

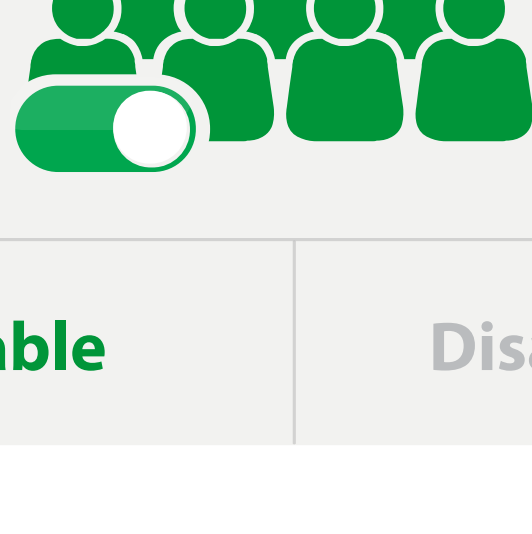
# Don't be pushy

*the dos and don'ts of mobile push notifications*

Half of UK adults own a smartphone, according to Ofcom, making push notifications a lucrative way for marketers to connect with consumers. However, the mobile is a highly personal space and getting it wrong can prove costly. The DMA polled 1,000 UK consumers about how they use mobile push notifications. The result? Some quick wins for brands looking to use push notifications in their marketing.

## Push notifications are a key part of people's mobile lives

**7 in 10** people enable push notifications in their apps



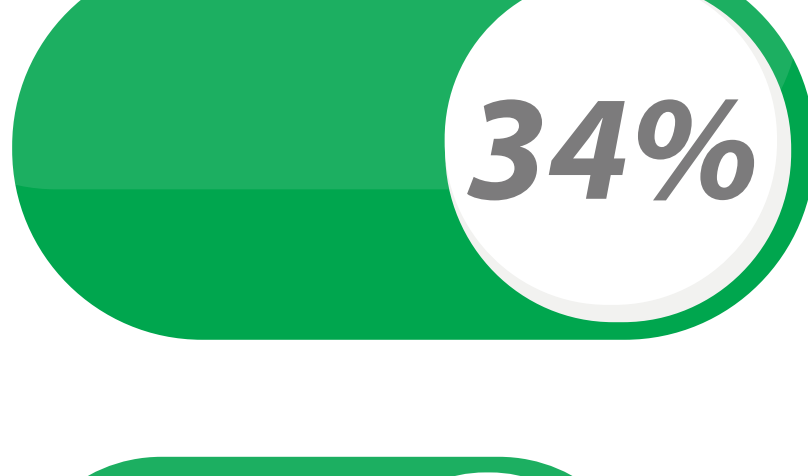
**Enable**

**Disable**

## The top 3 types of marketing messages people enable push notifications for

**Sale**

Sales promotions



**New**

New products & launches

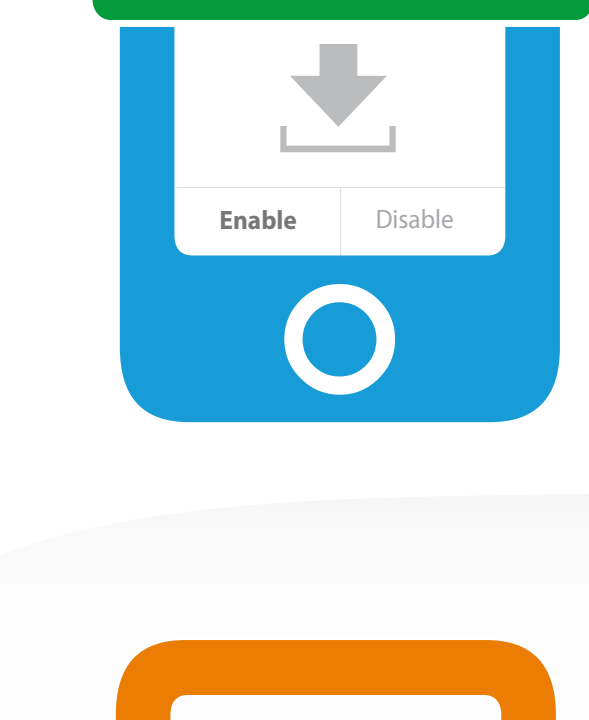


**Location-based offers**

Location-based offers



## 4 dos and don'ts of mobile push notifications



**1 in 2**

enable push notifications shortly after downloading an app



**46%**

have never enabled push notifications because they either don't know what they are, haven't checked if the apps they have offer them, or find them too complicated to set up.



**7 in 10**

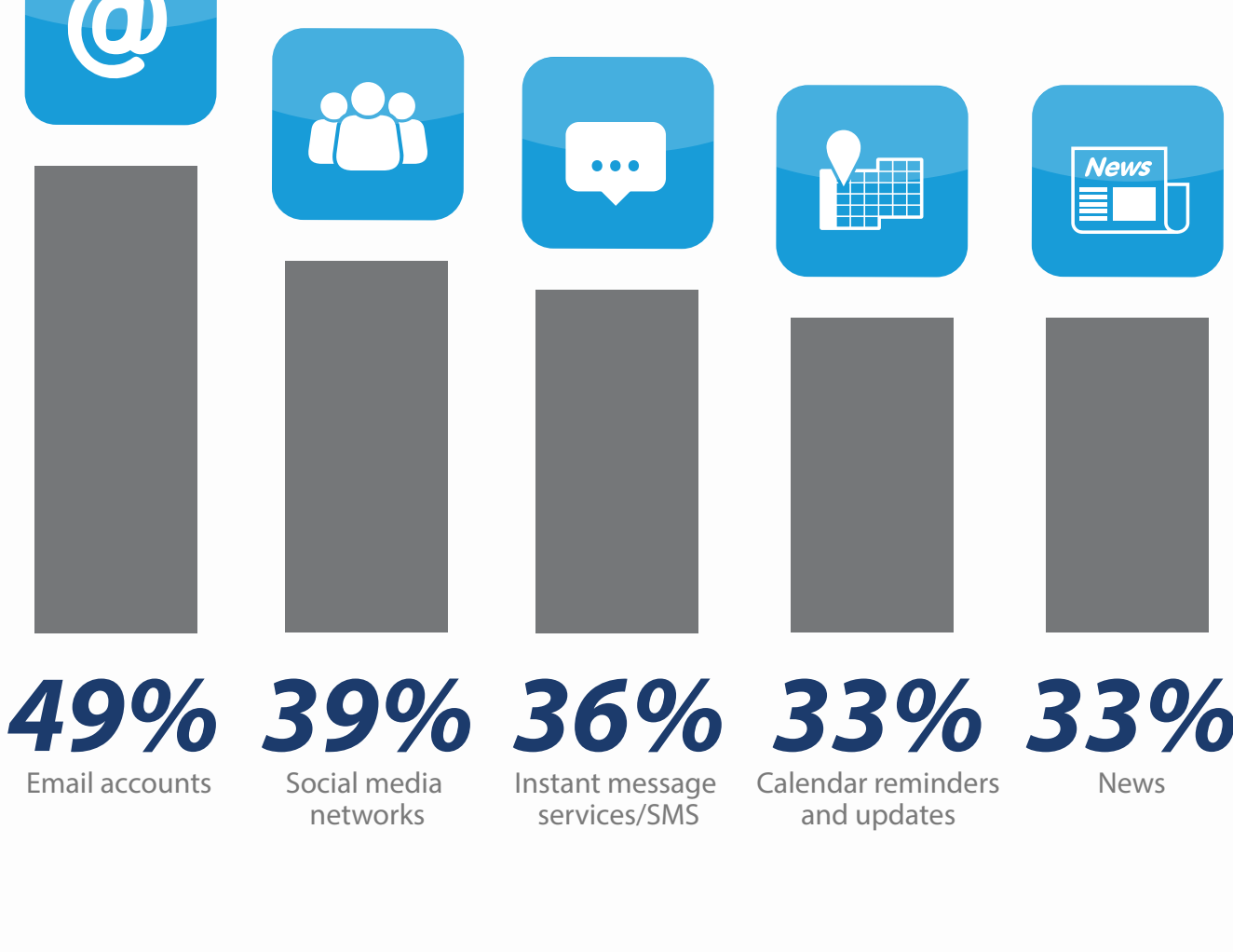
would personalise future app notifications if they were given the option.



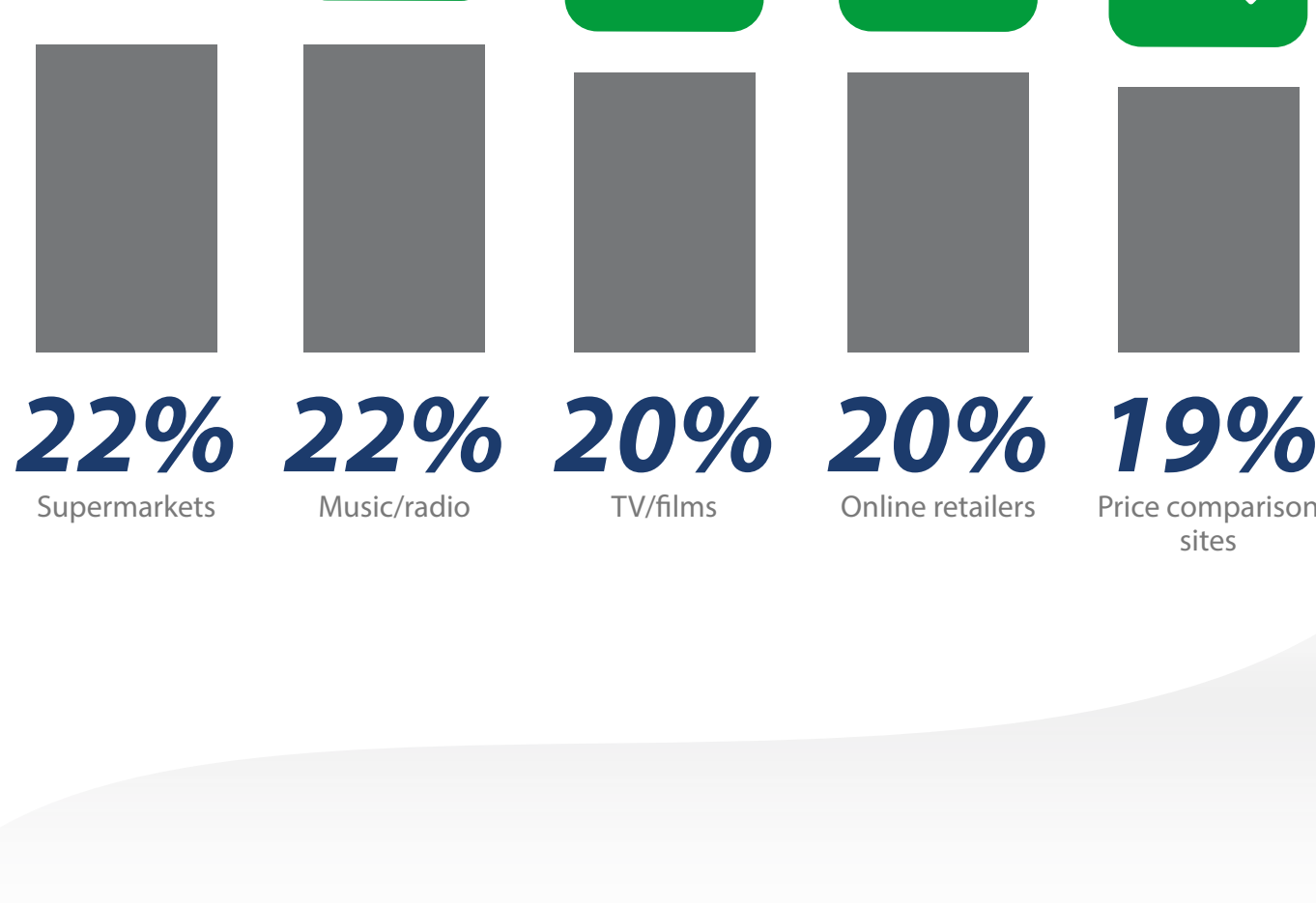
**4 in 5**

would either disable or uninstall the app if they were unhappy with the notifications they received.

## The top 5 most preferred push notification apps



## The top 5 most preferred marketing push notification apps



## Conclusion

Push notifications are right up there with email in terms of their power to deliver the right message to people at the right time and, importantly, in the right place, but only if done correctly. They can generate interest in brands, drive footfall and encourage online purchases.

However, there's a fine balance between keeping consumers up to date/engaged and turning them off, along with the push notification. An approach that integrates email and social, as well as app notifications, is one worth considering as these are the most commonly used services that result in highly usable homepage notifications of your messages.

As with all responsible 1-to-1 marketing, make sure the message is relevant, of value, enhances the consumer's experience of the brand and they feel in control of the push notifications they are receiving. Get push notifications right and they not only boost ROI but help build a strong 1-to-1 relationship with the consumer.

### Methodology

The survey was conducted amongst 1,000 UK consumers. 37% of the respondents were male whilst 63% were female. 39% were 18-34 years old, 39% were 35-54 year-olds and 22% were over 54 years old.

### About Toluna QuickSurveys

A global panel community of over 4.8 million individuals across 39 countries, the Toluna Community powers Ask Toluna. Unlike other panel organisations, Toluna has developed a unique community model that uses Web 2.0 technologies to increase panelist engagement, responsiveness, polling depth and reliability.

Toluna's panel communities enable individuals to express, collect and share polls and opinions and interact with fellow members.

<http://www.quicksurveys.com/?camp=dma>

### About the DMA

The DMA provides guidance and support to help its members put their customers at the heart of their one-to-one communications to give them the rich benefits of a much more relevant, welcomed and effective relationship with each individual customer.

The DMA aspires to facilitate its members marketing evolution with the opportunities, advice, support, networks and tools to be able to reach the sensitivity and sophistication of marketing to build their future prosperity – along with the success of the industry as a whole.

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