



5 Ways to Leverage Web Push Notifications to Increase Sales During Black Friday + Cyber Monday

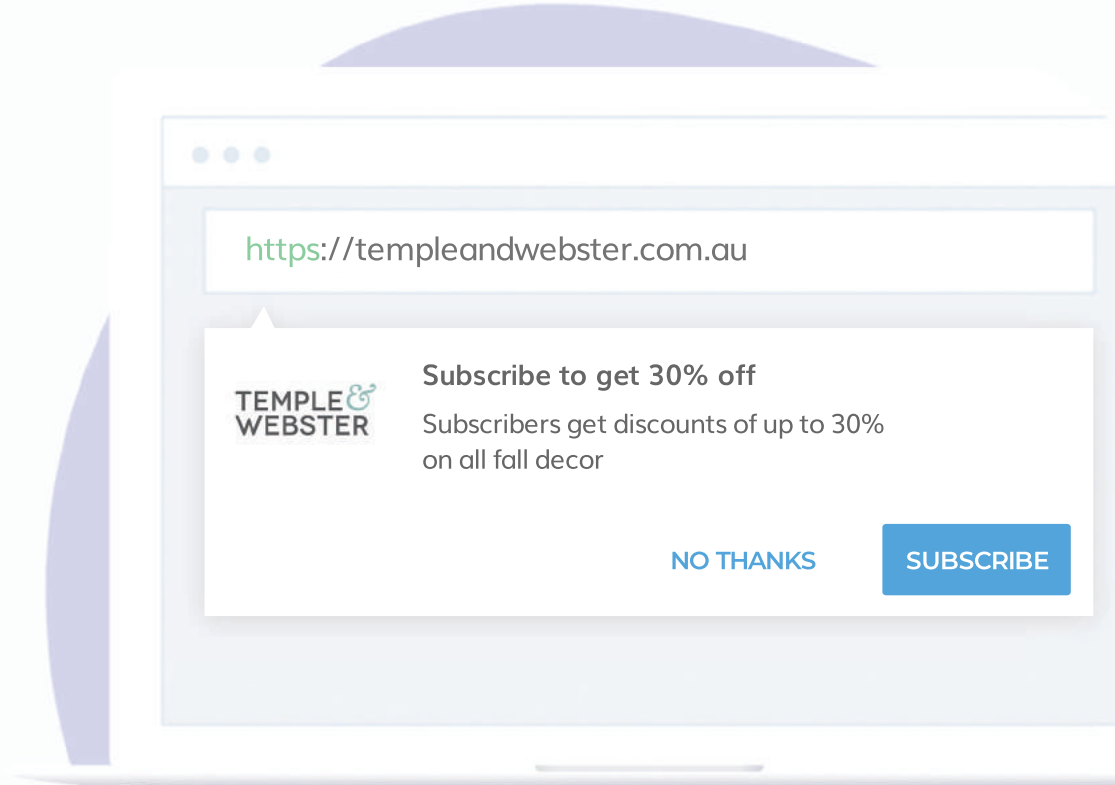
Sample push campaigns to prepare for BFCM 2020

1. Welcome Notification

A great way to get your website visitors to subscribe is to entice them with a discount for subscribing, which doesn't require an email or any other information.

How-to:

1. Navigate to 'Opt-in Prompt', select 'Custom Opt-in Prompt' and click 'Create / Manage Custom Prompts' to create an opt-in prompt.
2. Then navigate to 'Push Campaigns > Welcome Notifications' to create a welcome campaign to send a push immediately after subscribing, driving them to your sales page.



2. Personalized Sale Announcement

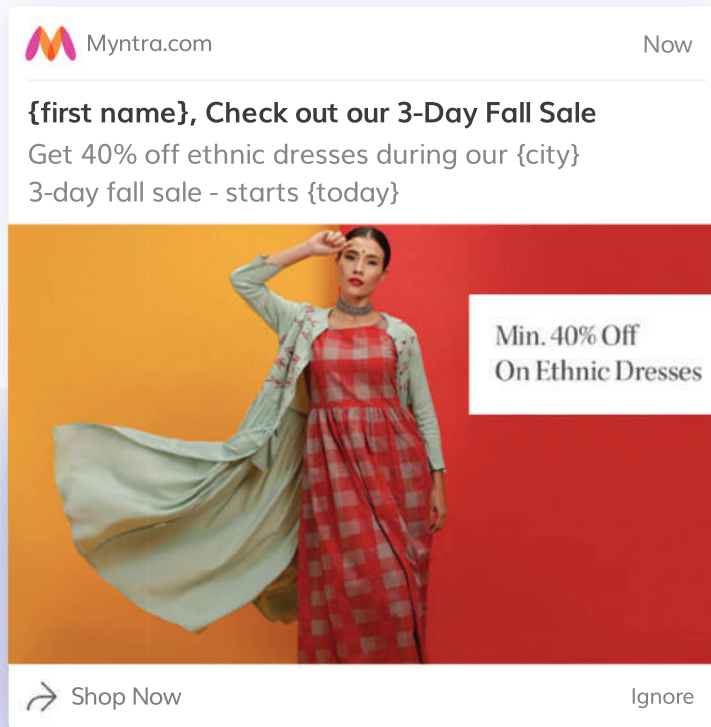
For users that are already subscribed to your website, you can send a push notification to announce the beginning of your sale.

How-to:

1. Navigate to 'Manual Notifications' to setup your sale announcement notification.

Pro tips:

1. Be sure to take advantage of large images and action buttons to entice your subscribers to click.
2. Passing names or even geolocation gives a big boost to CTRs!



3. Automated High Interest Notifications

It's always a great idea to remind your subscribers of the sale before it is ending to bring back users that have not yet converted.

How-to:

Navigate to '**Segments**' and create a segment for users who have been to your site recently or clicked a recent push campaign but have not converted, and send a manual notification for the sale reminder.

Pro tip:

1. You can set your campaigns to automatically repeat daily/weekly. Combined with segmentation you can easily send a campaign daily for 3 days to anyone who hasn't purchased.



Mashable.com

now

Prime Day is Here

48 hours left of exclusive deals for subscribers



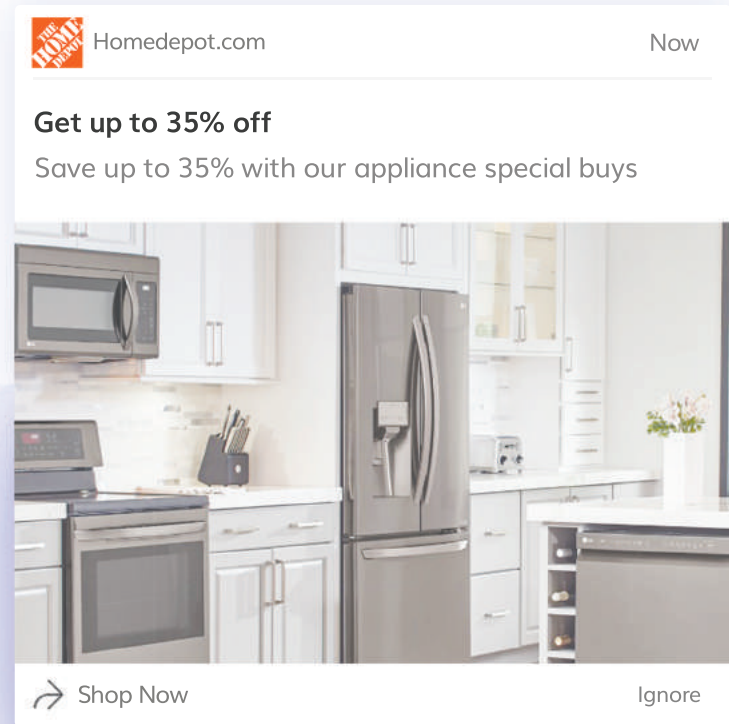
SHOP NOW

4. Targeted Page-Based Notifications

Sending users a push notification based on what product or product category they were looking at is a great way to re-target and bring users back into the funnel.

How-to:

1. Navigate to '**Segments**' and create a segment based on pages viewed.
2. Then, navigate to '**Push Campaigns > Manual Campaigns**' and create a manual campaign targeting subscribers who belong to the segment



5. Abandoned Cart Notifications

Re-targeting abandoned carts with push notifications using a discount is one of the best ways to boost sales by bringing users back to complete their purchase.

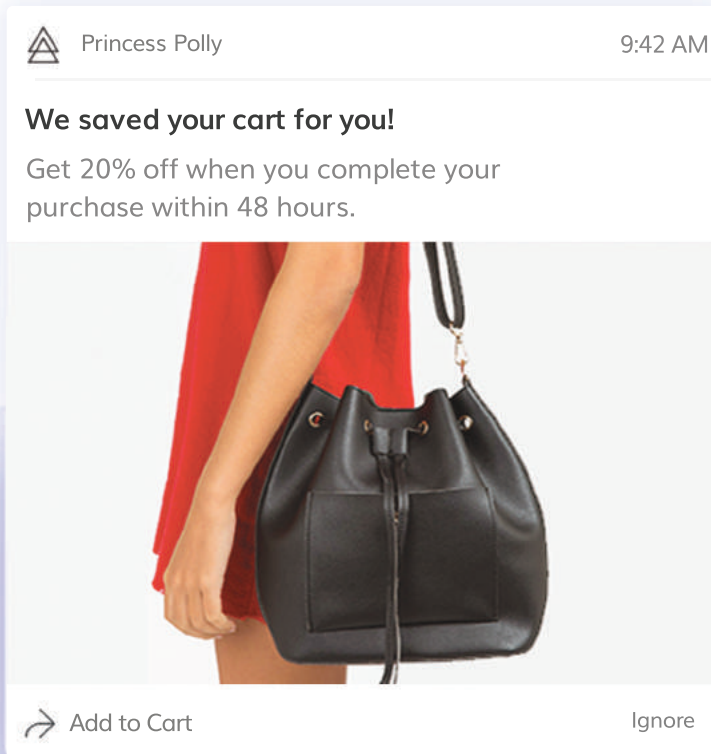
How-to:

Shopify Users:

Our direct Shopify integration takes care of all the heavy lifting for you. Simply navigate to **'Triggered Notifications'** and setup a push notification with a trigger for cart abandonment with our pre-made template.

Non-Shopify Users:

Grab our abandoned cart listeners from aimtell.com/abandoned-cart and get setup in minutes with dynamic abandoned cart pushes!



Conclusion

Web push notifications are a great way to bring back visitors to your store and convert your potential buyers into loyal customers. Use these campaigns to get setup and start sending push notifications in minutes.

About Aimtell

Aimtell enables users to re-engage their website visitors with highly targeted mobile & desktop web push notifications. Aimtell has powered over 300 billion notifications for 20k+ sites including The Home Depot, Shopify, Mashable, and Entrepreneur Store.

Start your free 14-day trial today at aimtell.com/bfcm.

