



PUSH NOTIFICATIONS

Push Notifications are made up of three elements



1. PUSH MESSAGE

Push alert that is displayed on the home or lock screens of audience devices and will swipe through to the app



2. IN-APP MESSAGE

A banner message which sits within the app itself to reinforce a message and drive traffic to an interstitial or website



3. INTERSTITIAL PAGE

Full screen ad on phone and tablet. Created using HTML5 for a rich interactive experience option, for a video or data capture form or to find a local store map ect

THE REACH

Push notifications are sent out to



800K

Tablet & mobile subscribers (iOS & Android)

THE COST

For the full Push notification package



10K

THE SOLUTION

- Target our urbanite audience with a push notification alert sent straight to their device home screen. Great for promoting immediate interaction and directing attention to a desired action.
- Create a more valuable app session and engage users further through an in-app message. This will act as a seamless progression to reinforce the push message.
- Swipe through to a rich media interstitial, visually strengthening a brand's message.
- Whether you want to shout about a special offer or promotion, offer exclusive content or drive competition entries, Metro's push package delivers premium impact and engagement to drive footfall, redemption and sign ups.

CASE STUDIES



To create awareness of their recent promotions and top offers, BA sent a push notification informing users of a recent sale. This is a great opportunity to increase sales and provide value to consumers, providing a welcoming update to Metro's engaged audience. BA went on to book further campaigns.



OPEN RATE
1.3%



TOTAL CLICKS
23,555 (3%)



Jeep

In order to increase awareness of a current competition, Jeep used Push notification calling its users to enter a current competition. With a clear call to action, this is a great example of how a brand used Push to simply promote a competition/offer.



OPEN RATE
1.3%



TOTAL CLICKS
36,830 (4%)



In order to optimise sales conversions, Ted Baker utilised a rich push notification to drive consumers to its winter shopping event. This push was sent to all of Metro's users who had opted in to push and for maximum impact the push was time sensitive to our users in order to optimise engagement and results for the client.



OPEN RATE
1.3%



TOTAL CLICKS
23,334 (3%)

