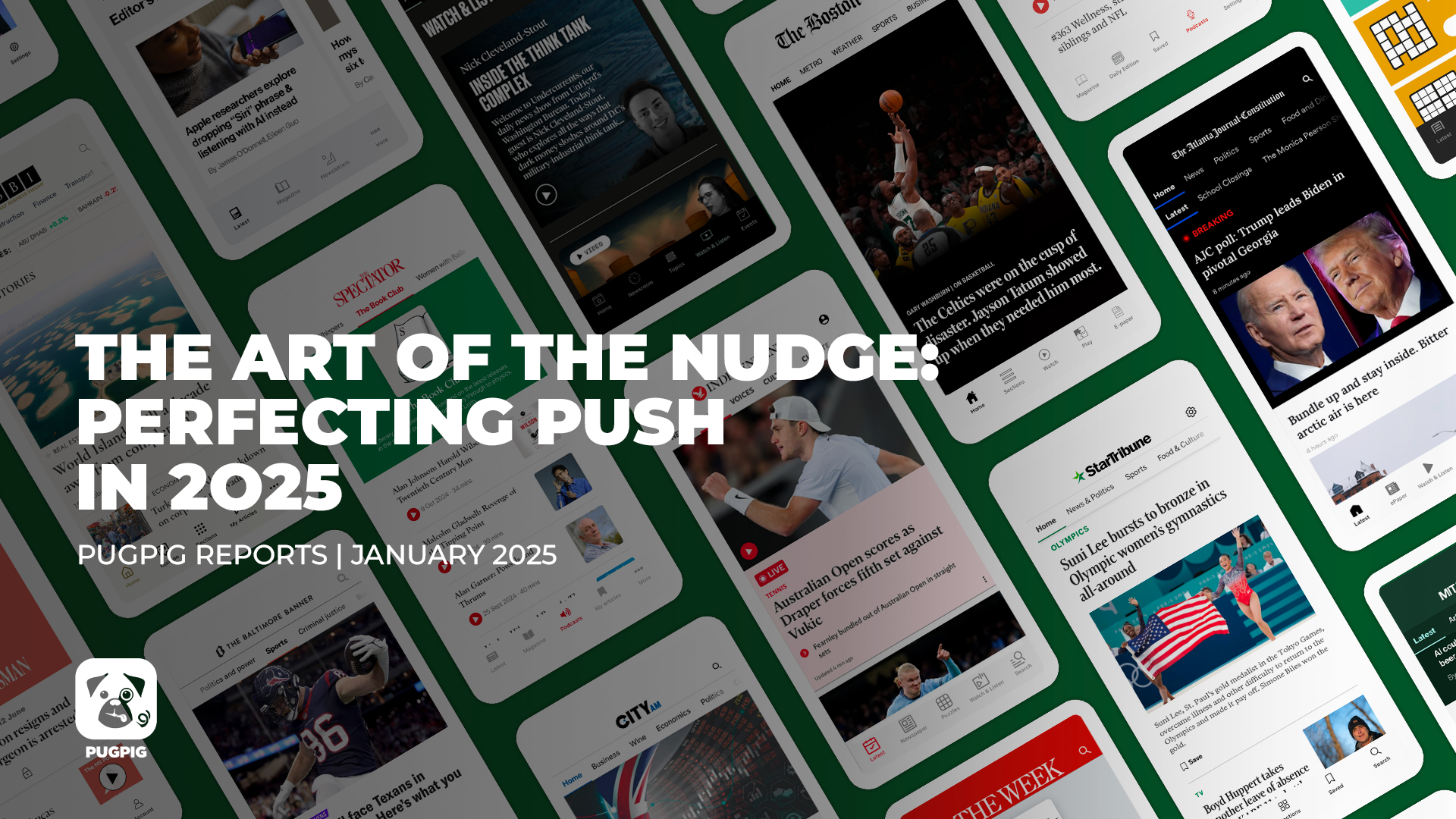


# THE ART OF THE NUDGE: PERFECTING PUSH IN 2025

PUGPIG REPORTS | JANUARY 2025



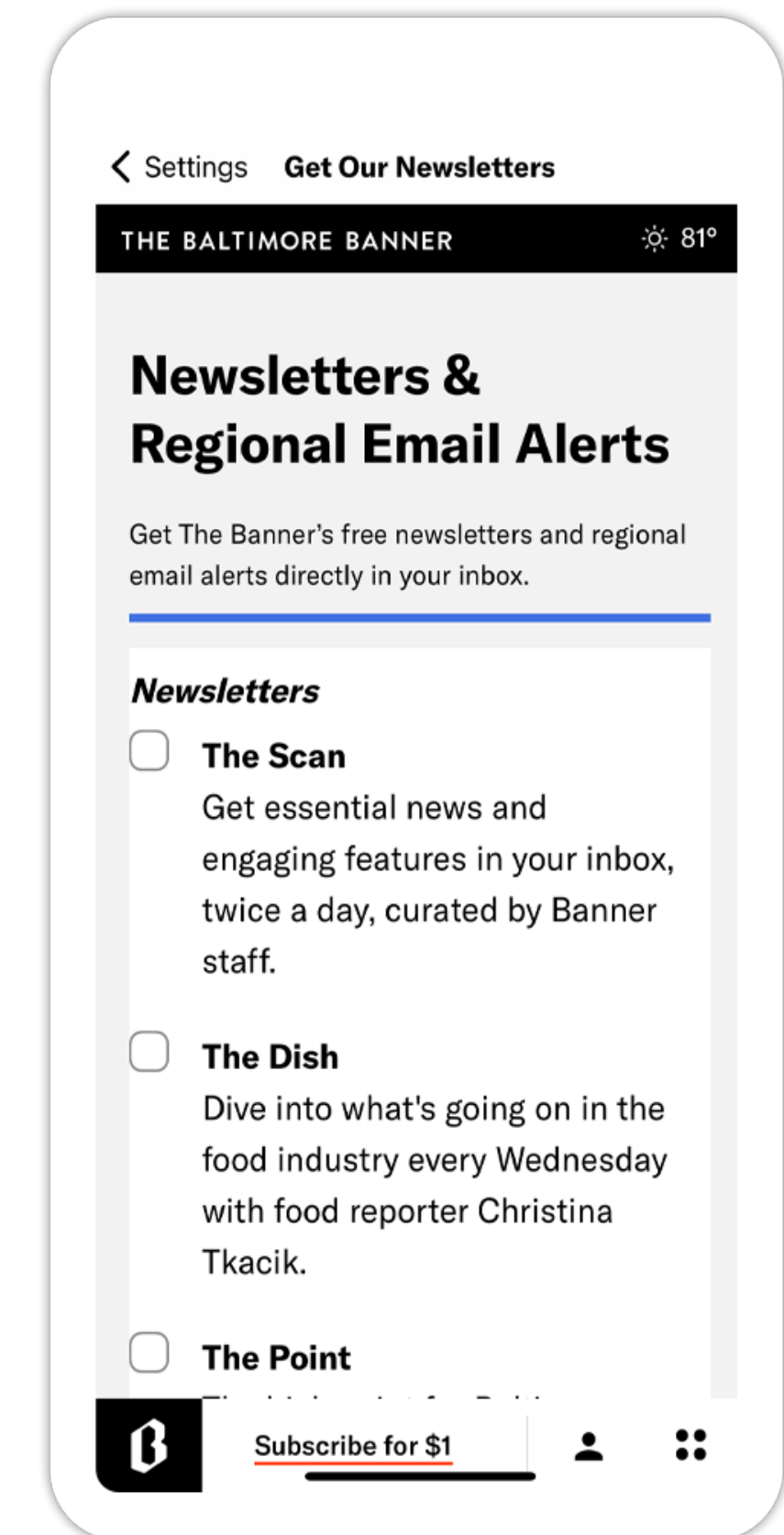
PUGPIG





“(Apps are) the only platform that we are able to push, bring people in without having to voluntarily follow a link. Newsletters to an extent, yes, but push notifications are more effective at bringing people back.”

Eric Ulken, VP of Product at  
The Baltimore Banner



# INTRODUCTION

Push notifications allow publishers to connect with audiences several times a day, which helps build highly engaged app audiences. At Puggpig, publishers who start to use push notifications see up to a 60% increase in active users in the three months after starting to use them. In our most recent [State of Mobile Publishing Report](#), we found that publishers who successfully use push have much stickier apps based on sessions per user per month.

When we looked at push notification open rates, we found it varied widely among publishers. We wanted to understand how push performance related to app retention, engagement and growth and how publishers could use and optimise app messaging to drive app success.

We wanted to understand more about what publishers were doing and could do to get more users to opt into push and then open the notifications.

We analysed our data and partnered with several push providers to get data and insights from thousands of apps and millions of app users to provide insights into the role app messaging plays in mobile publishing. We also spoke with successful publishers using the Puggpig app platform to understand their strategies. Like most activities in digital publishing, it's a mix of data, content strategy and tactics. Distinctive content sent to the right audience at the right time is key.

After this in-depth analysis, we have produced a tactical and strategic guide to help publishers make the most of this powerful app feature. The result is a report that publishers can use to ensure push notifications are part of a comprehensive messaging strategy to engage new app users and keep them engaged.

# 60%

**The increase in active users after a Puggpig publisher started using push notifications**



# CONTENTS

## **What is push?**

Types of push messages - app push, in-app messages and live activities

Editorial use of push - breaking news, sports, major features, new editions

## **Why push**

## **When and what to push**

## **How to improve your push performance**

Increasing opt-ins

Segmentation

Live activities

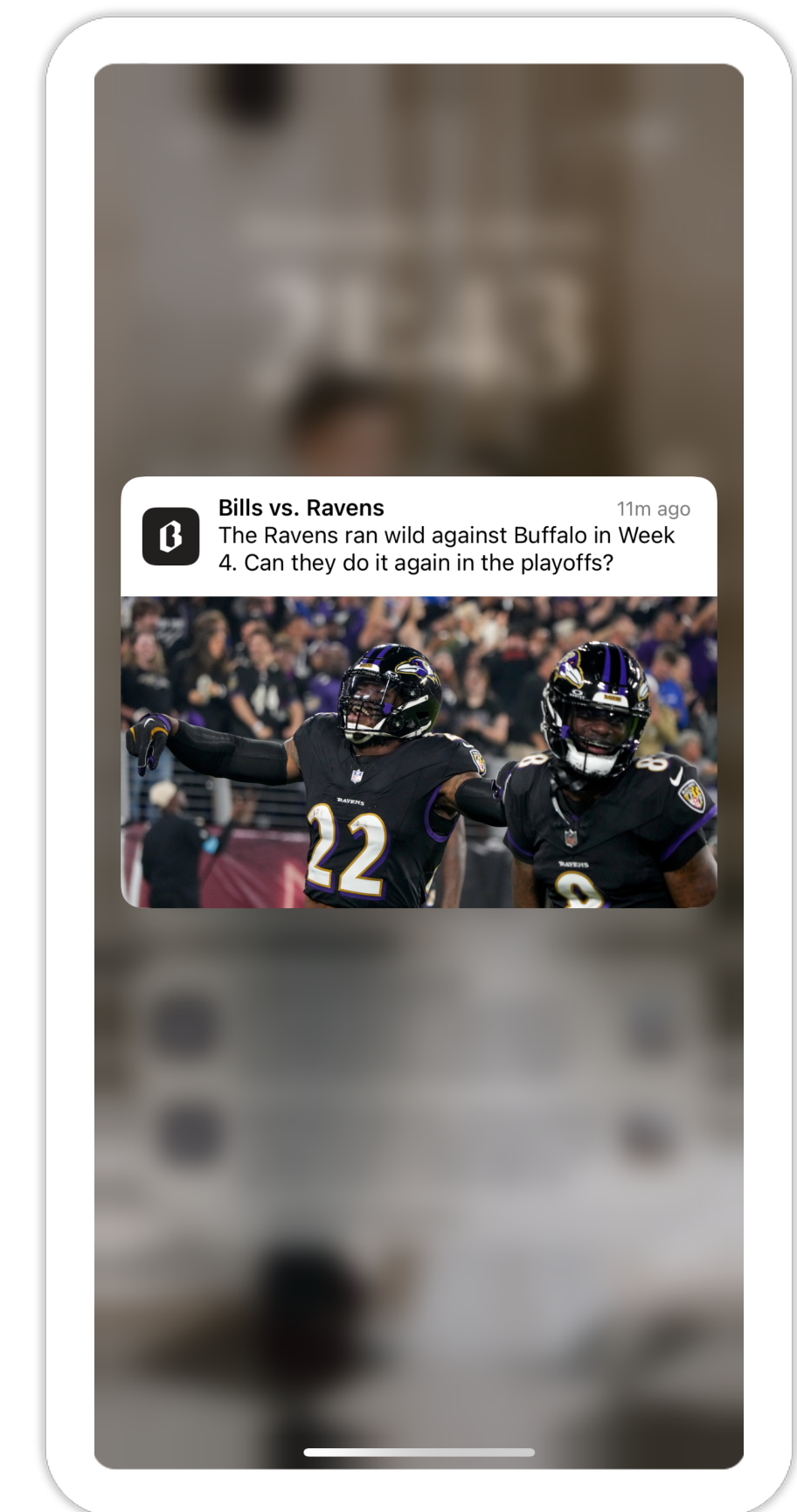
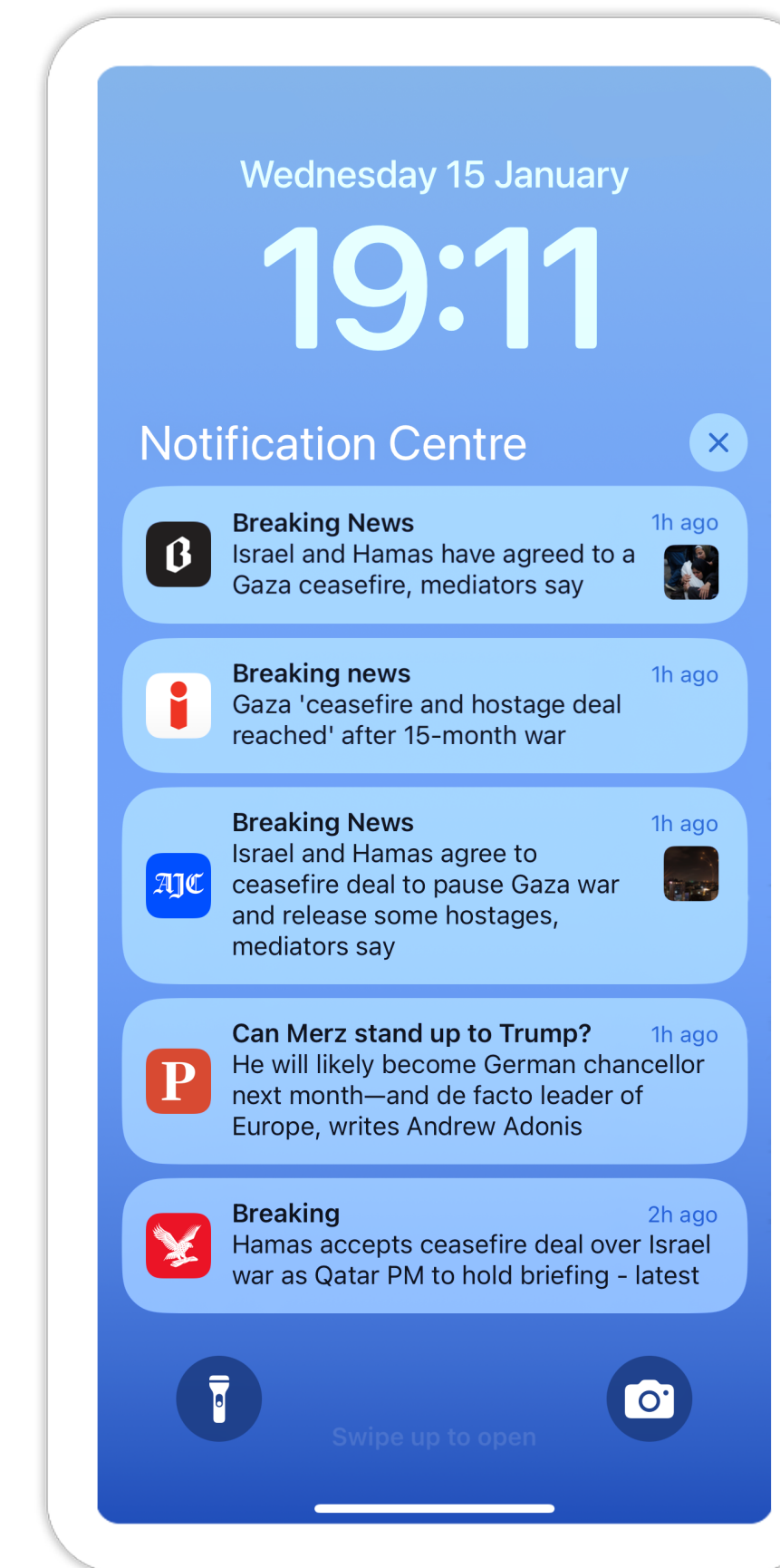
## **Takeaways to create a successful push strategy**





# THE TYPES OF APP MESSAGING

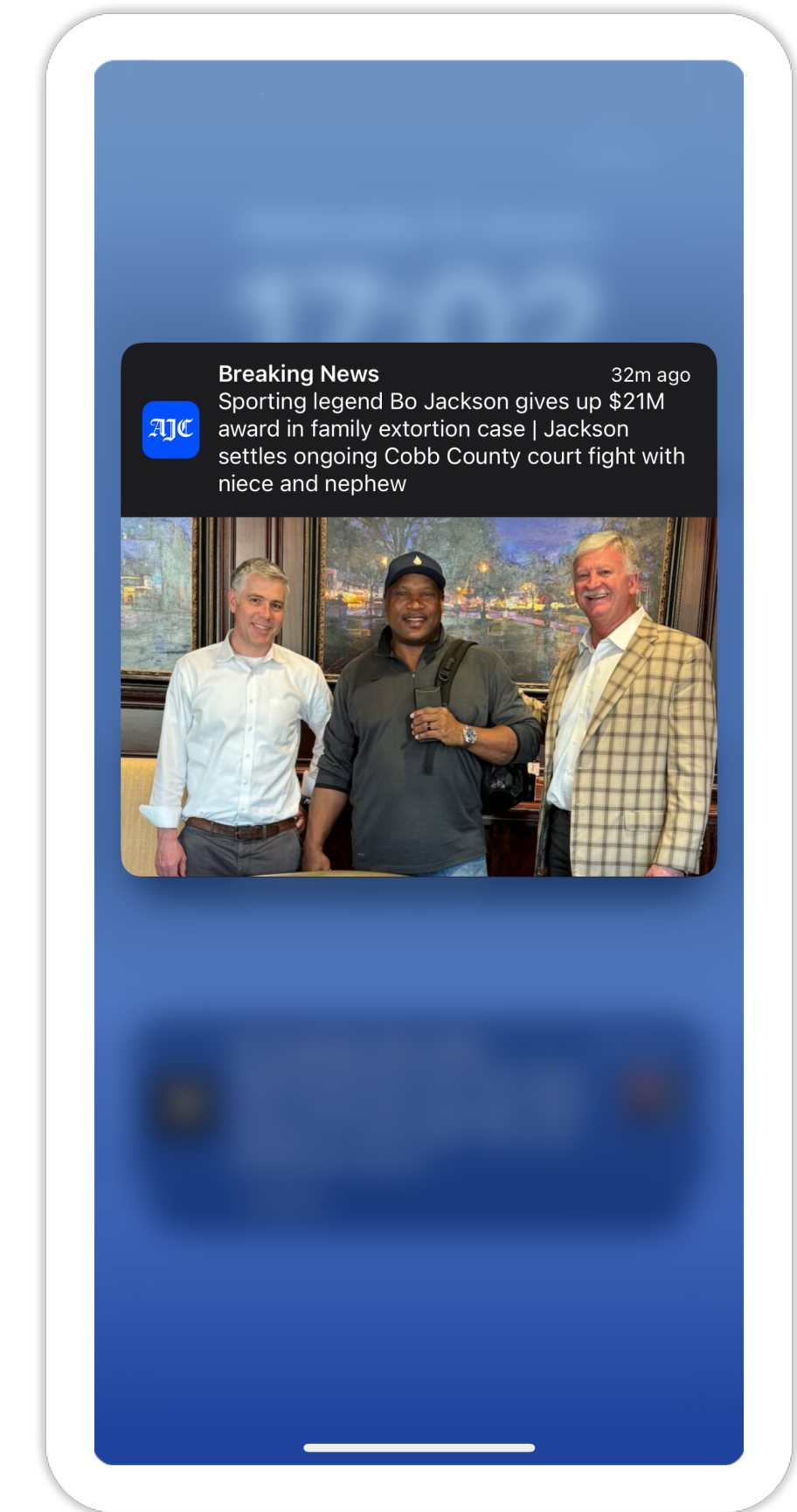
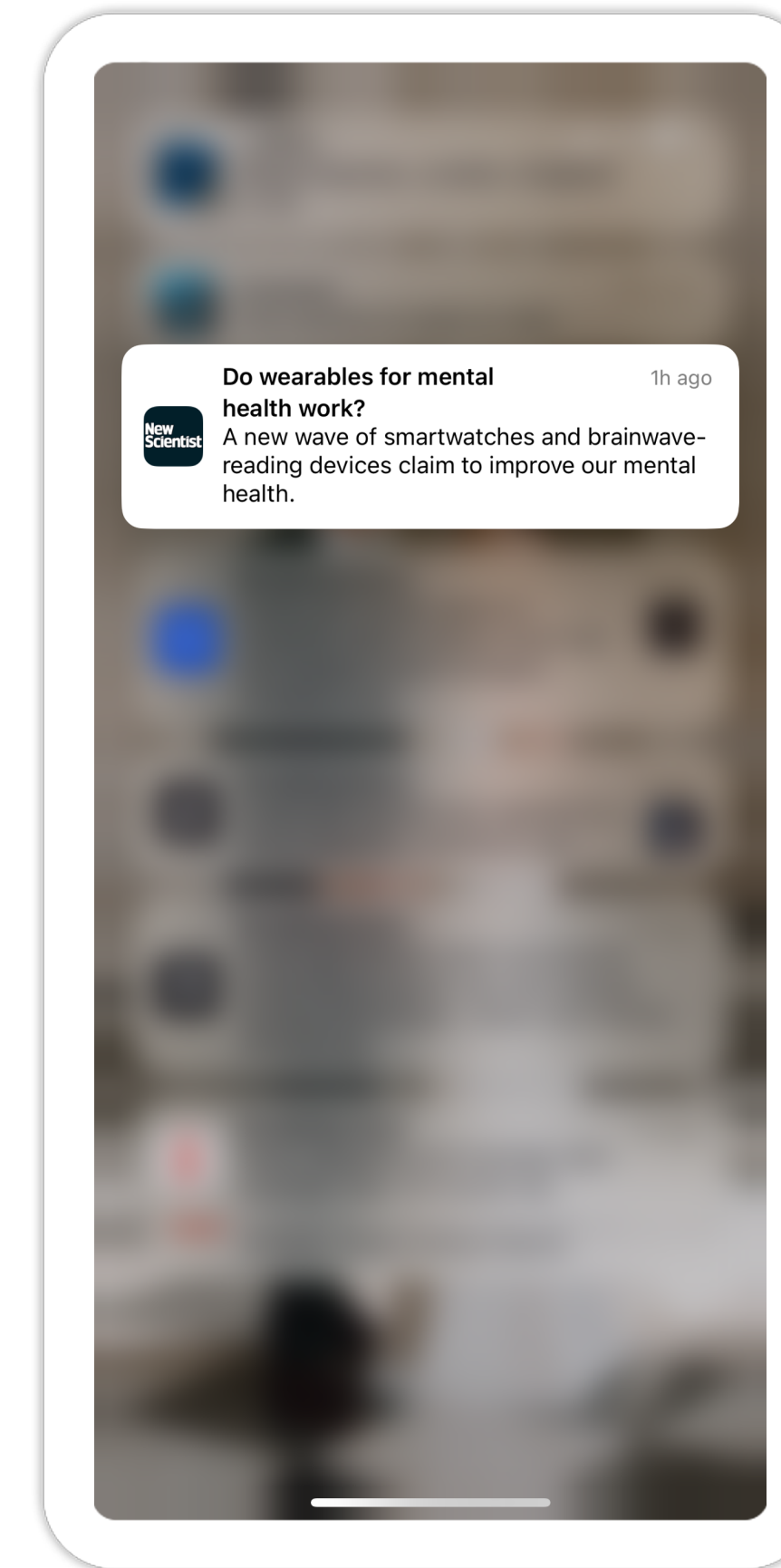
- Standard push notifications - They appear on the lock screen and are often deep linked to content in a publisher's app.
- Rich push notifications - A push notification with an image, video or text.
- Rich push notifications with action buttons - A push notification with a call-to-action button. It might be light interaction on the lock screen itself or prompt the user to take an action in the app such as upgrade to a new version or customise their app.
- Provisional push for iOS devices - Since iOS 12, Apple automatically opts-in users to push, but they only receive them “quietly”, meaning they appear in the Notification Centre, not on the lock screen.
- In-app messages - Messages sent to users when they are actively using the app. They do not require any opt-in or consent.
- iOS Live Activities - This feature has been available since iOS 16.1 and allows publishers to update a persistent notification on an iPhone's lock screen or dynamic island. Publishers have used this feature to keep audiences updated about sports events and elections.





# HOW MEDIA ORGANISATIONS USE PUSH

- Breaking news - News publishers find great success with breaking news notifications, especially about distinctive, exclusive stories and information audiences need, such as traffic or weather updates. NextStar Digital, the largest local television broadcaster in the US and a OneSignal customer, sends breaking news alerts about national and local news, such as crime, weather and sports. “Breaking news is the biggest engagement tool” and powerful for re-engagement as well, Drew Clayton, NextStar Digital Vice President of Product Management, said.
- New content - Sending push notifications linked to the latest articles or digital editions.
- App update - Publishers alert users to a new version of the app.
- Audience re-engagement - Publishers can use push notifications to re-engage audience members who have opted into push notifications but haven’t clicked through on a push notification or opened the app recently.
- Offer or Promotion - This could be a subscription offer for registered users, or consumer magazine publishers could use these as part of an e-commerce offer or to promote an event.





# WHY PUSH? BUILD HABITS THAT LEAD TO ENGAGEMENT AND RETENTION

To answer the question of why publishers should use push notifications and other app messaging options, we dove deeper into the analytics. Our data and data from Airship, OneSignal, Pushly and PushPushGo across hundreds of apps and millions of app users show that the rewards far outweigh the risks. Moreover, Airship's data shows there is more risk in not using push.

We reviewed and analysed the impact of push notifications on key elements of publisher performance, including engagement, user frequency and retention. The data shows that push leads to higher engagement and frequency of use, which leads to increased retention. Moreover, in-app messaging and rich messaging with videos and calls to action can drive even deeper engagement and prevent churn.

Not all publishers are convinced about the value of push notifications and other app messaging. At Puggpig, we have spoken to non-news publishers who are hesitant to push because they are concerned they will prompt users to uninstall the app. We have only found one circumstance in which push notifications can lead users to uninstall: Publishers who send push notifications to gated content and only show users a subscription offer led to increased churn. Apart from that specific use case, the results of using push notifications and other forms of app messaging are positive.

As we will demonstrate, the rewards far outweigh the risks.

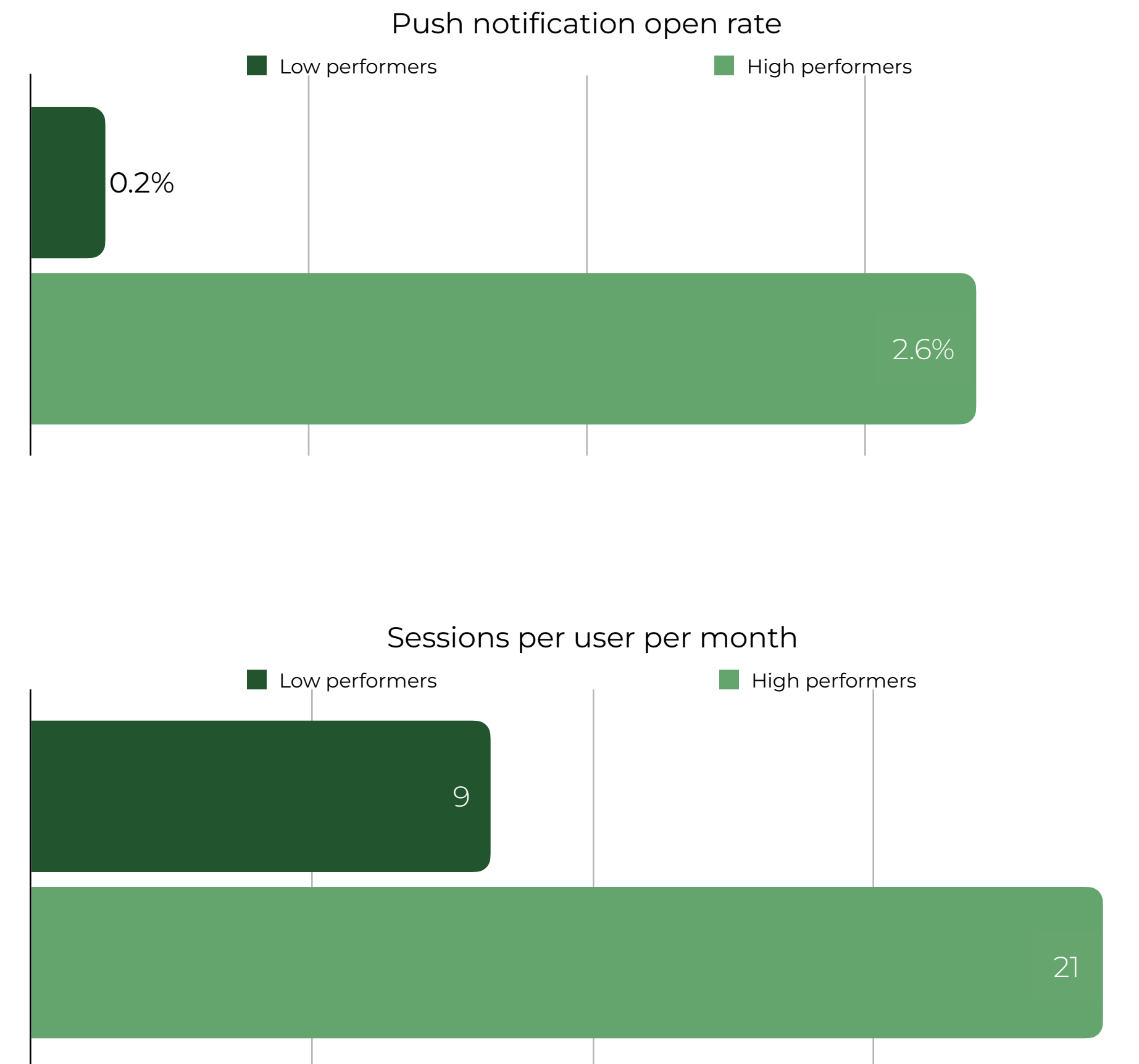




# EFFECTIVE USE OF PUSH LEADS TO HIGHER ENGAGEMENT

We decided to dive deeply into push notifications based on data and feedback in our research for our most recent State of Mobile Publishing report. When we looked at the apps we build for news and magazine publishers, broadcasters and membership groups, we found those with the highest open rates had more than twice the engagement in their apps.

However, our analysis also showed a wide variance between the best-performing apps and the lowest-performing apps. Apps with lower push notification open rates tended to push less often, and this often correlated to publishing frequency. Publishers who published content several times daily sent more push notifications than weekly, monthly or less frequent publishers. However, we also saw differences in performance amongst publishers with the same publishing frequencies, so there were other factors at play.





# PUSH IS DRIVEN BY THE NEED TO BE INFORMED

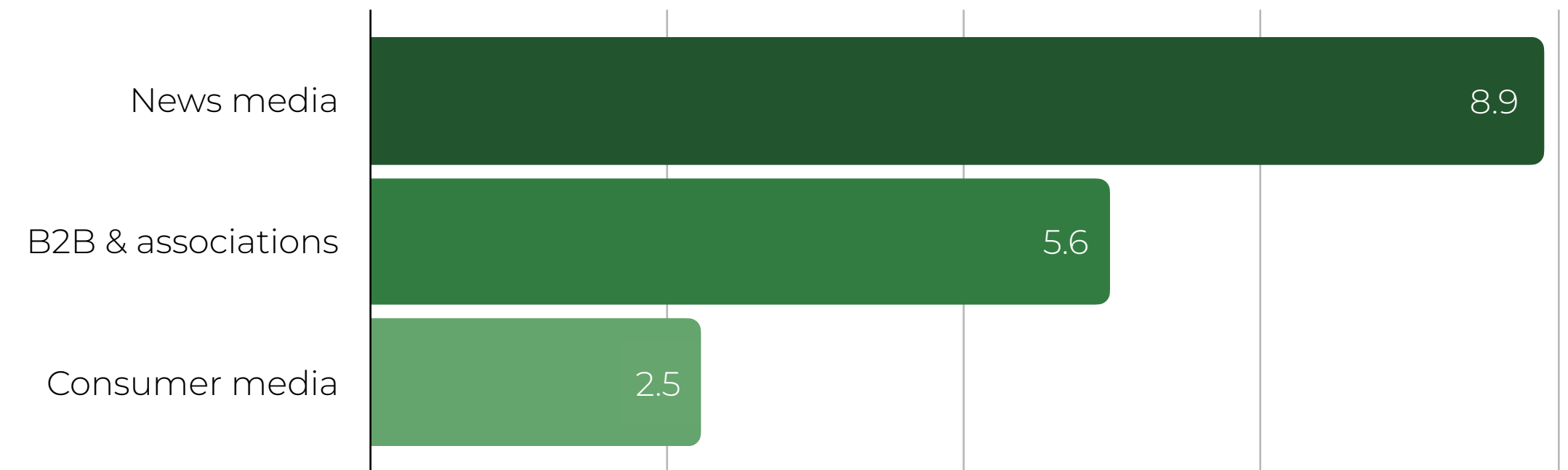
News publishers - whether newspapers or broadcasters - are real-time publishers. They send push notifications throughout the day.

B2B and association publishers were also successful, with a higher percentage of their audience opening a push notification. They send fewer push notifications than high-frequency news publishers, but their push notifications are relevant and engage their audiences.

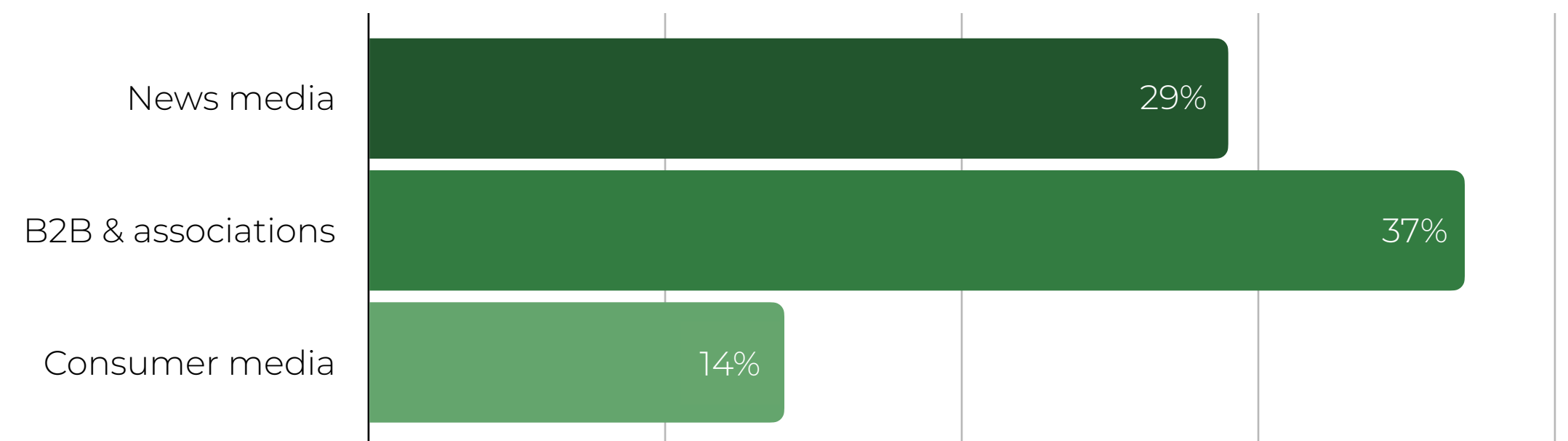
The data told a story, but not the entire story. We then looked across the apps that had high open rates. A content analysis of those high performers found that push notifications about local sports, exclusive high-impact local news and high-interest niche topics drove open rates two to three times the median of even the most successful push publishers.

Time-sensitive information is the obvious application of push notifications, but the high percentage of users who opened a push notification from B2B and association publishers show it's not the only reason people engage with push notifications. As we found, relevance is the key factor in whether users engage with app messaging, and publishers are using data to fine-tune the language and format of their push notifications and offering users the ability to select push notifications of the greatest interest to them.

Push notifications opened per user, per month



Percentage of users who opened a push notification

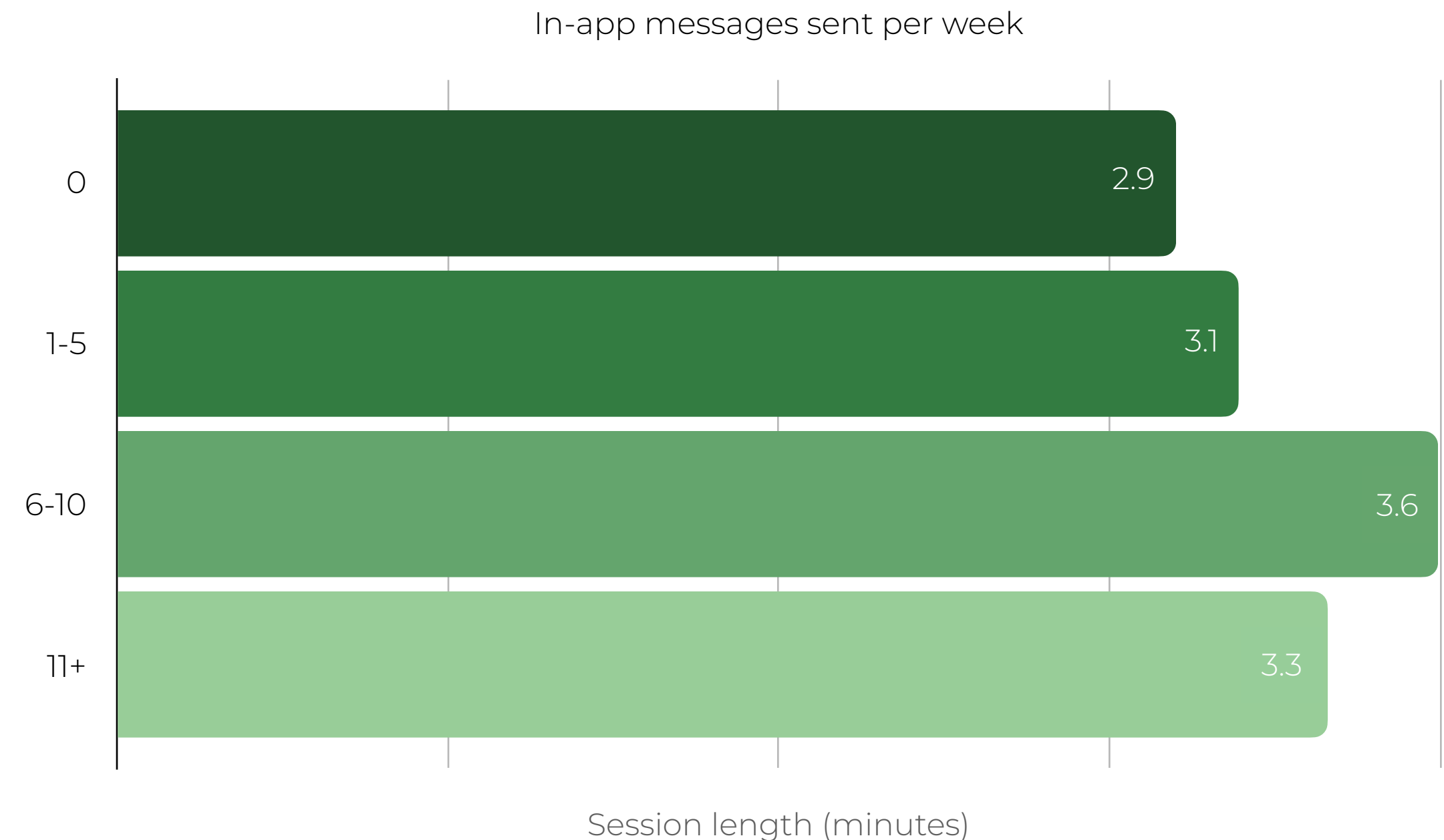


# FREQUENT IN-APP MESSAGING CAN INCREASE ENGAGEMENT

In our experience, publishers underutilise in-app messaging due to the focus on push notifications to bring users to their stories, podcasts and puzzles. In-app messages can increase engagement with the app by encouraging users to utilise all of the features of publishers' apps.

Airship found a 31% average lift in Engagement Score for apps that use both push notifications and in-app messaging with their automation and segmentation. Engagement Score is a ratio of Daily Average Users/Monthly Average Users that shows how many of your app's MAU return on a daily basis. Plus, not only do in-app messages have the advantage of not requiring a user to opt in, but OneSignal found that they help increase session duration.

In addition to increasing engagement, in-app messaging can play important roles throughout the customer journey. OneSignal has found that using in-app messages to onboard new users is one of their most important use cases. For instance, during the critical period after download, they can be targeted to users who have not opted-in to push notifications encouraging them to do so. They can be used to encourage app users to customise the sections in their app or open a preference centre to tailor the apps they receive. Later in the customer journey, they can announce new app features and encourage engaged users to rate the app.





# MORE THAN A THIRD OF APP USERS ARE ONLY ENGAGED VIA PUSH

At Pugpig, we analysed app users and grouped them into three cohorts, users:

- who only came to the app from push notifications
- who never opened the app using push
- and those users who sometimes came from a push notification and sometimes opened the app directly.

More than a third, 36% of users across Pugpig apps, only engage with the app via push notifications. This isn't an insignificant amount of users, and it shows the value of push notifications because without them these users wouldn't be engaged with the app at all.

# 36%

**Pugpig app users who only engage with the app via push notifications**

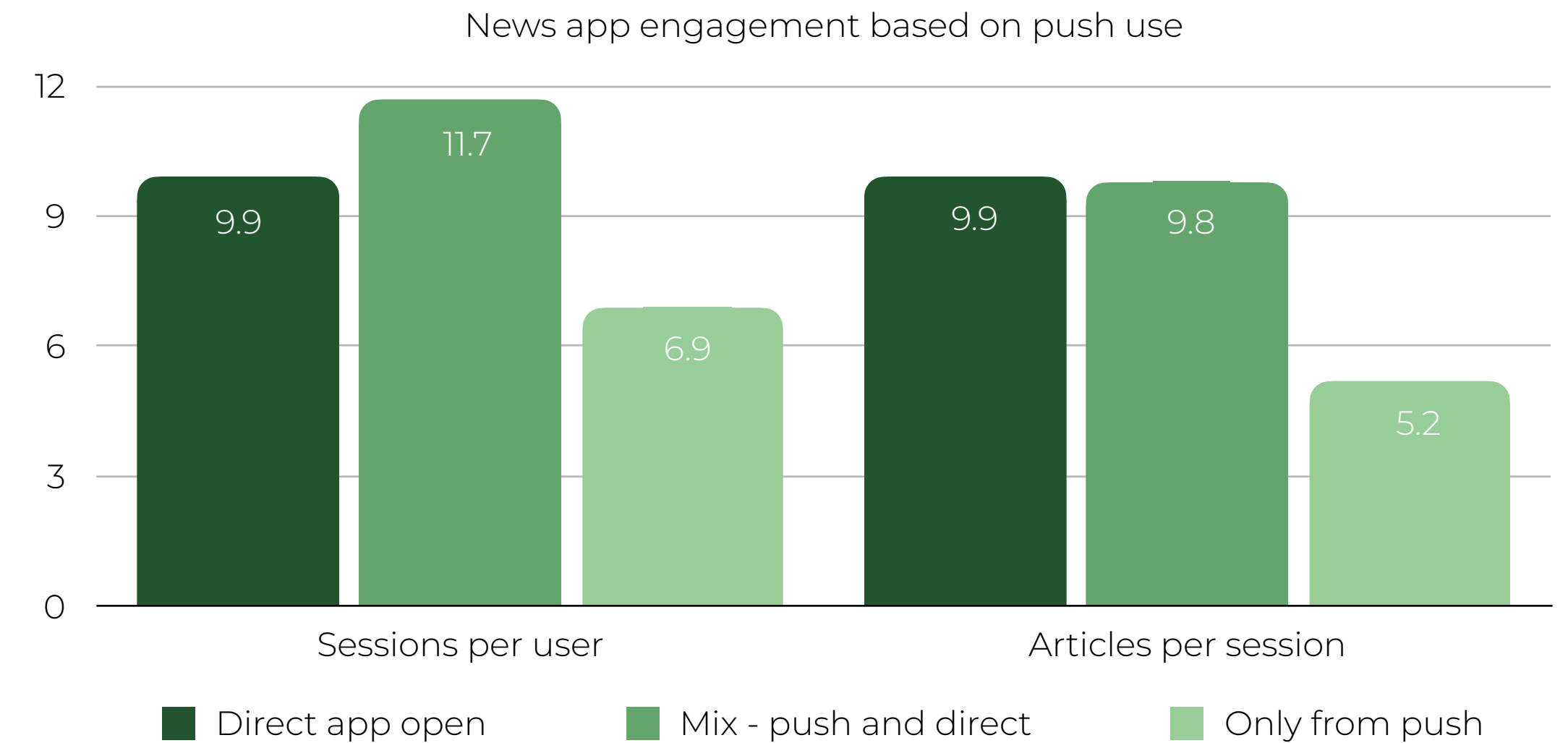


# PUSH-ONLY USERS ARE USUALLY LIGHTLY ENGAGED

While there was some variance among apps, those users who came to the app directly and sometimes from a push notification were generally the most engaged. Those who came directly to the app usually ranked second in terms of articles per user per month. For most apps, those users who came only by push notifications read the least.

However, as we noted, without push notifications, these users who only came from push wouldn't be engaged with the app at all.

It's worth noting that highly successful publishers, the top 25% of apps ranked by push open rate, had high engagement across the three cohorts: direct app users, users who came to the app directly and via push notifications and those who only came via push. These highly successful publishers are using tactics to increase the relevance of their app messaging for users to supercharge engagement with their app.





# MONITOR ARTICLES PER SESSION FROM PUSH TO UNDERSTAND HOW TO DRIVE HIGHER ENGAGEMENT

While most publishers saw lower levels of engagement from push notification users based on overall screen views, some publishers were able to keep engagement high from direct visitors and the users they engaged with push notifications.

The most successful publishers, those in the top quartile of overall screen views, have a high number of articles per session for non-push and push users. These top-performing publishers have 6x the median number of articles per session from users who come to the app from push notifications. The push notification caused users to open the app, and they found other content that engaged them and read more widely in the app.

6x

**The increase in the number of articles per session for users coming from push notifications for top-performing apps**



# PUSH NOTIFICATION BEST PRACTICES: HOW OFTEN, WHEN AND WHAT

As push provider Pushly says, there is no one-size-fits-all strategy for push notifications. Your content strategy, clarity about your audience and their needs, and analytics from push performance and other digital properties should feed into your app messaging strategy. All of these inputs should be used to increase the relevance of push notifications and other app messaging for your users.

Your content strategy and target audiences are the first step to ensuring your push notifications are relevant. Your analytics will tell you when your mobile audiences are most active, what push notifications they engage most with and the depth of engagement from audiences who come to your app from push. Publishers have also seen dramatic increases in push notification engagement and overall app performance by using segments, allowing app users to choose the push notifications they want to receive in a preference centre.





# BUILD USER HABITS IMMEDIATELY

Retention efforts begin immediately after a user downloads an app. The first 48 hours are crucial in engaging a new app user, according to push provider Airship. Airship found that Sports and News & Magazine apps with onboarding campaigns have 149% and 272% more identified users than peer apps that don't, and identified users result in 78% higher Day 30 activation rates than anonymous users.

Similarly, OneSignal found that slightly less than a third of users were retained after the first day across all of the apps they track. Publishers on the Puggig platform have, on average, a 1-day retention rate of 50%. "Monitoring retention at different time intervals after download can help you understand how well your app is capturing user interest and how effectively you're delivering the value you promised," OneSignal says and also found:

- Onboarding messaging is critical to engaging new users, with apps using onboarding messages enjoying a 56.25% higher daily average users/monthly average users rate than apps that don't.
- Using multiple channels - email, push notifications and in-app notifications - during onboarding and the early days after a user has downloaded your app increases engagement by 35%, which leads to higher 1-day, 7-day and 30-day retention
- App publishers who use onboarding messages have "24% higher install-to-purchase conversion rates". Moreover, apps that use push plus other channels "report the highest install-to-conversion rates", which can be useful for publishers who use customer journeys that include free trials and registration-to-subscription.



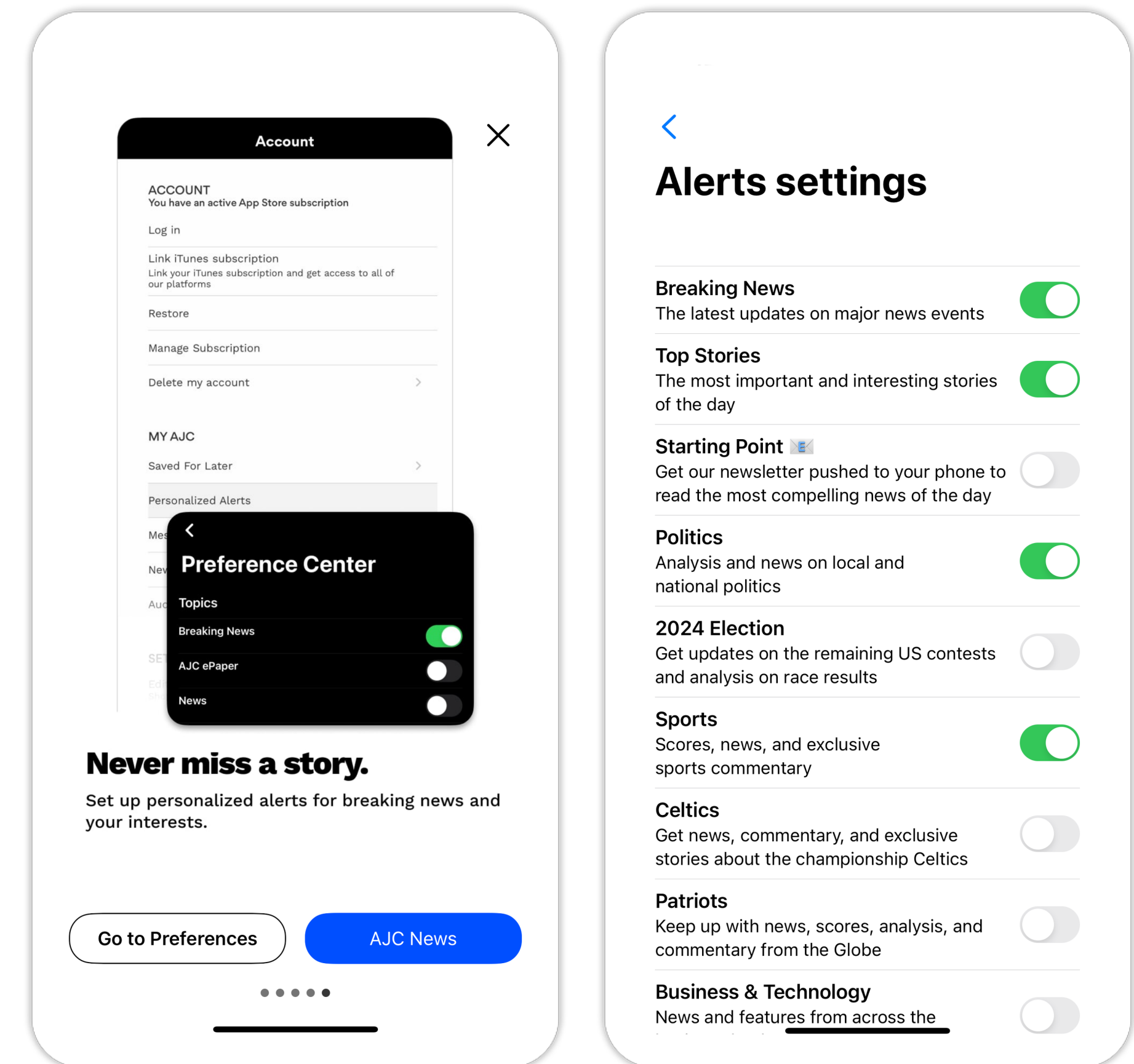
# INCREASING OPT-INS: ONBOARDING AND PREFERENCE CENTRES

Users who opt-in to Push use have 10-20% more frequent visits, according to Pushly. Reviewing Pugpig apps, we noticed that apps with higher opt-in rates asked users to opt into push notifications early in the user journey.

For the Minnesota Star Tribune, a OneSignal pop-up asks users to opt into push notifications and choose the types of notifications they want to receive the first time they open the app.

Other publishers, such as the Atlanta Journal-Constitution ask new users to opt into push in their onboarding series, and they also have a link to a rich preference centre that allows new app users to choose the push notifications they want to receive and podcasts they want to subscribe to.

At The Boston Globe, they send push notifications with a direct link to their preference centre to all users when they launch a new push segment, said Leah Becerra, senior digital editor at The Globe. They do this very sparingly, and these pushes are always connected to a news peg so they get good open rates. They did it at the beginning of the New England Patriots season to encourage people who haven't already opted into their Patriots' push notifications to do so, and they've also done it for specific events such as the Olympics and the 2024 US elections. The Globe has seen a healthy number of users opt into these new segments as well as opting into additional segments while they are in the preference centre.





# RETENTION: USE MESSAGING TO PROVIDE APP TUTORIALS

Before working in journalism, Leah worked at US electronics retailer Best Buy for six years. When she worked there, the number one reason why customers returned an item was because they didn't know how to use it.

"It's the same thing with an app. If nobody tells you how to use the app, what are you going to do in a week? You're probably going to delete it," she said. The Globe has had onboarding screens that were, in essence, a tutorial for how to use its app, including how to opt-in to push notifications and how to choose the notifications they want to receive.

This highlights an opportunity for publishers with rich push or in-app messaging to educate users about how to use your app. It starts with your onboarding screens that walk users through how to customise their app experience, opt into push notifications or choose which push notifications they want to receive via a preference centre.

However, in the days after their first open, you can target users who haven't taken steps such as customising the content or push notifications they want to receive to do so. The messaging should highlight these features and walk users through how to take advantage of them. As OneSignal suggests, this in-app support should run in tandem with other channels such as email, but app messaging provides unique opportunities to engage app users immediately and help them make the app their own and integrate it into their daily habits.

"If nobody tells you how to use the app, what are you going to do in a week? You're probably going to delete it."

**Leah Becerra, Senior Digital Editor at The Boston Globe**

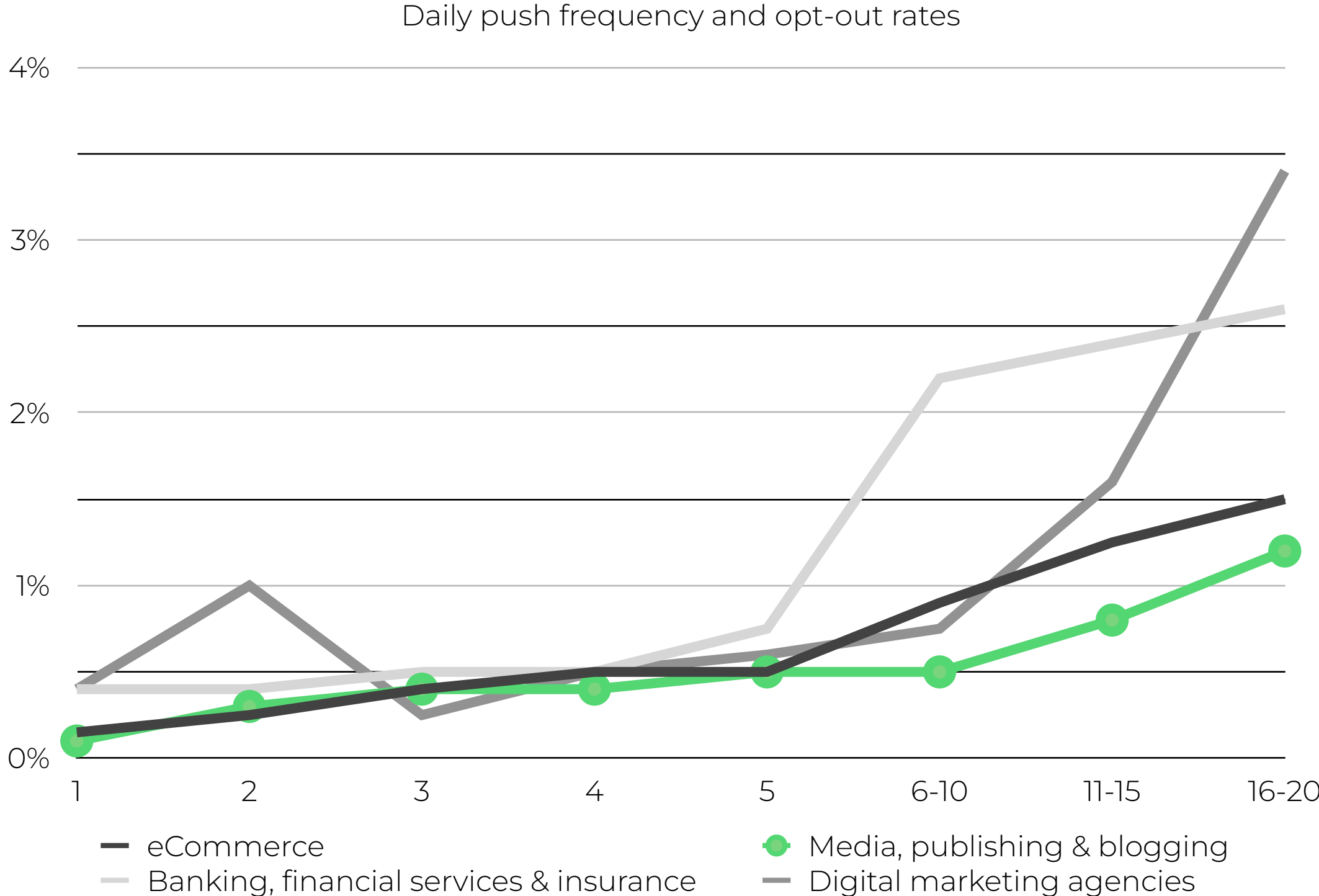


# HOW OFTEN? MEDIA CAN AND SHOULD PUSH FREQUENTLY

VWO Engage looked at how many push notifications app publishers in different industries could send daily before users unsubscribed or opted out of push. Digital marketing agencies saw a noticeable spike after sending more than one push notification daily. Media, publishing and blogging publishers who send up to 10 push notifications daily see a steady and low - less than 1% - opt-out rate. Even for media publishers who send out up to 20 push notifications daily the unsubscribe rate rose slowly and still was below 1.5%.

Airship research found that media and sports publishers push more often than any other industry with high-volume publishers sending almost 300 push notifications a month, roughly 10 a day.

Publishers - especially news organisations who send out high-interest, real-time information about traffic, weather, breaking news and sports results - should feel confident they can push multiple times a day without risking high opt-out rates.





# WHEN TO PUSH: MIDWEEK AND CONSIDER THE WEEKEND

An analysis of push notifications from publishers across news, consumer magazines and B2B found that push notifications sent midweek had higher open rates than other days. Publishers in the sample sent the highest volume of push notifications Wednesday through Friday, the days with the highest open rates.

Based on apps across a wide range of industries including publishing, PushPushGo found little variation in open rate across weekdays, but they saw almost 15% higher engagement with push notifications on weekends. This runs counter to many digital media trends, which see digital engagement drop off on weekends. One hypothesis is that push notifications have less competition on weekends. News and magazine publishers should consider sending major features on the weekend to reach users when audiences have more time to engage with content.

Your audience's behaviour should ultimately guide when you send push notifications. Publishers we work with constantly monitor their analytics to track push notification open and click-through rates and what topics engage their audience the most. Publishers like City AM use their newsletter click-through rates to help inform the stories they send out via push.

Open rate by day of the week



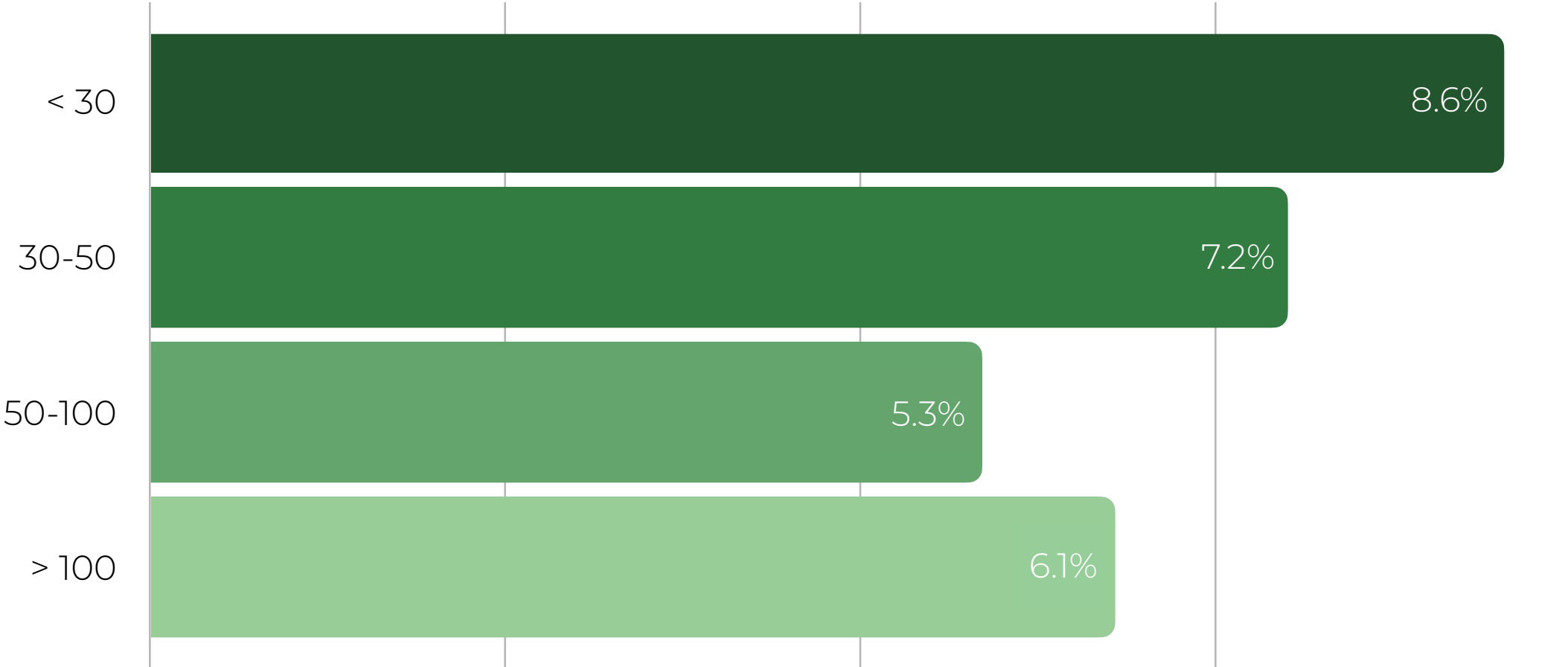
# MESSAGE LENGTH: AIM FOR BREVITY

PushPushGo also found push notifications of 50 characters or less are the most successful in getting users to open them.

With shorter push notifications being more successful, PushPushGo sees more publishers sending short messages. 55.9% of push notifications sent had titles of 30 characters or less, and 41.4% had between 30 to 50 characters.

The brief messages allow users to check their lock screen quickly and engage with them.

Open-rate based on message length (characters)





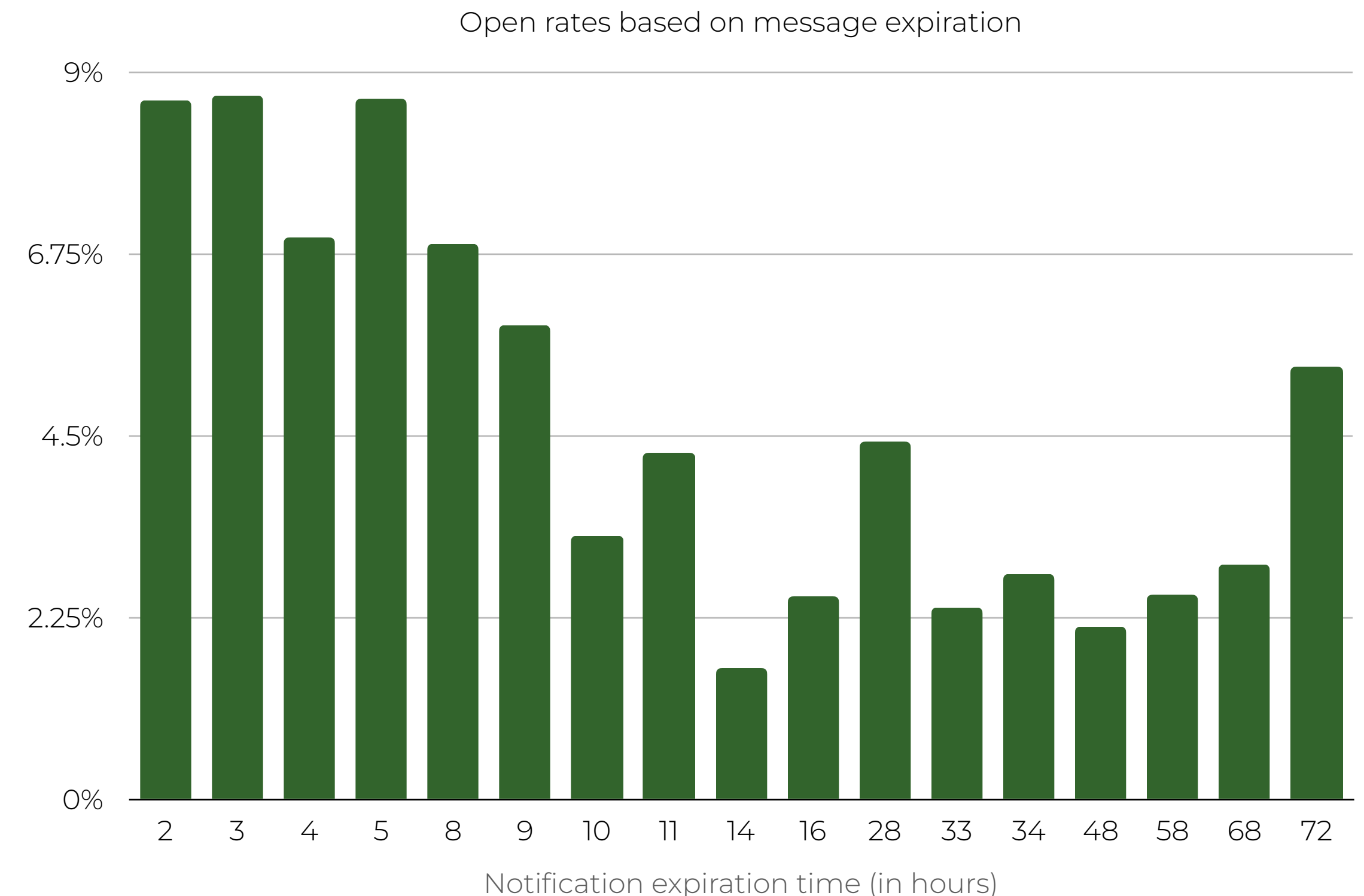
# USE SHORTER PUSH EXPIRATION TO ENSURE RELEVANCE

Push notifications can be set to expire after a certain time if they aren't delivered. A notification might not be delivered if the phone is turned off or offline. Setting an expiration time can make sure users see the most up-to-date notifications and their screens aren't cluttered with older updates, something especially important for news providers.

Based on data from PushPushGo, the optimal expiration time to drive the highest open rates is between 2 to 5 hours. PushPushGo believes users who don't have their phone at hand or miss the notification when it was sent still might see it later. However, by then:

- The relevance of the notification might have decreased. Users are less likely to engage with older information.
- Competition with other notifications increases — Newer, more relevant or urgent messages overshadow the older notifications, pushing them further down the queue on users' phones.
- Attention fatigue — As users are bombarded with multiple notifications, the chances of engaging with a less recent one diminishes, especially if more critical notifications are received afterwards.

The bump in open rates for messages with expirations at 28 hours and then three days might coincide with users checking their notifications first thing in the morning. They might engage with content, such as stories that aren't as time-sensitive as breaking news. Publishers should consider using different expiration rates based on the urgency and type of content.

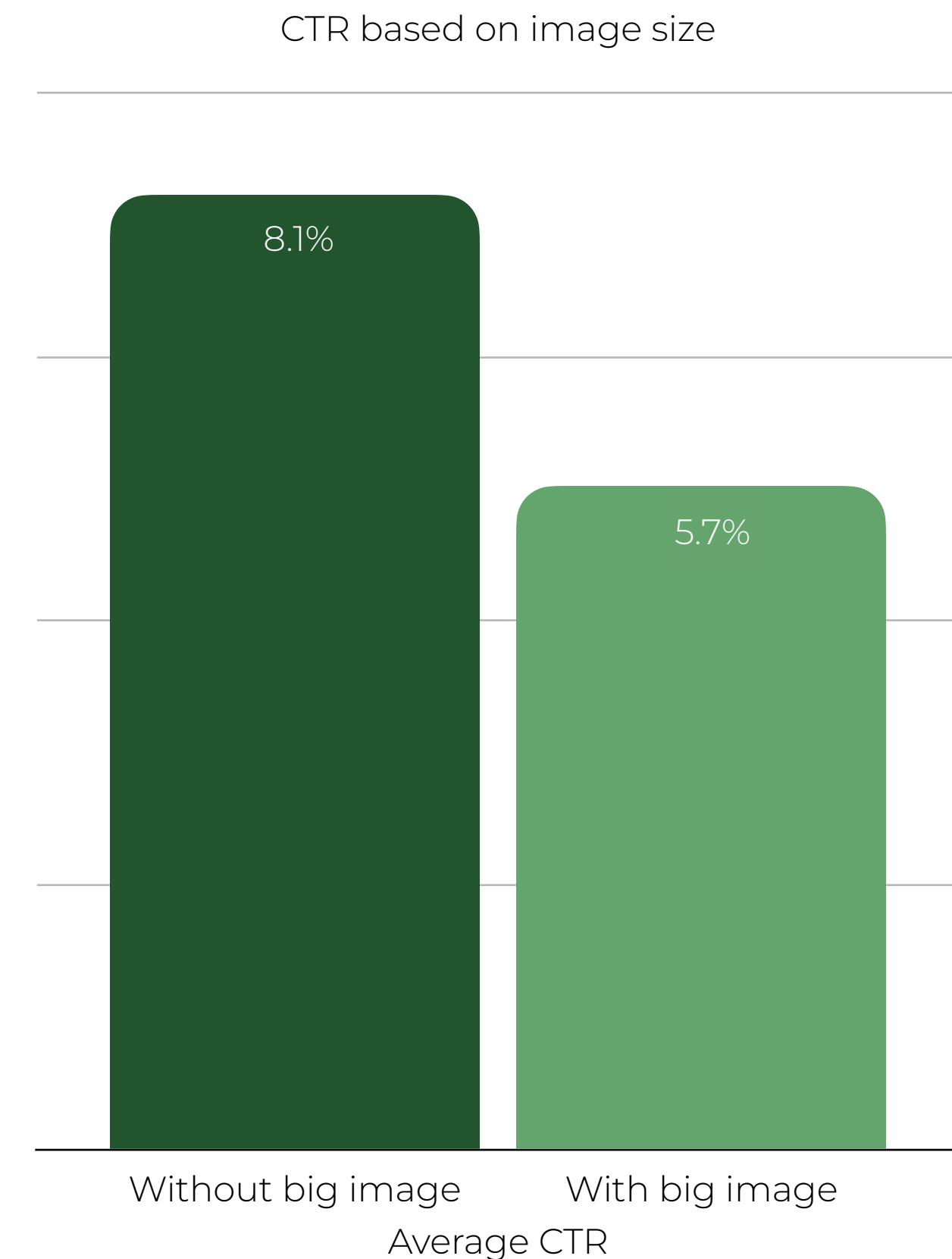


# LOGOS ENGAGE USERS BUT NOT LARGE IMAGES

Publishers should consider using their logo or another small image in their push notifications. Most push notifications sent using PushPushGo (56.7%) include a small image or a logo. Your branding helps audiences who are quickly checking their lock screens to know the source of the push notification, and it helps reinforce your identity to audiences.

Their data shows, however, that large images are less effective at engaging audiences with a lower click-through rate. Their explanations for the lower engagement level include:

- Visual distraction: Big images might be visually distracting, leading users to engage less with the notification's content.
- Content overload: Large images could be seen as overwhelming or too cluttered, causing users to engage less with the notification.
- Relevance: If the image does not add value or context, it might reduce the overall effectiveness.
- User preferences: Users might prefer simple notifications without images.
- Text and graphics provide enough information: Users might not feel the need to tap.



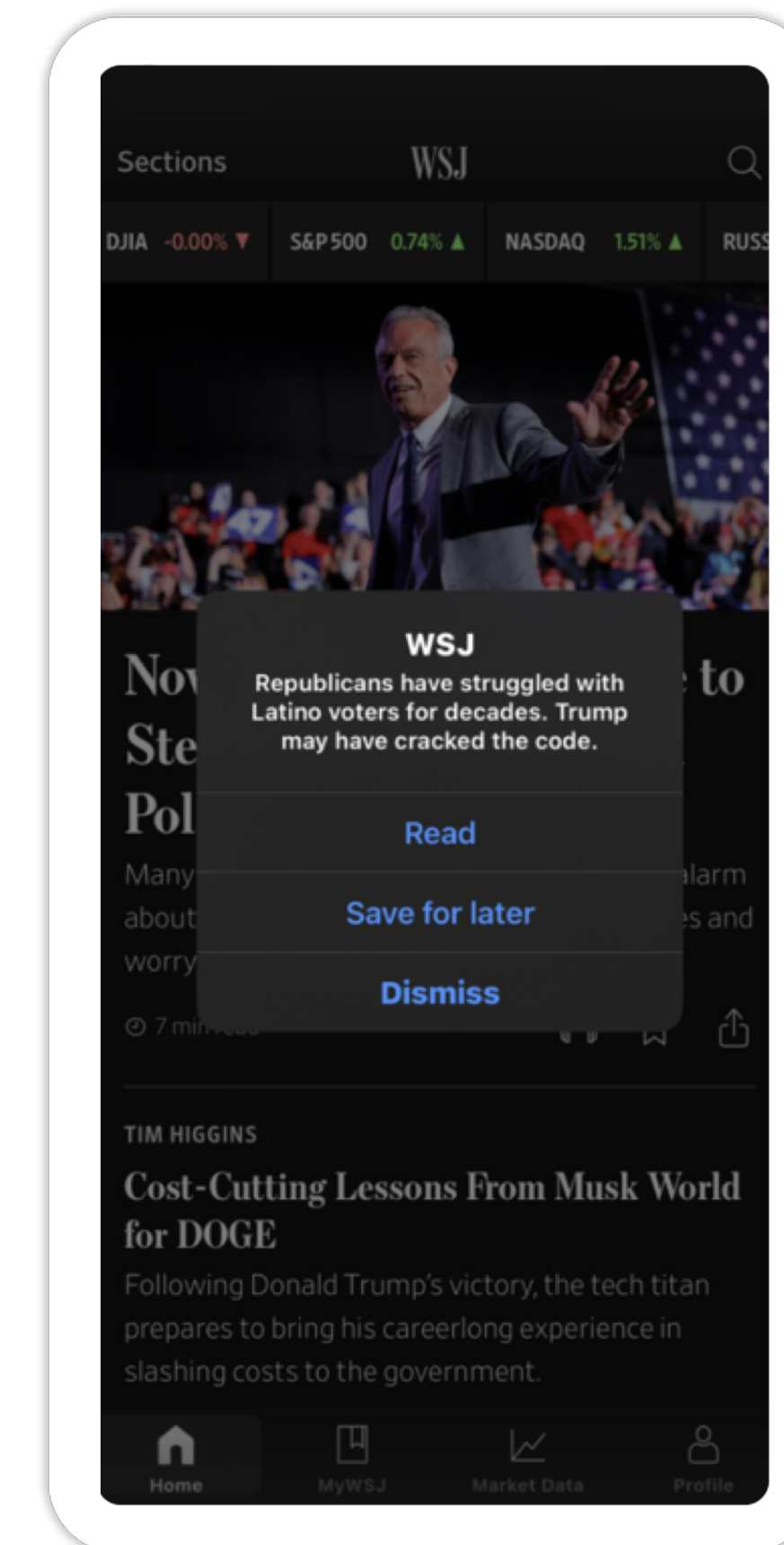
# LEVERAGE CALLS TO ACTION

Most publishers see the primary role of push notifications to encourage people to engage with their content. Rich push notifications allow images, videos, GIFs and carousels that could engage media-hungry audiences directly on the lock screen. However, you'll want to test these based on the data we've just highlighted from PushPushGo about engagement rates with larger images.

We see an untapped opportunity for publishers to leverage rich push and in-app messages to encourage users to take specific actions. It is another opportunity after in-app onboarding to encourage users to make the app their own and personalise their experience. PushPushGo has found that notifications with a CTA have a modestly higher open rate, 7.16% with a CTA versus 6.8% without one.

For publishers, a call to action could:

- Encourage users to customise the sections they see in the app with a link to the settings page.
- Send users to a preference centre to customise the newsletters, podcasts and push notifications they receive.
- Send users a sign-up form for an event you are hosting.





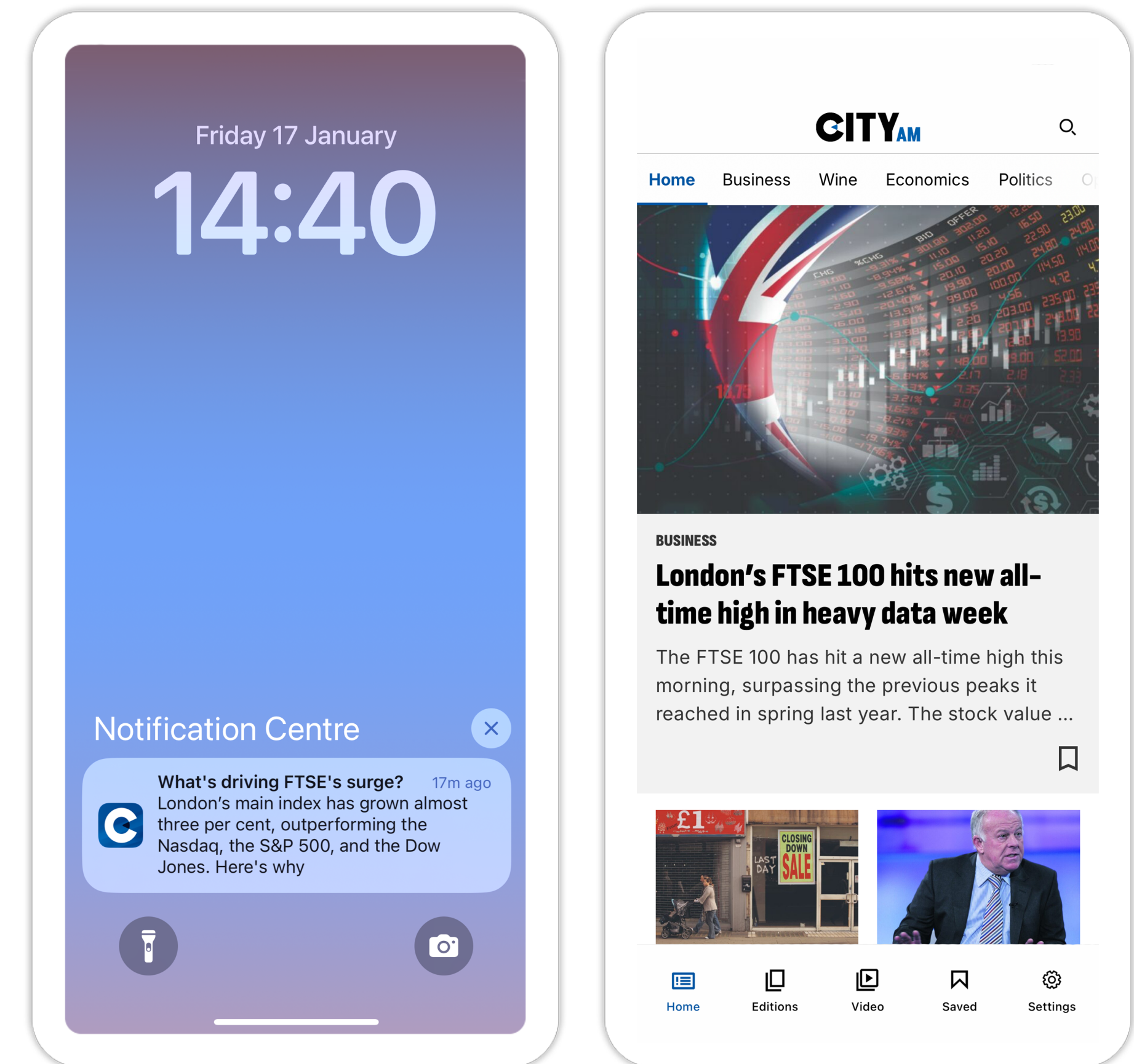
# CITY AM: CONTENT STRATEGY SUPPORTING PUSH SUCCESS

As a free business news publisher in the UK, City AM has succeeded by charting a path between bigger players such as the BBC, which provides generalist business coverage, and subscription-supported business news publishers such as the Financial Times and Wall Street Journal. Their target audience is small business owners and mid-level managers who are “doing well but don't necessarily have the resources to pay for an FT subscription or a Wall Street Journal subscription”, said Rupert Hargreaves, the managing editor for City AM.

Within a little more than a year after launching their app, they already had 50,000 dedicated users and are adding hundreds of new app users each month. In reviewing the push notification rates of Puggig apps, they have an average open rate 37% higher than the median open rate of the best-performing apps. To achieve this:

- An editor manages newsletters and push notifications, closely paying attention to what engages their target audience. “He knows our audience well. This is not a random exercise. We focus on things that do really well and have shown success in the emails,” he said.
- Push notifications that do well include those that beat their competitors, but “we focus on things where we really have an edge ... so we try to bring something unique and interesting,” Hargreaves said.
- They don't focus on generic business news about the latest GDP or inflation figures but found push notifications perform better on tax and budget stories that affect their core audience.

Their goal next year is to roll out push notification targeting.



# AIRSHIP: PERSONALISATION IS THE #1 CONVERSION DRIVER

City AM is right to focus on audience segmentation. Getting your push strategy right — guiding customers to not only open notifications but also take actions tied to your unique conversion goals — pays dividends.

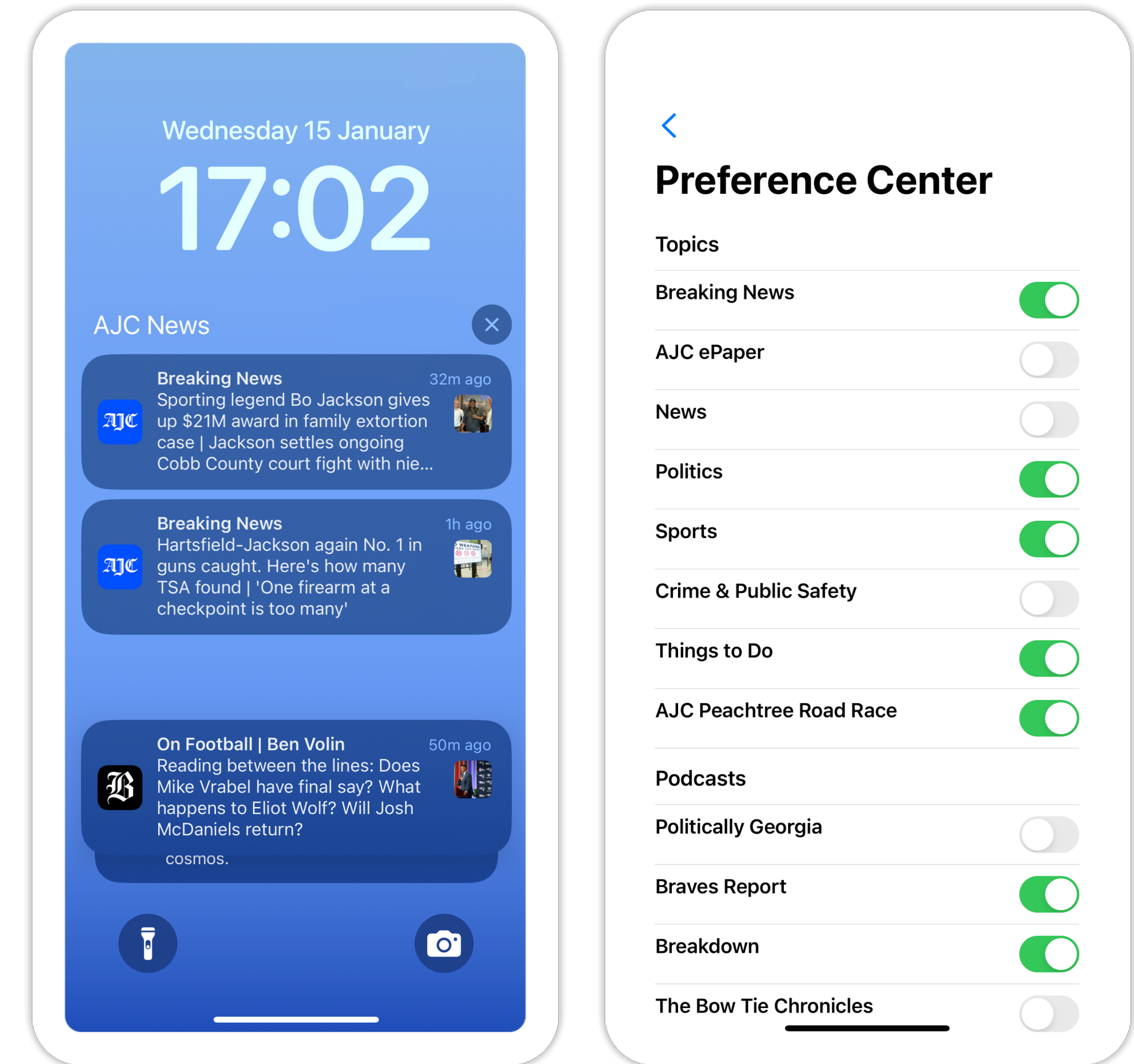
Airship research shows that personalisation is the single most important driver brands can use to boost open rates — a 37% increase on average. There's no shortage of data showing that customers want personalised content and will remain loyal to brands that recognise them across digital channels. Unfortunately, only 56% of customers think brands are delivering on this promise.

Tapping into zero-party data — interests and preferences that are willingly provided to a brand — is consumers' preferred method of personalisation and directly impacts a range of conversion goals. For example:

- Media brands see an increase in sessions as high as 3.7x their average.
- Retailers achieve a 40-90% lift in purchase conversion and 21% increased spend.

The line between retailers and publishers is blurring. Consumer publishers such as Condé Nast and Future, and news publishers like The Independent have found success with e-commerce. The Indy is now earning 10% of total revenue from e-commerce, the Press Gazette found. App messaging is proven to drive e-commerce sales.

The opportunity is ripe for action today, with consumers more willing than ever to share information about themselves in exchange for more personalised experiences.



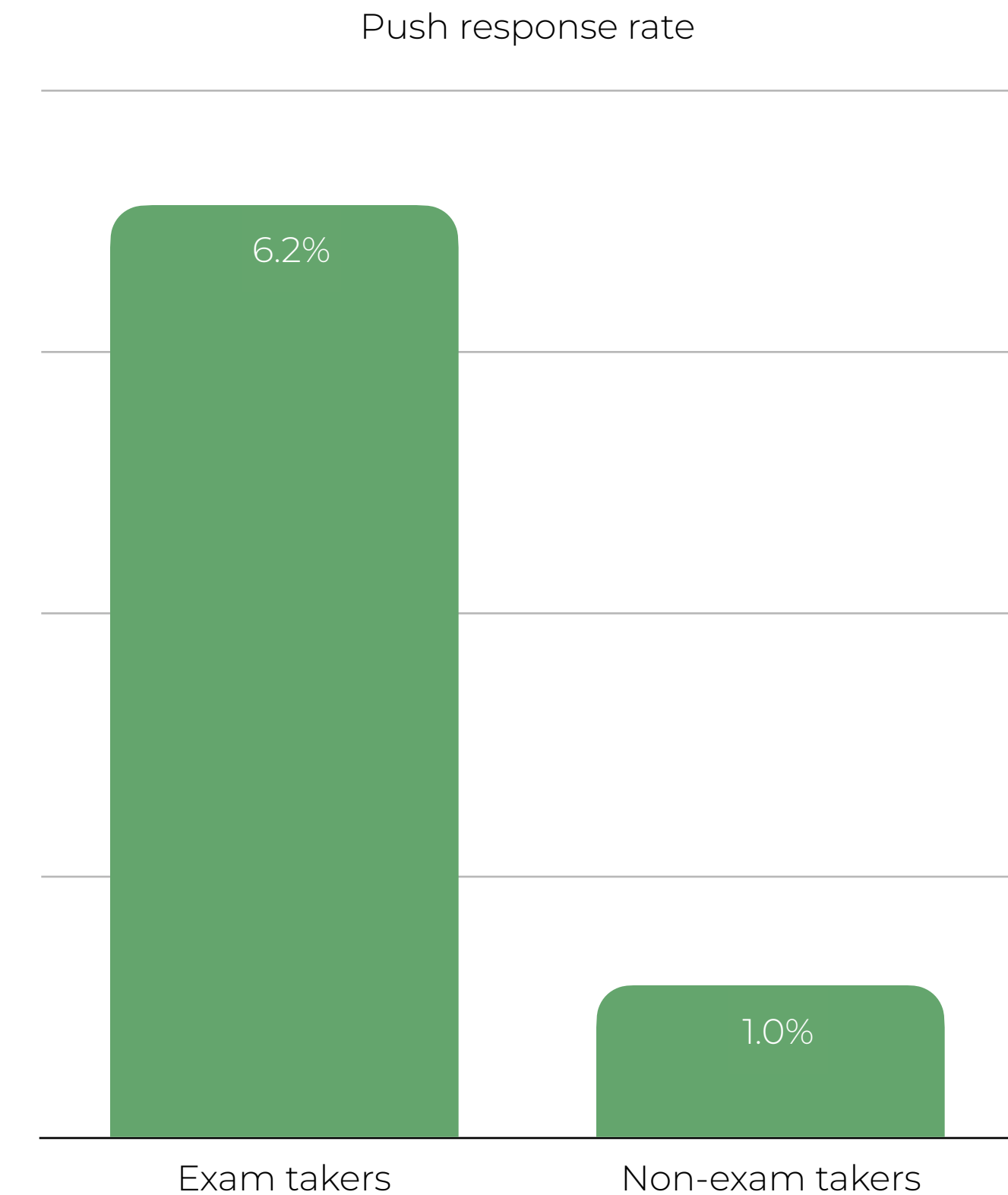


# ACCA: USING AIRSHIP SCENES TO IDENTIFY USERS

The Association of Chartered Certified Accountants knew they had a great offering in their Student Accountant app. They wanted more students to engage with it because they knew the resources in the app, especially around exam prep, would help students be more successful.

They already knew that their exam prep content had some of the highest engagement rates in their app, and they wanted to be able to target exam takers with relevant push notifications. However, without authentication in the app, they had to find another way to identify this audience. They leveraged Airship's scenes to allow app users to identify themselves as exam takers. Scenes are in-app experiences displayed in response to users' behaviour. A scene could be an onboarding sequence triggered when a user first opens the app, a registration prompt, a prompt to opt into push notifications or a scene triggered when a user views certain content. In the case of ACCA, it was when users viewed exam-related content.

This allowed the ACCA Student Accountant team to send targeted push notifications to exam takers. The results were impressive, with exam takers opening exam-related push notifications at more than 5 times the rate of other students.





# THE BOSTON GLOBE: SMART SEGMENTATION

In the past, The Boston Globe sent all of its push notifications to all of its users. “That is not a good way to treat a reader,” said Leah Becerra from the Boston Globe newsroom. Now, they allow users to choose which push notifications they will receive using a preference centre. After they started using segmentation, they saw an immediate increase in their open rates, from 1-2% to 4-6%. “It shocked people,” she said. Due to the large number of people they send push notifications to, it meant the difference between hundreds of people clicking through to a story and thousands of people clicking through to the story, she added.

In addition to creating segments that users can opt into, they use a feature in Airship to create a push notification that will assign a tag to a user if they open it. That allows The Globe to create an interest-based segment. “You need to be strategic about this,” she said. They are trying to identify niche topics with meaningful numbers of highly engaged users rather than general topics like breaking news.

Once they have identified a highly engaged niche audience, they decide which push notification will connect with that audience. For example, their app users love travel, and push notifications for their travel columnists’ stories were very popular and the interest-based segment has proven very successful with high open rates.

Users do not see these interest-based segments in the preference centre, but the Globe returns to the group, especially event-based groups, to see if those users remain engaged.

2-3x

**The uplift in open rates after The Boston Globe started allowing users to choose the topics of the push notifications they received**



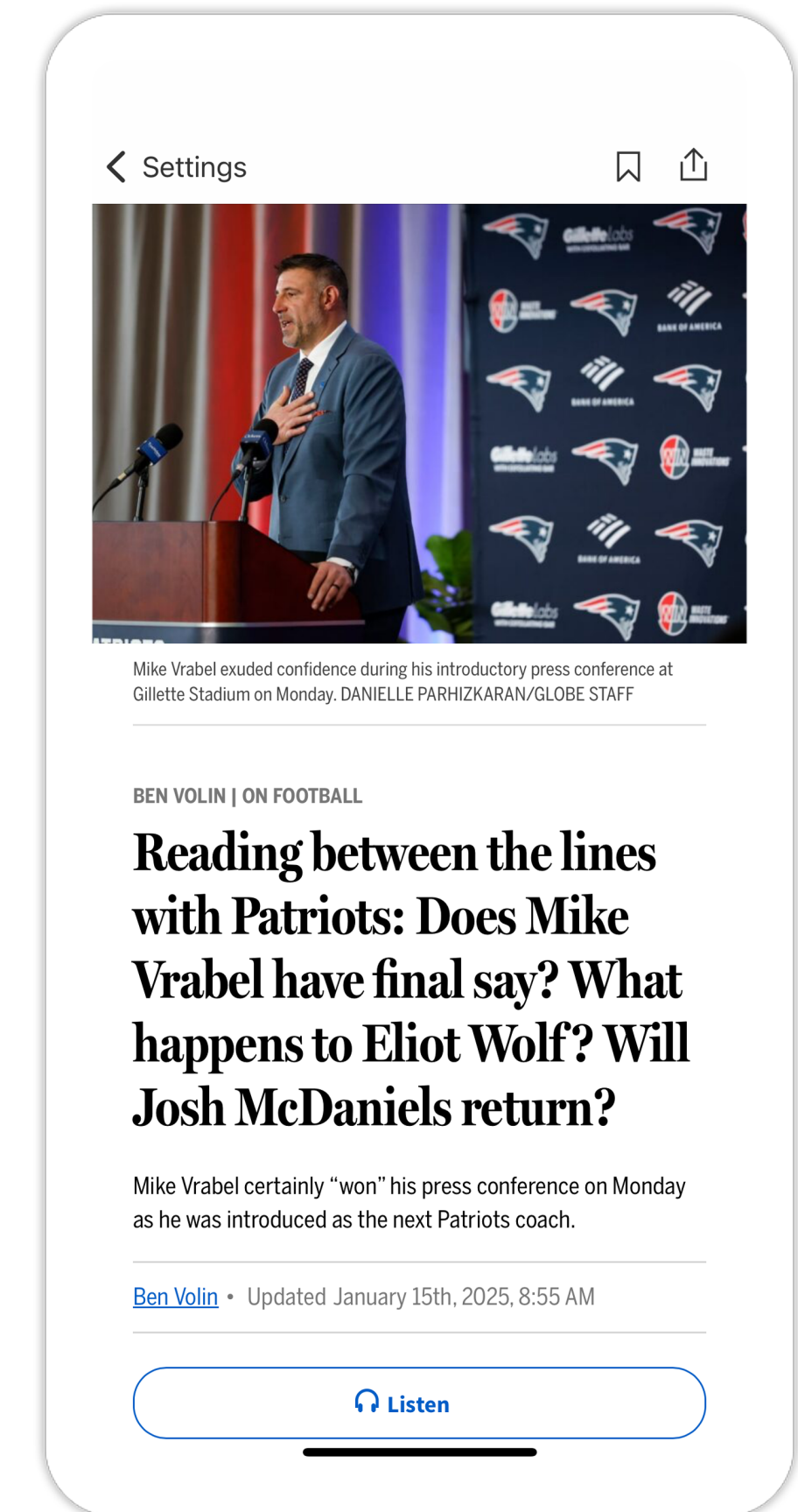
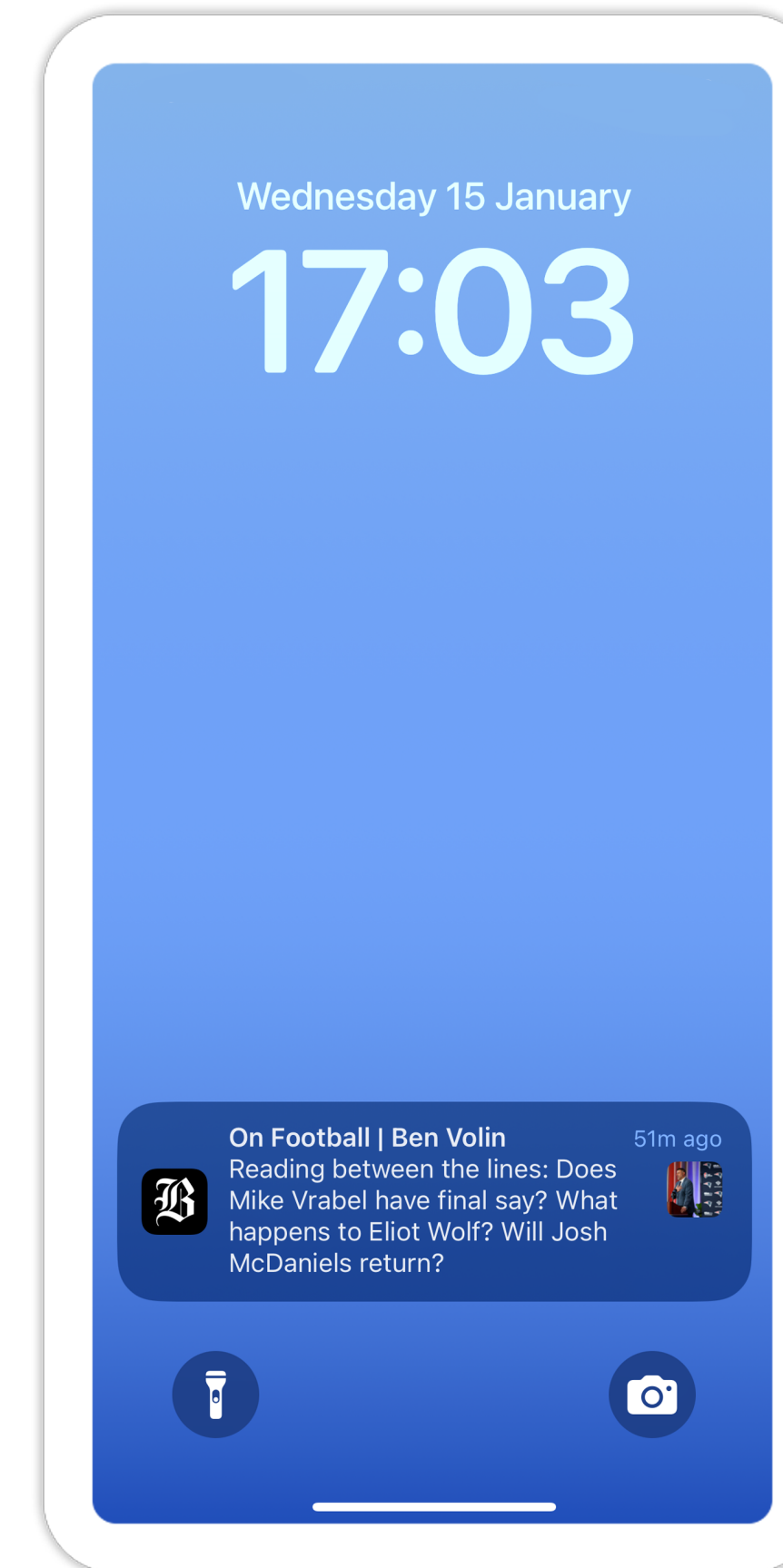
# THE BOSTON GLOBE: A/B TESTING FOR PUSH TEXT

In addition to segmentation, they also treat app users as a unique audience. “we could if we wanted to just grab the headline of a story and push that every single time, but that would not help us improve the click-through rate,” Becerra said.

To help them understand the language that engaged their app audience with push notifications, they do extensive A/B testing and develop guidelines for the staff writing push notifications. This has led them to move keywords to the front of the push notifications and fine-tune their title language. For their election push, they added the title 2024 Election so people instantly understood the topic, which allowed them to add more context to the long text of the push notification. They also have experimented with images, keywords in the longer text, and the addition of fun quotes. All of which has led to improvements in their click-through rates.

Like all publishers, they see a range of open rates, but if they have a push that is opened by 6% or more of their audience they believe it did well and more than 10% is fantastic.

Their success in push audience segmentation has supported growth for the app so that they now have a member of editorial staff focused on the app who monitors performance, including push notification baselines to make adjustments.





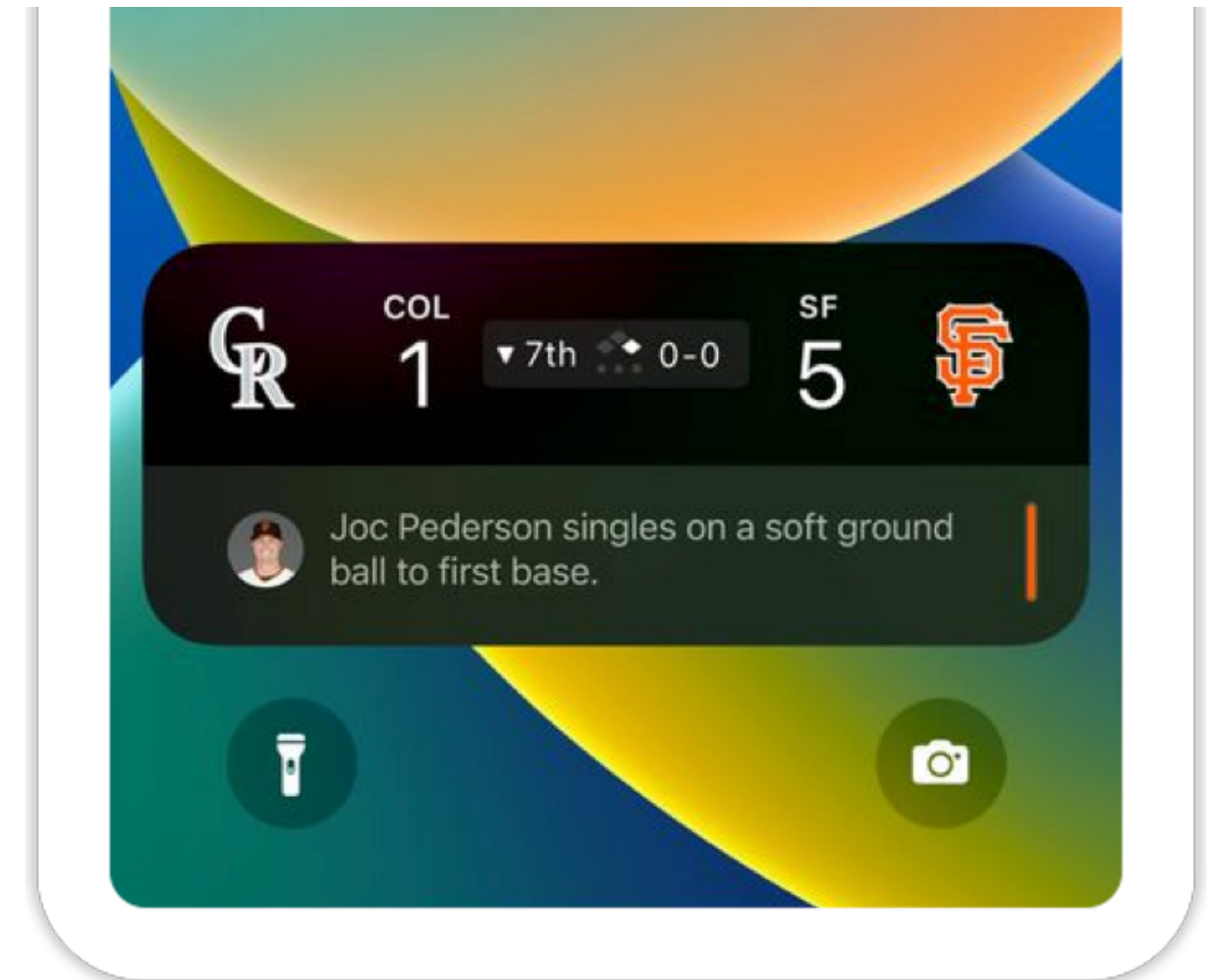
# iOS LIVE ACTIVITIES AND MAJOR NEWS AND SPORTING EVENTS

Since the release of iOS 16.1, app publishers have been able to use a feature called Live Activities. Many users are familiar with their use of delivery, car-sharing, airline or navigation apps, but publishers can also take advantage of them.

In showing one application of the feature, Apple chose to highlight the live results of a baseball game. Sports apps that feature live activities have 3.7x more sessions than those that do not, according to Airship. Across all types of apps, OneSignal found that apps that use them have a 23.7% higher retention rate.

Major publishers such as the Washington Post used iOS Live Activities to show live results of the recent US presidential election by displaying the tally of electoral college votes for Donald Trump and Kamala Harris.

While live activities are only native to iOS, Airship and OneSignal also provide a similar feature for Android Live Updates.





## KEY TAKEAWAYS

For publishers and broadcasters, there is a clear opportunity with app messaging, and publishers with high messaging performance are seeing impressive growth with their apps. We see a progression in the sophistication and results when publishers and broadcasters adopt this powerful tool.

1. Start using push if you haven't already - Publishers who have started to use push have seen at least a 30% increase in active users.
2. In-app onboarding is critical to engage new users - The first 48 hours are crucial in engaging new app users, and it is a key opportunity to educate users about how to use your app and encourage them to opt into push notifications.
3. Leverage all forms of messaging - All of the forms of app messaging - push, in-app messaging, onboarding screens and live activities - play a role in promoting content, educating users on how to use the app and guiding them to push and customisation settings in your app.
4. Know your audience - Use data across your properties to develop a clear sense of your target audience, which is the first step to ensuring app messaging is relevant.
5. Segment to supercharge your engagement - Start by segmenting based on the core coverage areas that engage your audience. Then identify significant highly engaged niches to create interest-based segments.



# THANKS TO OUR REPORT PARTNERS

