 1% Campaigns:

- Who can forget LinkedIn's 1% campaign that generated 82,000 social shares and hundreds of thousands of organic app downloads? By identifying, affirming, and even congratulating your most active, popular, or valuable users, you can prompt viral user acquisition and greater brand loyalty.
- You type: [First name], you're [city]'s top reader of the month! Share your victory with your friends here.
- Your user sees:

Joe, you're San Francisco's top reader of the month! Share your victory with your friends here.

Later

OK

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Engaged:

Top User Incentives:

- Engaged users should be messaged with great care. Send only highly personalized push notifications that reiterate the advantages of your brand. Track the number of uninstalls and push opt-outs that result from every message you send, so you can ensure you are not annoying these high-value users.
- You type: Thanks for being an all star player! Take [credits spent] free credits on the house, and play on.
- Your user sees:

Thanks for being an all star player!
Take **100** free credits on the house,
and play on.

Later

OK

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Key Takeaways:

Understanding user engagement state is the most important foundation of mobile messaging. Once you've mastered messaging by engagement state, you can begin to tackle more advanced user segmentation and campaign filters. Sending notifications to hyper-targeted user groups will only enhance your ability to engage your user base and ensure your messaging is completely on point.

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