

Short, Sharp & Simple!

Brevity = Wit: The Ideal Push Notification Content and Length

Finding the ideal push proximity-based marketing notification message length isn't easy.

Let ProxComm Technology change that for you...

Good old **Will** said it best, that is William Shakespeare and in his play *Hamlet*, longwinded Polonius stated, "**brevity is the soul of wit.**"

Rephrasing for the Smartphone, the essence of an engaging a notification message lies in its concise wording and delivery. Or, **brevity = wit.**

How many actual characters in a **push notification** actually appear? Our Smartphone team recently researched how push notifications render across a variety of Android and iOS handsets and other display types. The messages cut off much sooner and more often than most people realize.

Whether you're sending an app push notification, a web notification, an in-app message or even a voice notification, your goal is the same: to connect more deeply with your customers and grow your business.

But not all notifications are equally effective. To really connect with customers — and increase customer engagement — your notifications need to have these five things in common.

1. They Find the Absolute Sweet Spot Between Meeting Brand and User Goals



In all features of your Smartphone messaging and mobile marketing engagement efforts — where, when, what and how you send your mobile notifications — your mission is to find the true sweet spot between user needs and your brand's goals. Then stay in that zone.

This then helps to have that clear sense of your mobile marketing strategy — especially your app's value proposition!

2. They Make It Calm for Mobile Users to Take Action

Identify clearly and specifically what the action is you want them to take — and make it easy for them to take that action. Use deep links that take them precisely where they would expect to land to complete the action.

3. They Meet a Necessity

Think About Your User's Expectations

- Is this something your customer asked for?
- Is this expected communication?
- Is this message helpful to my customer?
- Is it on a reasonable cadence for my brand?

Help Them Take Action



Specific app screen



Mobile web page



In-app landing page

- Push notifications (or messages delivered within a message center) can take your customer anywhere within the app itself, or on the mobile web
- Avoid the default: sending your message recipient to the home screen
- Use “deep links” to ensure each message takes your audience to precisely where they want to go

Make sure you're not aggrandizement it across all your messaging channels. Think about your user's expectations: Is this notification something your they asked for? Is it an expected communication? Is it useful? Ad Clutter will kill the ability to communicate! Within retail, as shoppers cruise the aisles, marketing notification in proximity to their position is a useful customer service, which enhances the customer experience.

4. They're Relevant and Useful

Use our Smartphone notification *cheat sheet* to consider all your message channel options, and determine which channels are the best fit for the different kinds of messages you have to send.

Relevant & Useful Mobile Messaging

Three questions to ask before you push send:

- How is it relevant?
- Why does it matter here and now?
- What do you want them to do?

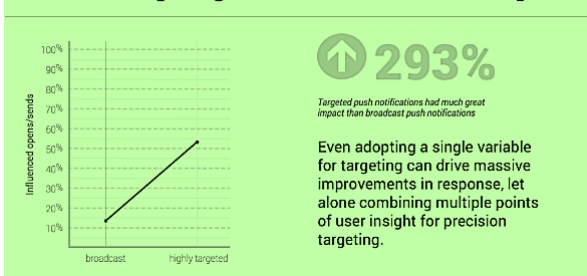
Use everything you know about users to deliver value:

- Inform
- Alert
- Direct
- Entertain
- Connect
- Choose wisely
- Save money
- Increase efficiency

5. They're Targeted

There are dozens of ways to segment messages — from more sophisticated segmentation that needs to be set up on the back end of your app with tags, to time-based automated triggers that are relatively easy to implement.

Effect Of Targeting On Push Notification Response



Time-based rules can also help make mobile notifications feel very personalized. For example, a triggered confirmation notification that comes immediately after a user makes an in-app purchase or a flight-check-in reminder.

Whatever your approach, our data show that personalizing your notifications in any way you can result in a major improvement in engagement.

While bytes impact the display of the message, cutoffs start at around 37 characters for Android and 89 characters for recent iPhones! Emoticons and special characters may increase the number of bytes.

Benefit + Action in <40 Characters

Here's what concise messages around 40 characters look like:

1. **Retail:** "Members only: 20% off shoes. Shop now!"
2. **News:** "BREAKING: DC homicide suspect in custody."
3. **Travel:** "CHANGE: Flt 39 departing from gate C2."

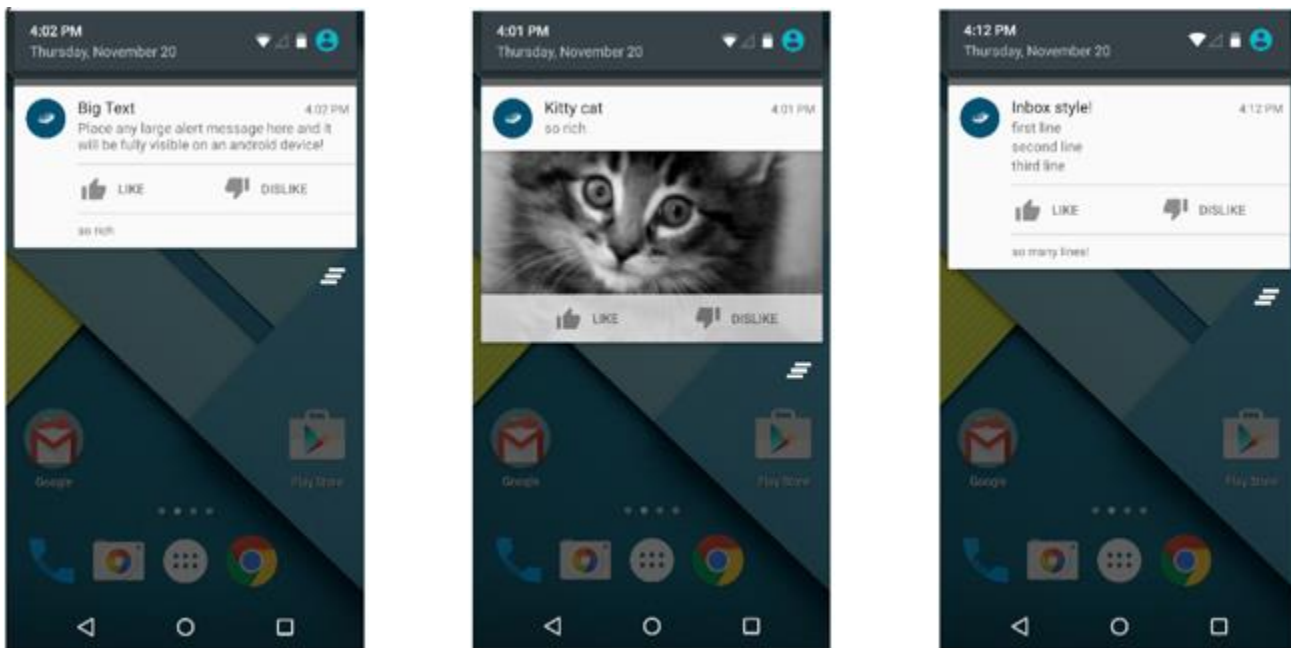
As you can see, it's challenging to be accurate and meaningful in so few words. Which means it's imperative that you capture your users' attention up-front.

How Operating Systems Impact Your Mobile Message

Different operating systems treat notifications differently.

Message length is no different. Each has guidelines that can truncate notifications so that they fit in each notification delivery style.

Android devices have long provided the opportunity for more extensive content. Notifications on Android are displayed in the notification area and can be expanded by opening the notification drawer. These expanded notifications include Inbox Style, Big Text Style, and Big Picture Style.



Examples of Android mobile messaging notification types.

On iOS, display types include alerts, banners, notification centers and lock screens. With iOS 10 employing rich push notifications, users will gain some of the features previously only available on Android. The update lets users get more information from various apps without unlocking their iPhone, and also introduces a "clear all" feature for Notification Center notifications.



Examples of iOS mobile messaging notification types.

There's More to The Story!

So once your Android or iOS user is hooked, and they tap on a message, the notification can now expand massively, e.g. up to 1283 characters on an iPhone 6, 1957 characters on an iPad, 562 characters on a Nexus 5X Phone or 536 characters on a Nexus 9 Tablet.

Those extra characters and bytes can change the way users interact with your content — and with how you judge the success of your message.

Mobile Messaging Best Practices

With hundreds of device types out there, and new iOS changes to notifications, it makes sense to follow these best practices:

- **Make your messages short**
- **Frontload what's important**
- **Test on the devices that the majority of your audience use**

Maybe, in our modern-day context, brevity = successful Smartphone messaging instead ... which is still under 40 characters.

We wonder what Polonius would think of that!

Content in ProxComm Technology Proximity Based Marketing is about initial proximity relevance and not just **ad chatter** that has nothing to do with your location or the proximity to a facility or event.

It is all about the '*customer experience*' and bringing them the positive opportunity to influence their shopping or entertainment habits.

Proximity Based Marketing is in our DNA and having been immersed in Smartphone communications from the days of RFID, we have taken over in the last seven years, Smartphone abilities with BLE (Bluetooth Low Energy) to a new realm of a digital marketing which transmits to Smartphones.

Our **ProComm Technology** is moving at a strong pace, that is why we have just announced our capabilities with multiple notifications from a single beacon, which in-turn can also be a ProxID QR Code and NFC, (Near Far Communications).

Digital Proximity Based Marketing is not just here, it is driving business like never before. The Smartphone is with nearly everyone, right in the palm of their hand. They never leave home without it! So nor do you!

For more information call: (515) 200.7068 or

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Connect, Engage, Communicate... Be Heard...
WE ARE IN THE NOW AND KEEP YOU; IN THE KNOW...

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