

mengage

MEDIA & ENTERTAINMENT

2020 in Review: Push Notification
Performance Benchmarks
INDIA



Introduction

2020 was a year of uncertainty, anxiety, and melancholy for Mobile Marketers of Media & Entertainment brands and their users alike. As lockdowns were implemented to curb the spread of COVID-19 across the globe, the primary source of entertainment shifted online, particularly to mobile platforms.

This migration was observed to be the highest in India. As per the [Global Mobile Consumer Trends Report](#), Media & Entertainment (OTT audio, OTT video, News, and Gaming) mobile apps witnessed an **11.52%** increase in app downloads and a **7.99%** surge in DAUs (Daily Active Users).

Now more than ever, it is important to rely on data than on intuition to improve user engagement and retention metrics.

Through this report, streaming, news, and sports brands can evaluate their push notification performance against the industry benchmark in India. You'll also find ways to uplift the delivery rates, click-through rates, and conversion rates of your push notification campaigns. The tips in this report will open up unexplored avenues to optimize your strategies and give you new ideas to implement at the same time.

Navigate:

1. Deliverability benchmarks
2. Click-through rate benchmarks
3. Conversion rate benchmarks

Delivery rate
benchmark

63.02%



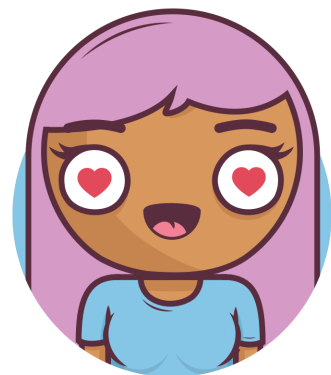
Click-through rate
(CTR) benchmark

6.30%

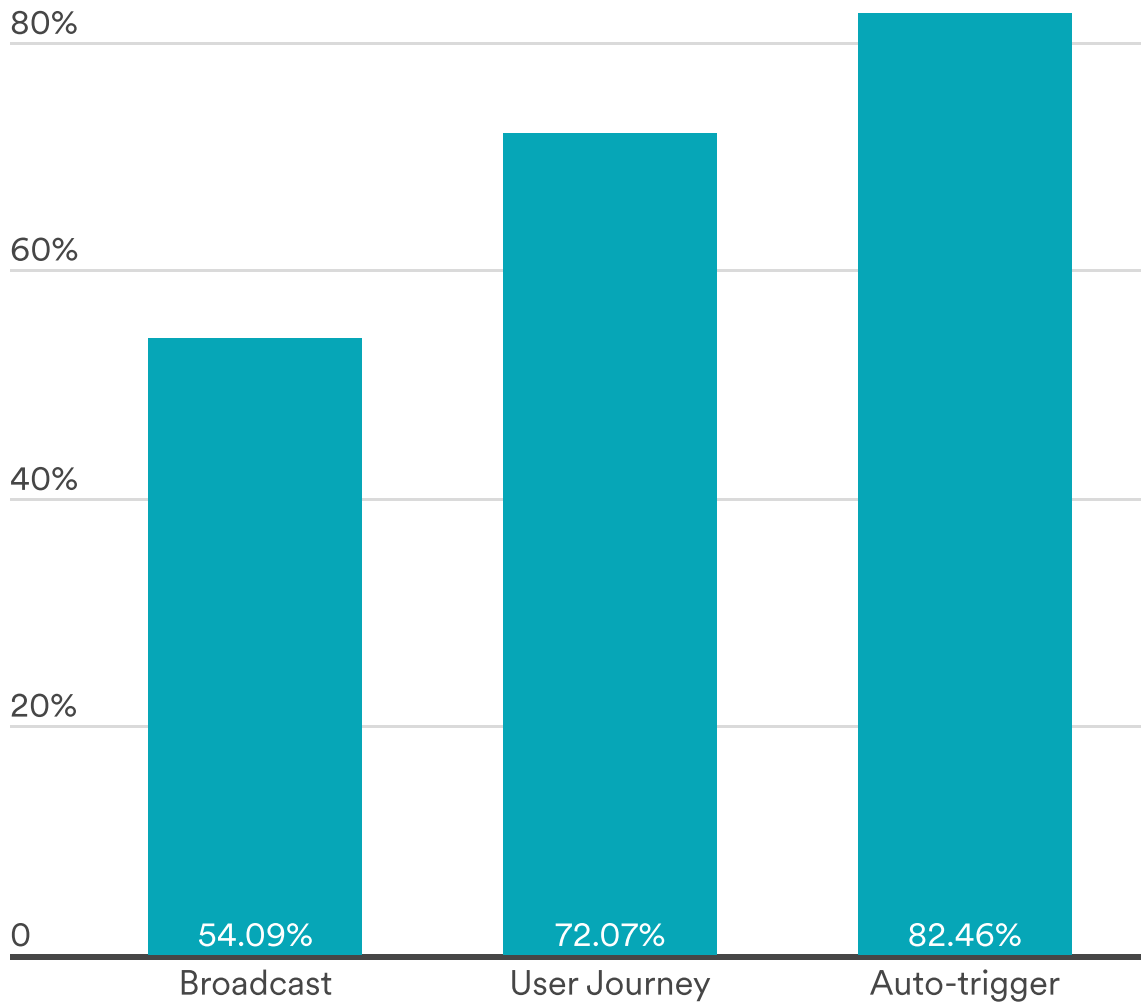


Conversion rate
benchmark

37.41%



DELIVERY BENCHMARKS, INDIA: Campaign Type

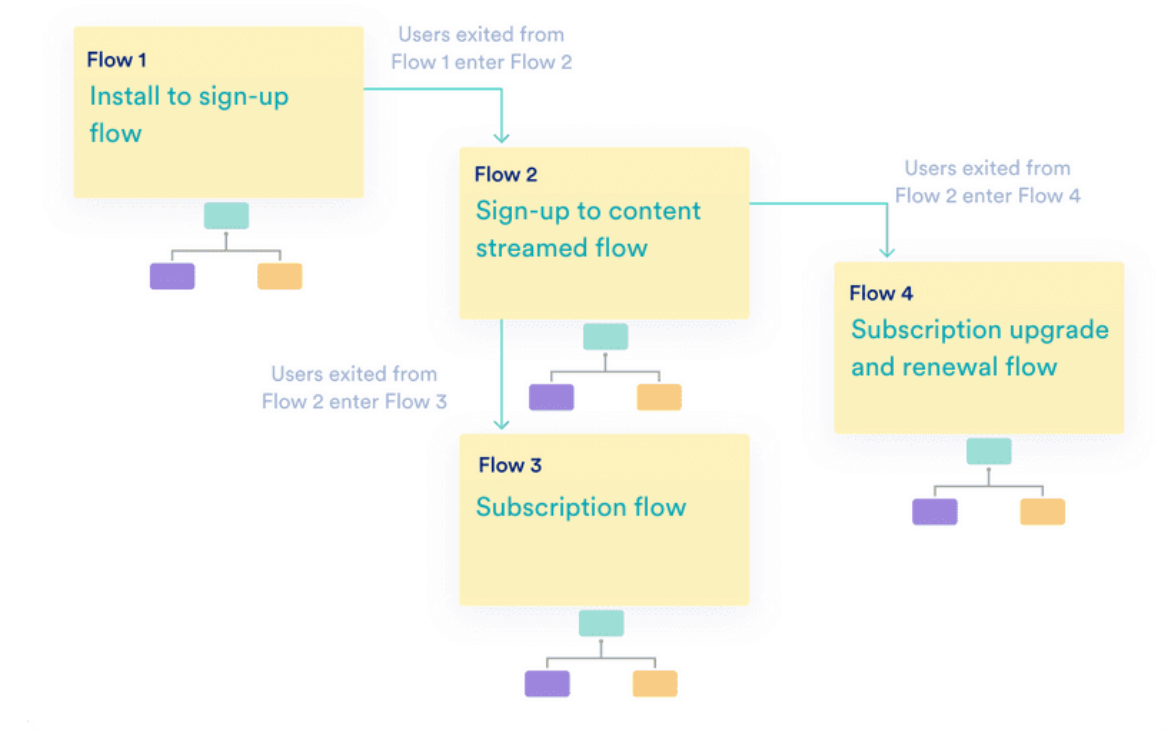


1. Broadcast Campaigns

These are generic push notification campaigns scheduled to be sent once or periodically to inform all users about promotions, products, features, etc. The deliverability benchmark for Broadcast push notifications of Media & Entertainment brands in India is **54.09%**.

2. User Journey Campaigns

A User Journey campaign is a series of multiple cross-channel campaigns sent to users based on their behavior on your app/website. These are created by segmenting users and mapping their journeys.



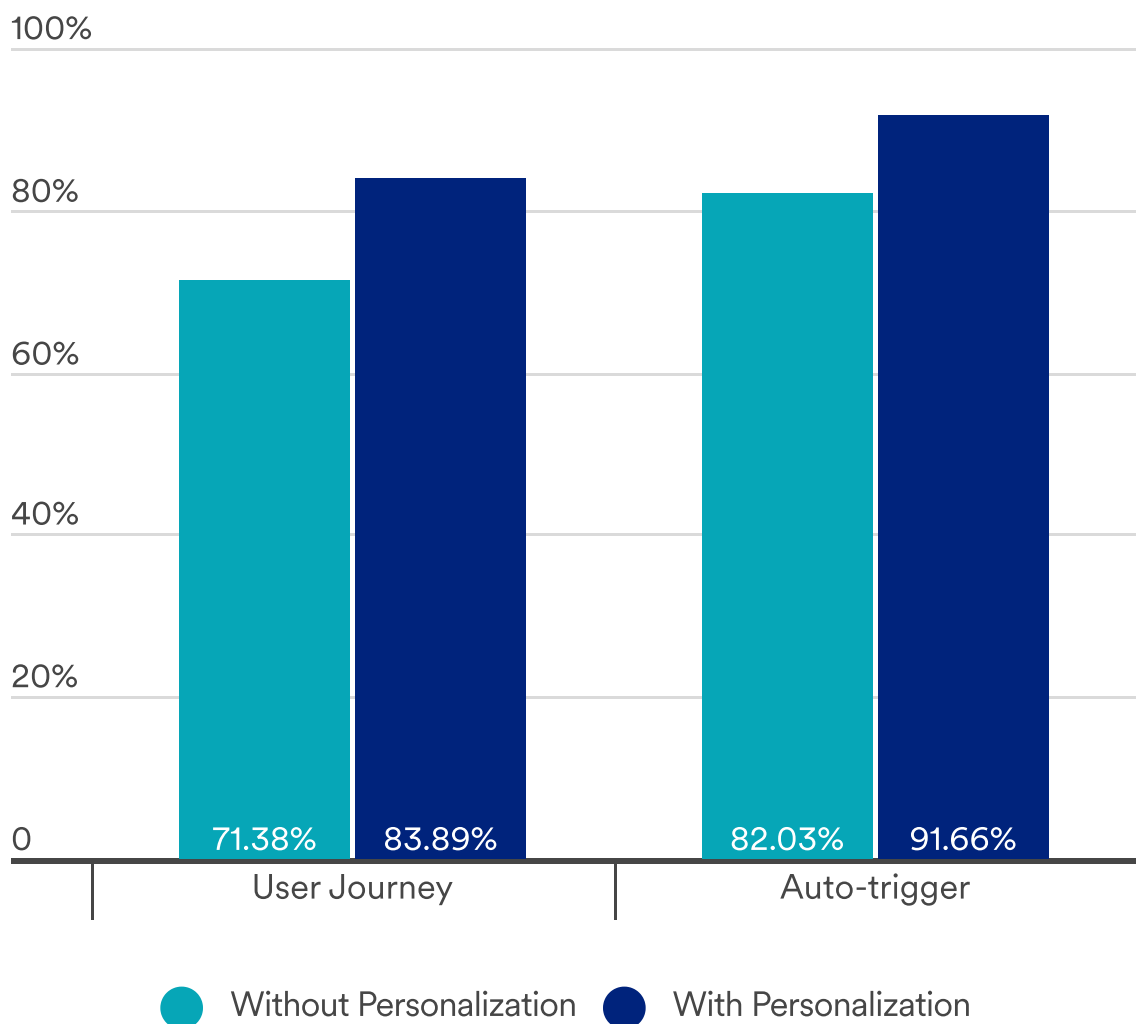
Example of a User Journey campaign for Media & Entertainment brands

3. Auto-trigger Campaigns

These are automated messaging campaigns that trigger push notifications based on a single action or a set of actions performed by your users. Triggers are a way to re-engage users after funnel drop-offs or drive them towards conversion goals.

Push notifications that are part of User Journey campaigns have a **1.3X** higher delivery rate than Broadcast campaigns (**72.07%**). Auto-trigger campaigns see a **1.5X** higher user reachability than Broadcast campaigns (**82.46%**).

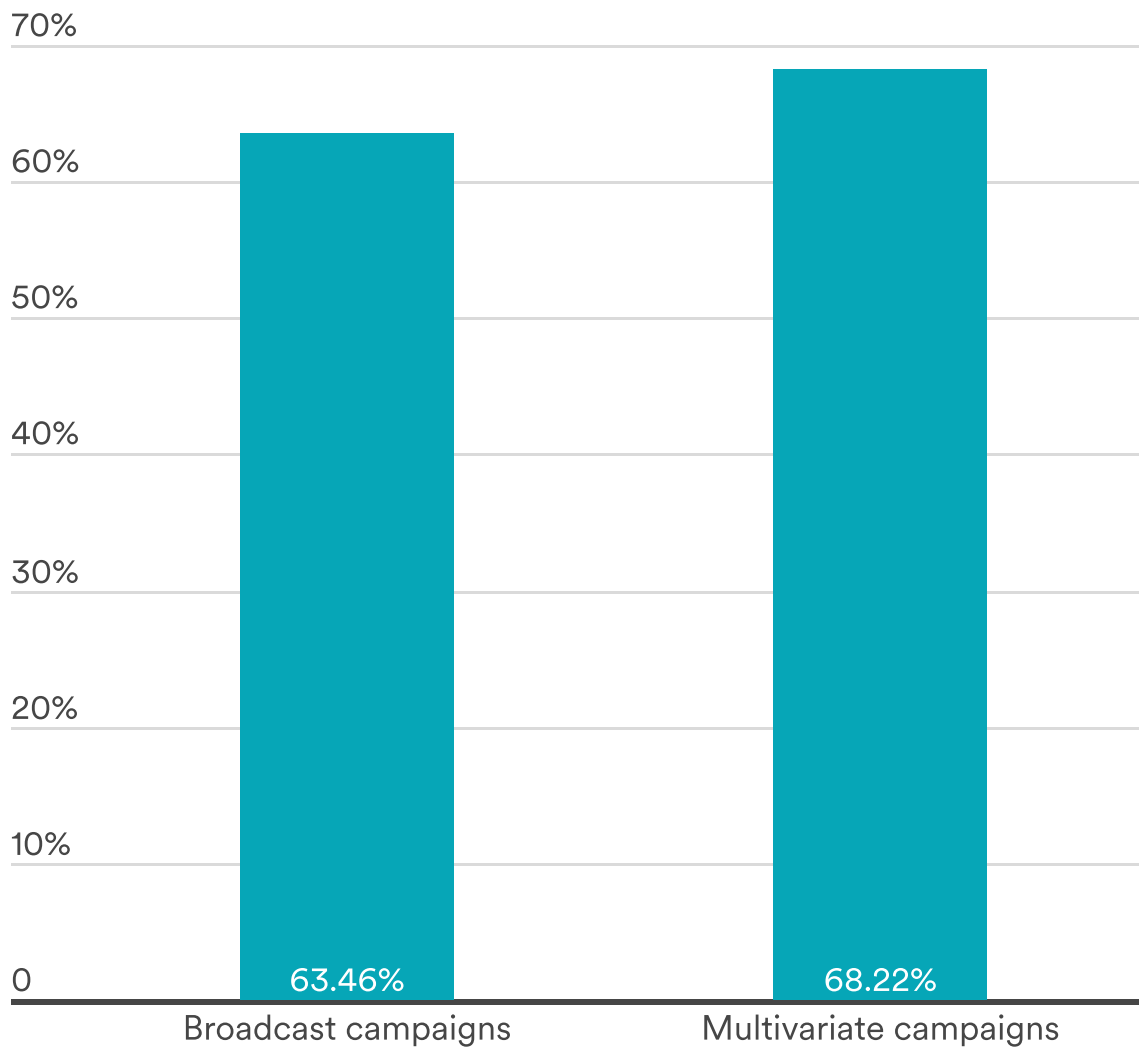
DELIVERY BENCHMARKS, INDIA: Personalization



Push notifications can be personalized based on particular events that users trigger on your app (User Behavior) and user properties like name or geolocation (User Demographics).

Push notifications based on User Behavior lead to a **~1.2X** higher deliverability (**83.89%**), and User Demographics personalization uplifts the delivery rates of push notifications to **91.66% (1.1X)**.

DELIVERY BENCHMARKS, INDIA: Multivariate Testing



To tap into the full potential of push notifications, mobile brands create multiple variations of notifications and test which of them performs the best. These insights are then used to optimize content for future campaigns. This process is called A/B testing or split-testing, and the different variations are called Multivariates.

Multivariate push notification campaigns have a delivery rate of **68.22%**.

There are two types of Multivariate Push Notifications:

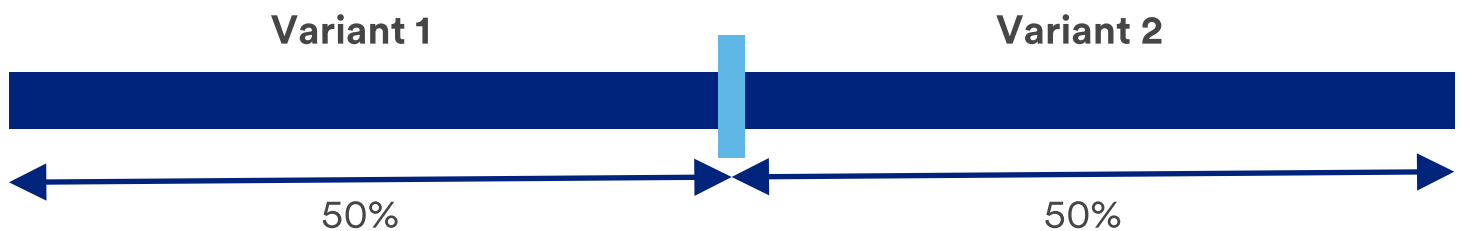
1. Dynamic Multivariate (DMV) notifications

These push notifications have a dynamic user distribution split. Machine Learning algorithms are used to pick the best performing variation by testing the different variants in a controlled group. The best performing variation is then automatically picked to maximize push notification campaign performance.

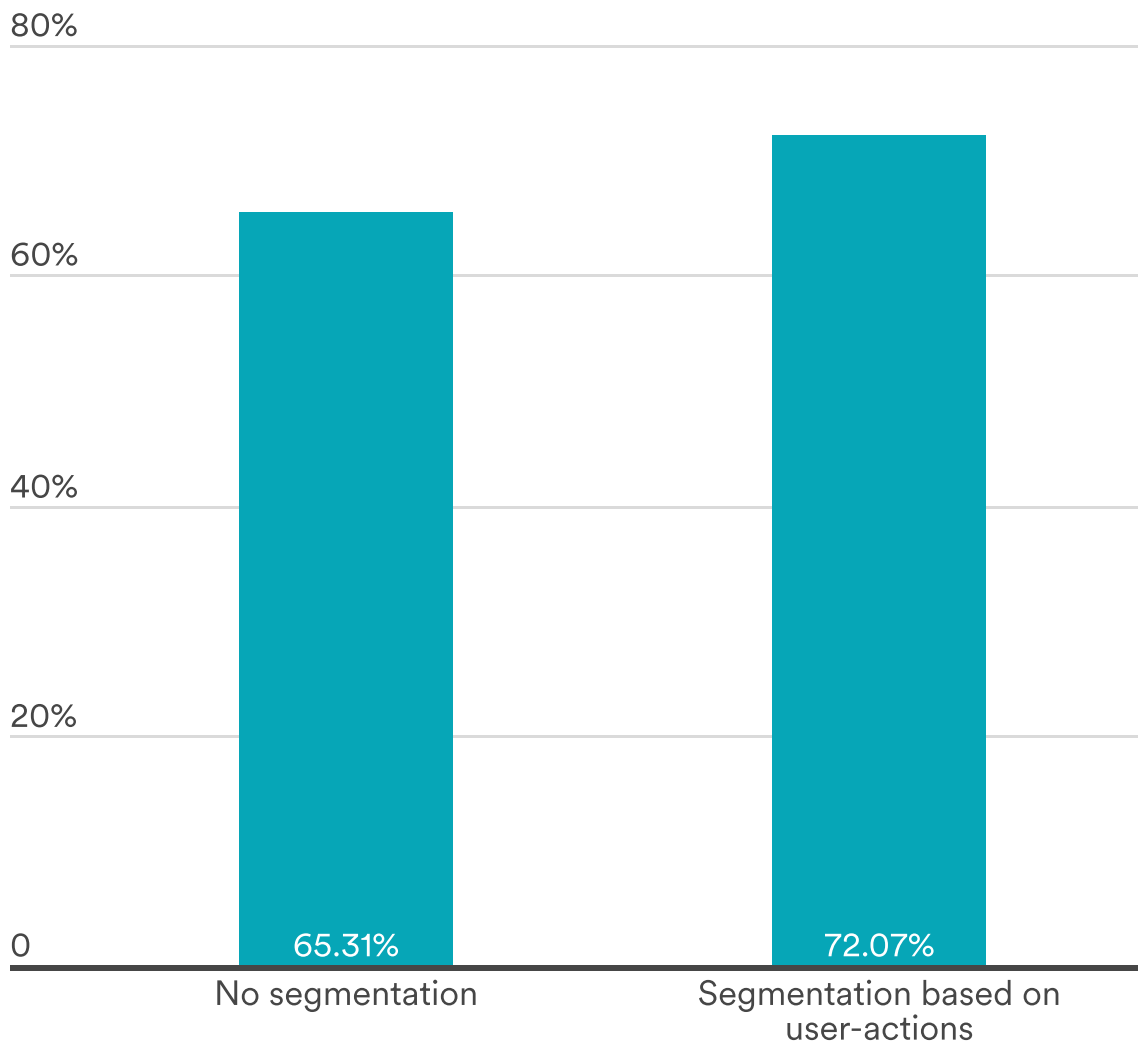
MoEngage's proprietary offering, Sherpa, is an industry-grade, Enterprise-ready Machine Learning algorithm that mobile brands can leverage to optimize their Push Notification campaigns.

2. Static Multivariate (SMV) notifications

Unlike DMV, SMV notifications have a fixed ratio of the user distribution split that the campaign creator can decide before launching a campaign. For example, if the split is pre-defined as 50-50, Variant 1 is sent to 50% of the users, and Variant 2 is sent to the other 50%.



DELIVERY BENCHMARKS, INDIA: Segmentation



The delivery rate of push notifications sent to all users (without any segmentation rules or filters) is **65.31%**.

By creating segments based on user behavior and actions that are a part of User Journey campaigns, push notification deliverability boosts by **1.1X** and reaches up to **72.07%**.

RECOMMENDED READ

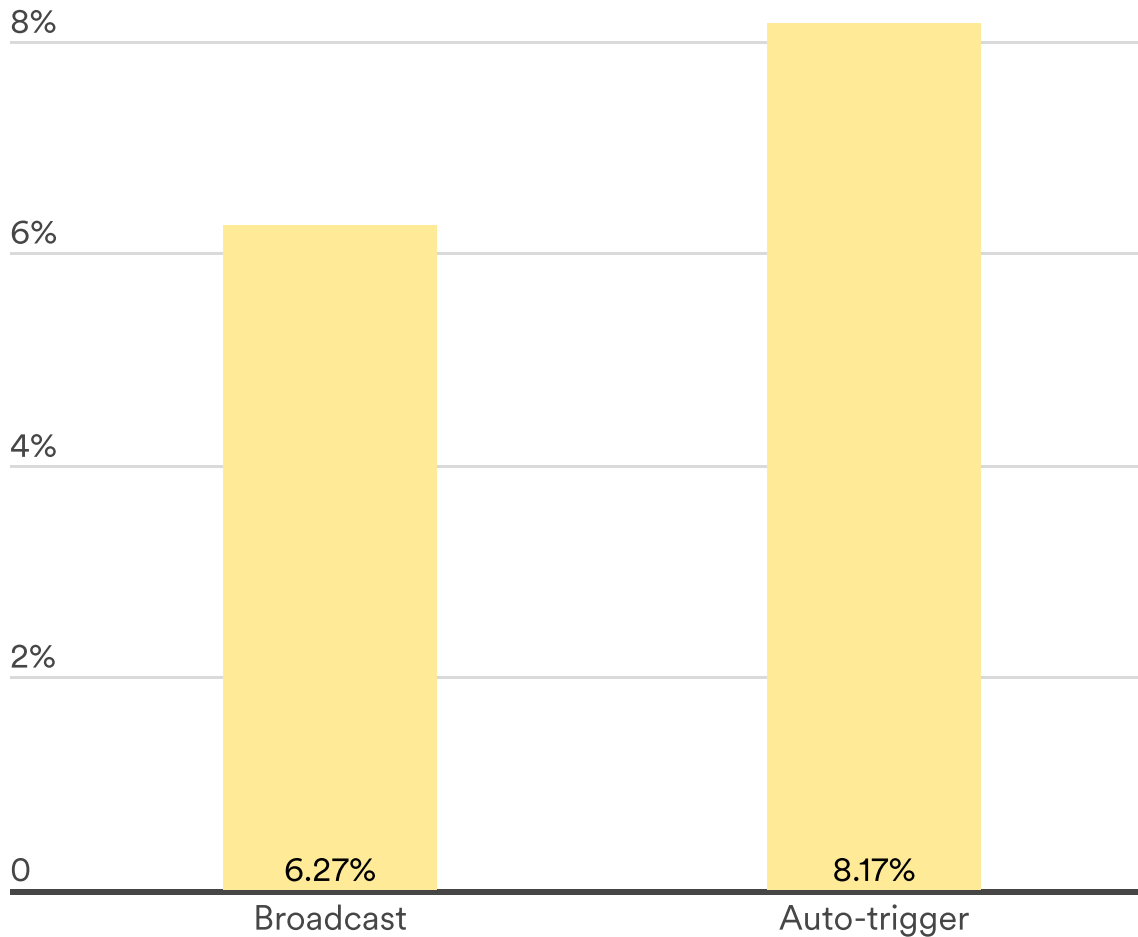
What Factors Affect Push Notification Deliverability?



We've used Machine Learning to analyze over **750** push notification campaigns sent to **70 million** mobile app users and build a framework to accurately predict delivery (*with an 80% accuracy!*)

[GET FRAMEWORK](#)

CLICK-THROUGH BENCHMARKS, INDIA: Campaign Type

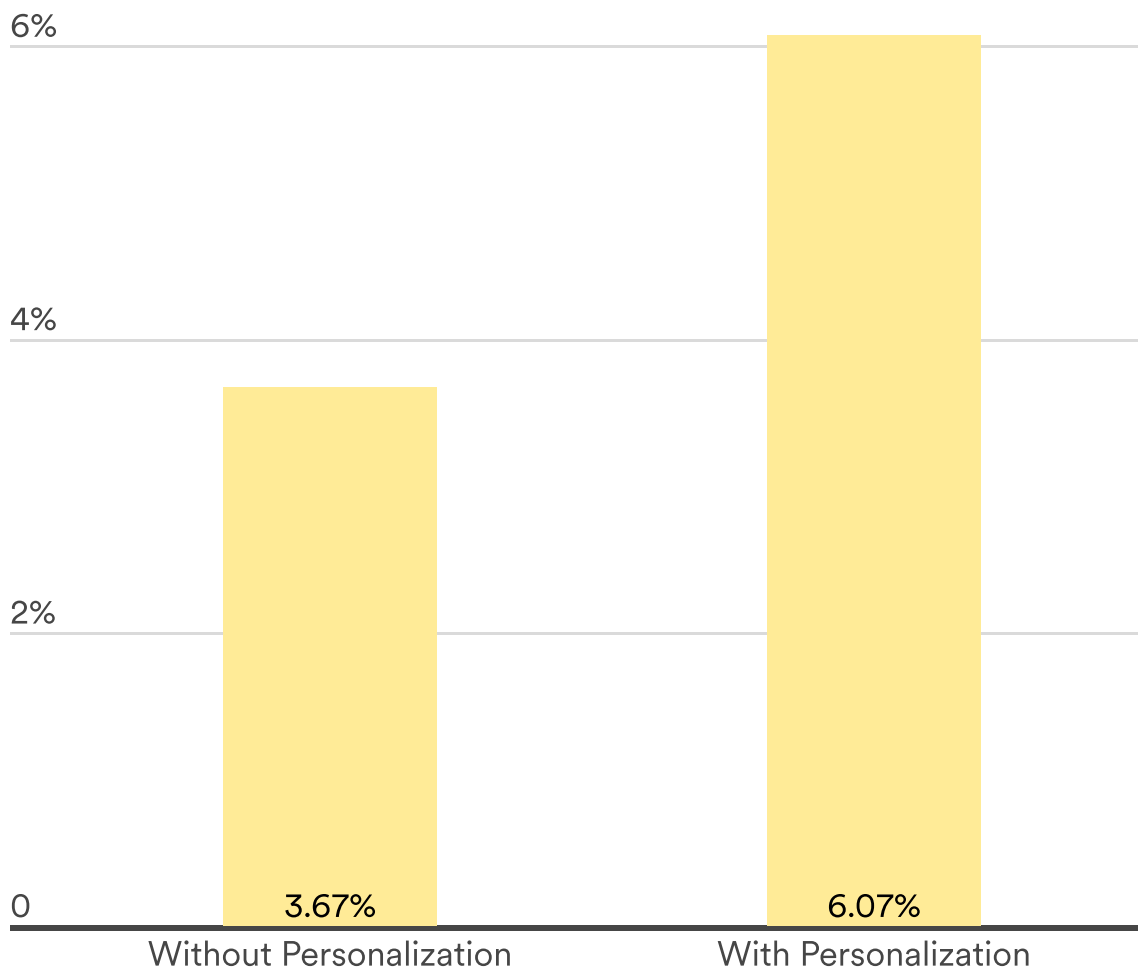


The benchmark for click-through rates of Broadcast push notifications sent to all users is **6.27%**.

By running Auto-trigger campaigns, mobile brands can boost push notification click-through rates to up to **8.17% (1.3X)**.

[Here's a quick recap of Auto-trigger Campaigns.](#)

CLICK-THROUGH BENCHMARKS, INDIA: Personalization



The click-through rate benchmark for push notifications without any level of personalization is **3.67%**.

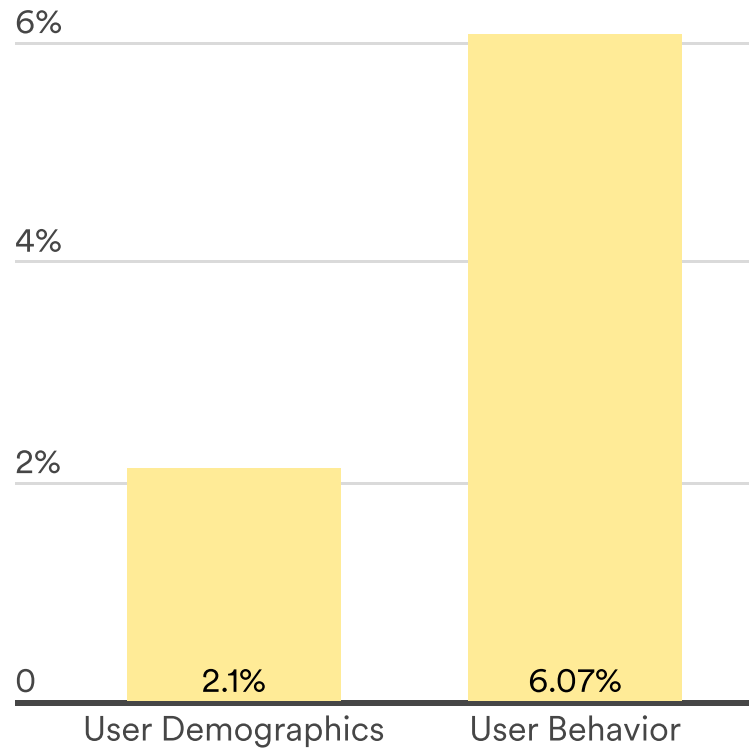
By adding personalization and making messages more relevant and individualized, campaign owners can uplift push notification click-through rate by **1.65X**, boosting it to **6.07%**.

Demographics vs Behavior Personalization

Adding personalization fields based on user properties (like name or geolocation) is called

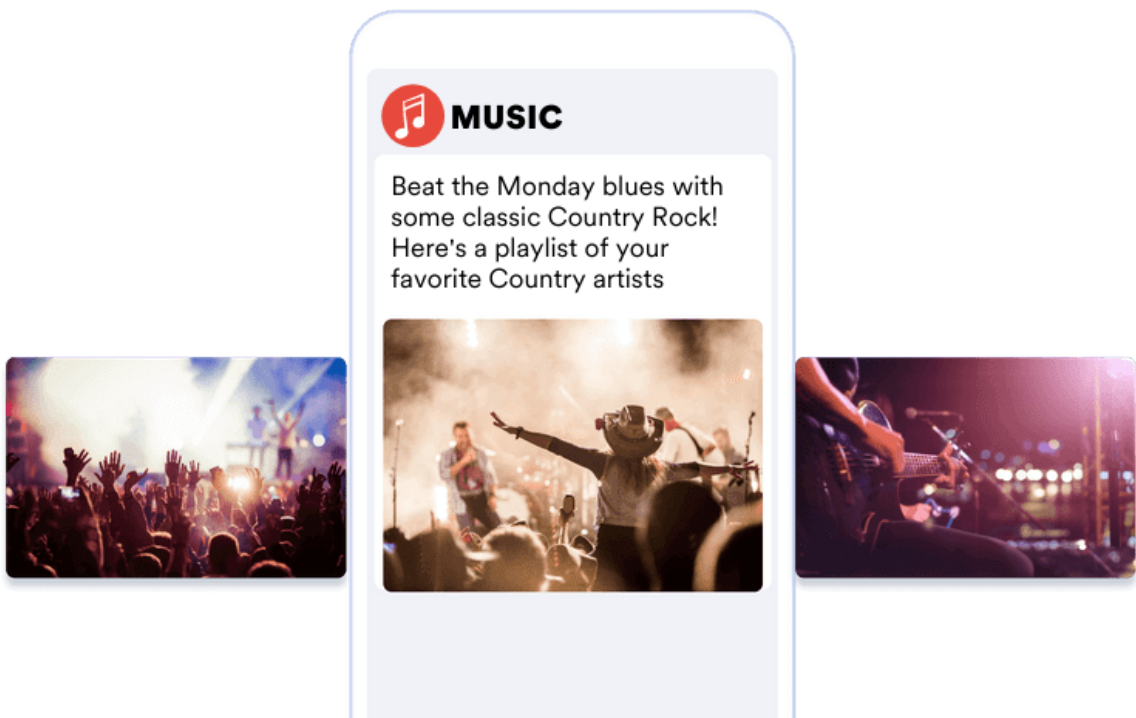
User Demographics

Personalization, whereas the process of personalizing push notifications based on particular user actions on your app is called **User Behavior Personalization**.

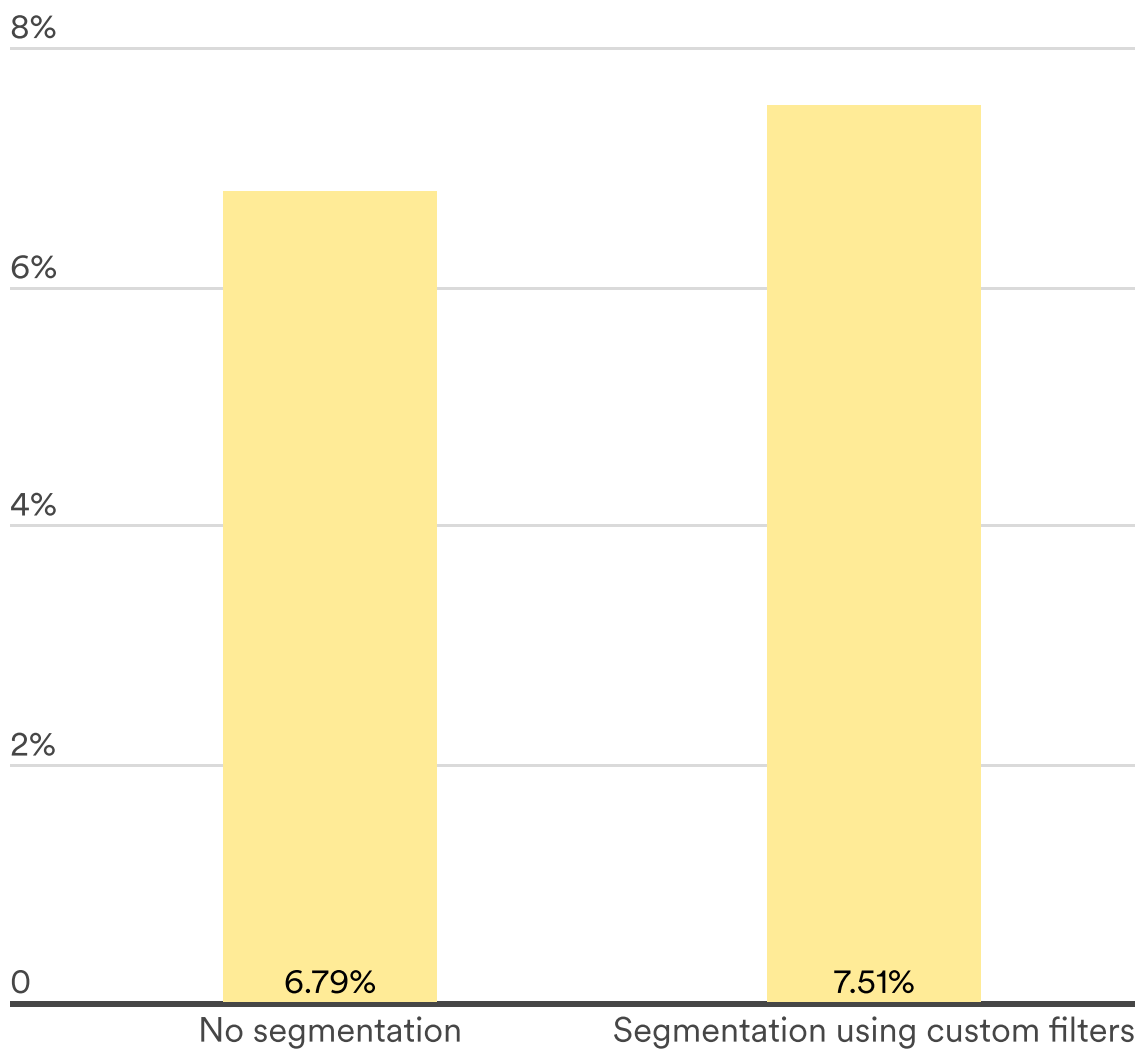


User Behavior Personalization leads to a **2.9X** uplift in click-through rates (**6.07%**) versus User Demographics Personalization.

Here's an example of a playlist recommendation based on the song genre a user listens to most often on a Monday:



CLICK-THROUGH BENCHMARKS, INDIA: Segmentation



Push notifications sent to all users without creating different segments had a click-through rate benchmark of **6.79%**.

By creating segments using custom filters based on the actions performed on the app or user properties, campaign owners can uplift push notification click-through rates to **7.51% (1.1X higher)**.

Recommended User Segments For Media & Entertainment Brands

Based on user behavior:

- New users – These are users that have installed your app in the past 24 hours,
- Can't lose – These are users that are highly active on your app and consume more content (high Streamtime),
- Hibernating – These are users that haven't shown any activity on your app for more than 30 days

Based on content preferences:

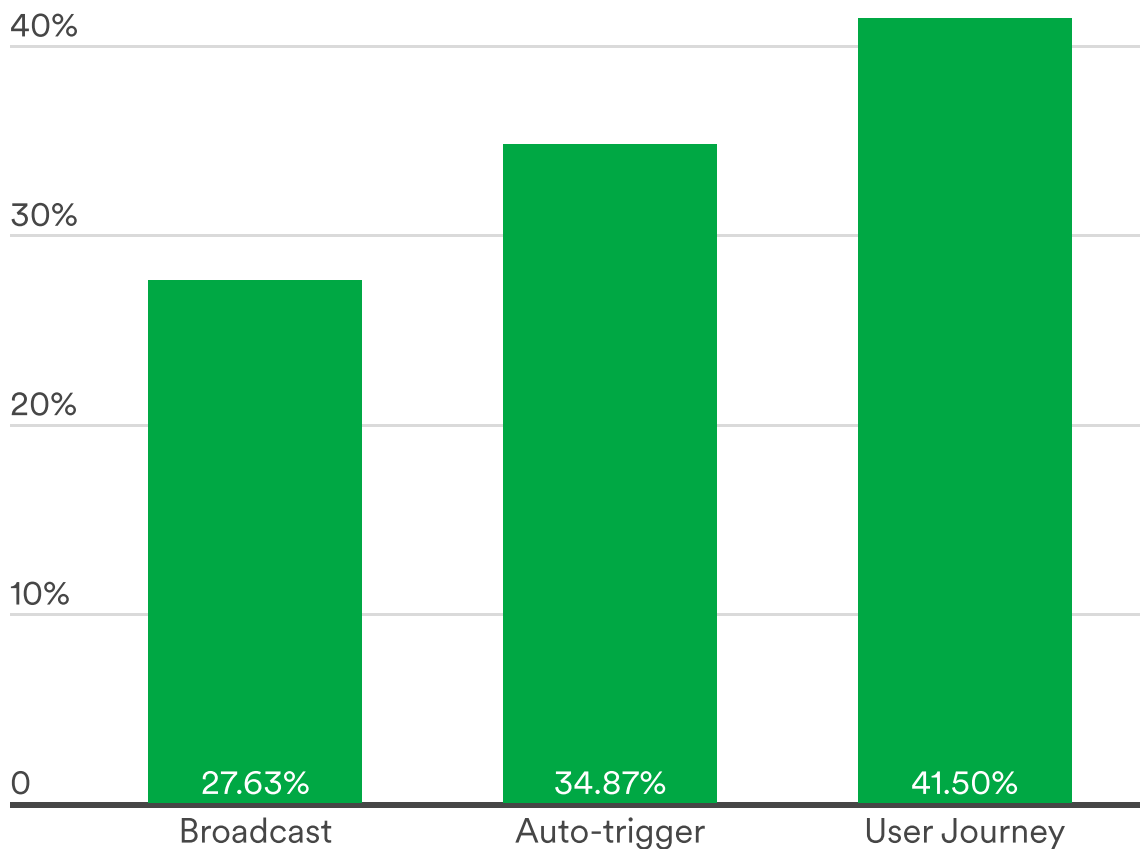
- Content genre streamed – Depending on the genre/type of the content most consumed,
- Language – Depending on the different languages available on your app

Based on user properties:

- Regional – Depending on your user's geographical location,
- Subscription status – Depending on the transaction history on your app

As the complexity of your segments increases (by adding multiple filters/rules like "About to sleep + Region + Content genre streamed"), so does your communication's relevancy, leading to high click-through rates.

CONVERSION BENCHMARKS, INDIA: Campaign Type

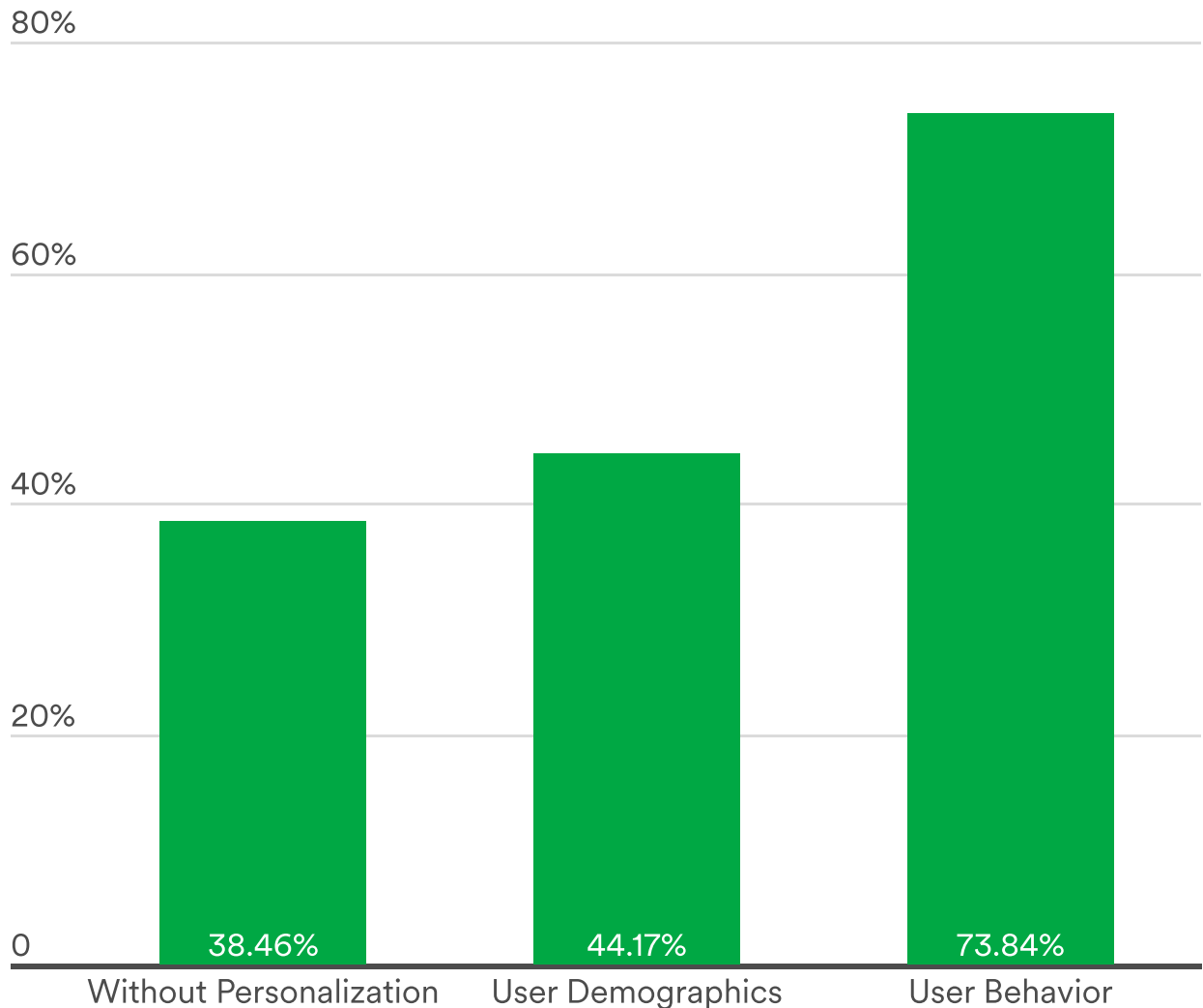


The conversion rate benchmark for Broadcast push notification campaigns is **27.63%**.

Push notifications that are part of Auto-trigger and User Journey campaigns see an uplift of **1.26X** and **1.5X** in conversion rates, reaching up to **34.87%** and **41.50%**, respectively.

The boosts in conversion rates can be attributed to the high relevance in communication established when a user's behavior is treated as a trigger. *[Here's a quick recap of Auto-triggers and Flows.](#)*

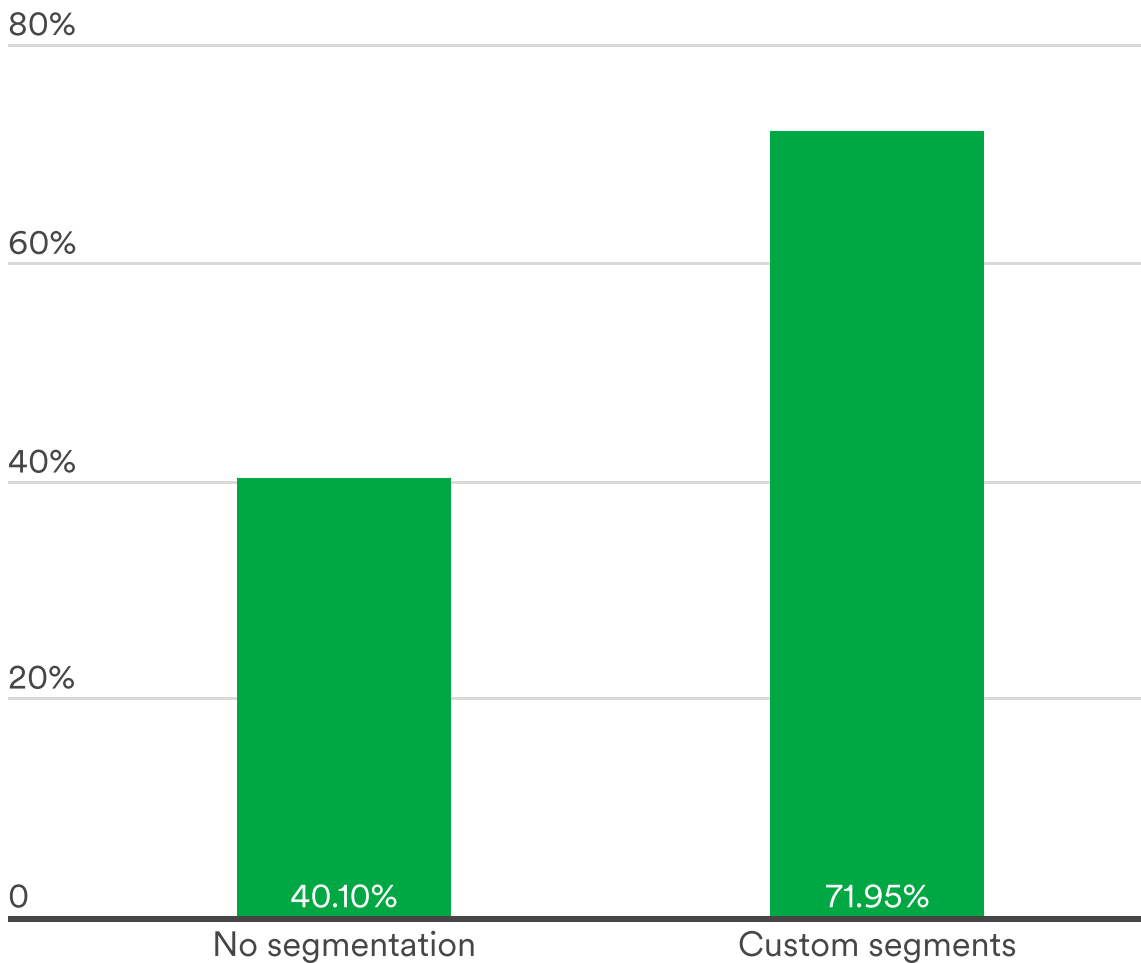
CONVERSION BENCHMARKS, INDIA: Personalization



Push notifications personalized based on a user's demographics uplift the conversion rates of push notification campaigns by **1.14X** (from **38.46%** in push notifications without any personalization to **44.17%**).

By personalizing push notifications based on particular events that users trigger on the app, campaign owners can boost conversion rates by **1.91X** (up to **73.84%**).

CONVERSION BENCHMARKS, INDIA: Segmentation



The benchmark for conversion rates of push notifications sent to all users (without any segmentation) is **40.10%**.

By creating custom segments based on user behavior and attributes, push notification conversion rates boost by **1.78X** (to up to **71.95%**).

Here is a list of recommended User Segments that Media & Entertainment brands can create.

Conclusion and Key Takeaways

Looking at the data in this report, it is a no-brainer that **leveraging your users' behavior** to influence their decision to use your mobile app is key to running successful push notification campaigns.

Here's a quick recap of the importance of tracking user actions and using them to make data-driven decisions to boost user engagement:

- ✓ User Journey campaigns have a **1.3X** higher delivery rate and a **1.5X** higher conversion rate than Broadcast campaigns.
- ✓ Auto-trigger campaigns result in **1.5X** higher user reachability and **1.3X** higher click-through rates and conversion rates than Broadcast campaigns.
- ✓ User Behavior Personalization leads to a **1.3X** increase in push notification delivery rates, a **1.6X** uplift in CTRs, and up to a **1.9X** boost in conversion rates.
- ✓ By creating segments based on a user's actions on the app, campaign owners can boost push notification delivery and click-through rates by **1.1X** and conversion rates by **1.78X**.

Uplift Your Push Notification Performance With MoEngage



MoEngage is an intelligent Customer Engagement platform built for the user-obsessed marketer. With AI-powered user journey orchestration, personalization capabilities, and in-built analytics, MoEngage enables brands to improve user engagement and retention by leveraging user behavior across mobile and web products.

Fortune 500 brands and Enterprises across 35+ countries such as Deutsche Telekom, Samsung, Ally Financial, Vodafone, and McAfee along with internet-first brands such as Gaana, Airtel Xstream (Wynk), Flipkart, Ola, and Bigbasket use MoEngage to orchestrate their cross-channel campaigns and engage efficiently with their customers.

[GET IN TOUCH](#)




Further Reading

1. Definitive Buyer's Guide To Customer Engagement Platform

In this guide, you will learn what signs indicate the need for a Customer Engagement platform for your business and get an exhaustive checklist to help you pick the right one.

2. Workshop on How To Boost Push Notification Performance

In this workshop, we discuss data-driven approaches to improve push notification performance for different video and audio streaming use-cases with live campaign examples.



Push campaign evaluation for OTT mobile apps

Tips to boost click-through and conversion rates past the industry benchmark

3. An A-Z Guide On Media & Entertainment Mobile Marketing

This is the go-to resource for mobile marketers responsible for acquisition, engagement, and retention in Media & Entertainment mobile brands.

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