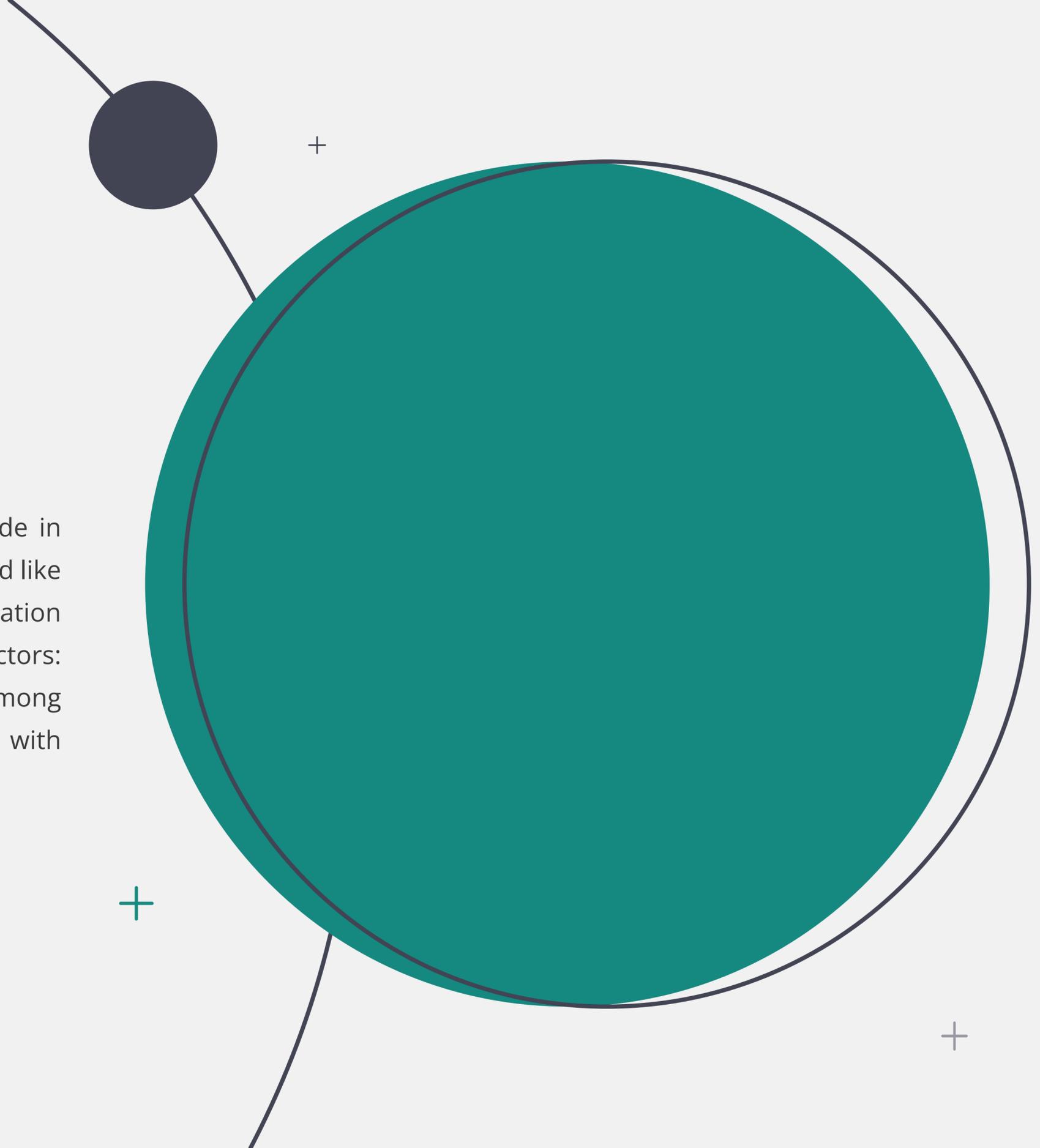


Push Notification

Marketing Award

PUSH PUSH GO



Push Notification

Marketing Award

Since 2017 PushPushGo cooperates with different companies worldwide in the area of push communication on daily basis. With this award, we would like to recognize the success of our clients in the field of push notification marketing. During the selection process, we focused mainly on two sectors: e-commerce and publishing, the most represented groups among PushPushGo customers. We evaluated the companies we are working with and choose 3 winners in each category.

List of categories

E-commerce

- Best performance
- Best web push campaign
- Best automation
- Rising Star

Publishing

- Best performance
- Best web push campaign
- Best automation
- Rising Star

Others

- Outstanding results
- Most Influential Voice

+

+

+



E-commerce



Best performance

We analyzed the performance of our e-commerce clients in terms of average CTR of mass campaigns sent throughout 2021 and automation scenarios enabled. Selection criteria that had to be met:

- number of mass campaigns sent - more than 12,
- number of notifications sent - more than 100K,
- number of automation scenarios implemented - more than 2,
- number of notifications clicked within the automation scenarios - more than 500.

Winners

The logo for 4F, consisting of the letters '4' and 'F' in a bold, black, sans-serif font.

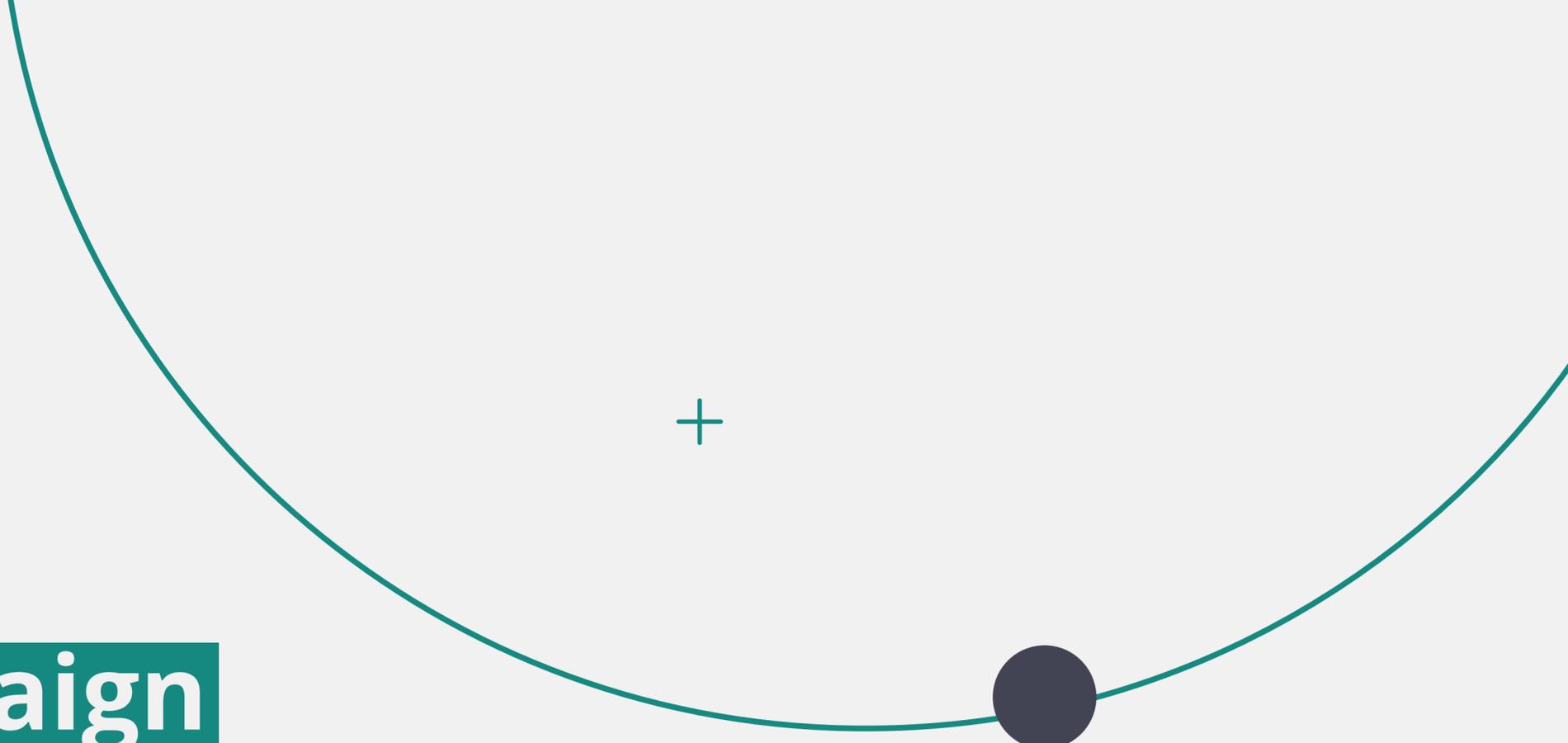
4F is a Polish brand of sports clothing and accessories, owned by the OTCF company. The 4F brand has over 240 brick-and-mortar stores in Poland, Lithuania, Latvia, Czech Republic, Slovakia and Romania. It is present in 42 countries through a developed wholesale network. Also, 4F products are available in 400 multibrand stores.



Bijelic Co. is a company with 30 years of experience in distribution. Thanks to its vision, responsible behavior towards partners, and investments in marketing and development, it continuously creates new partnerships with brands such as Xiaomi, 360 Smart Life, and Amazfit.

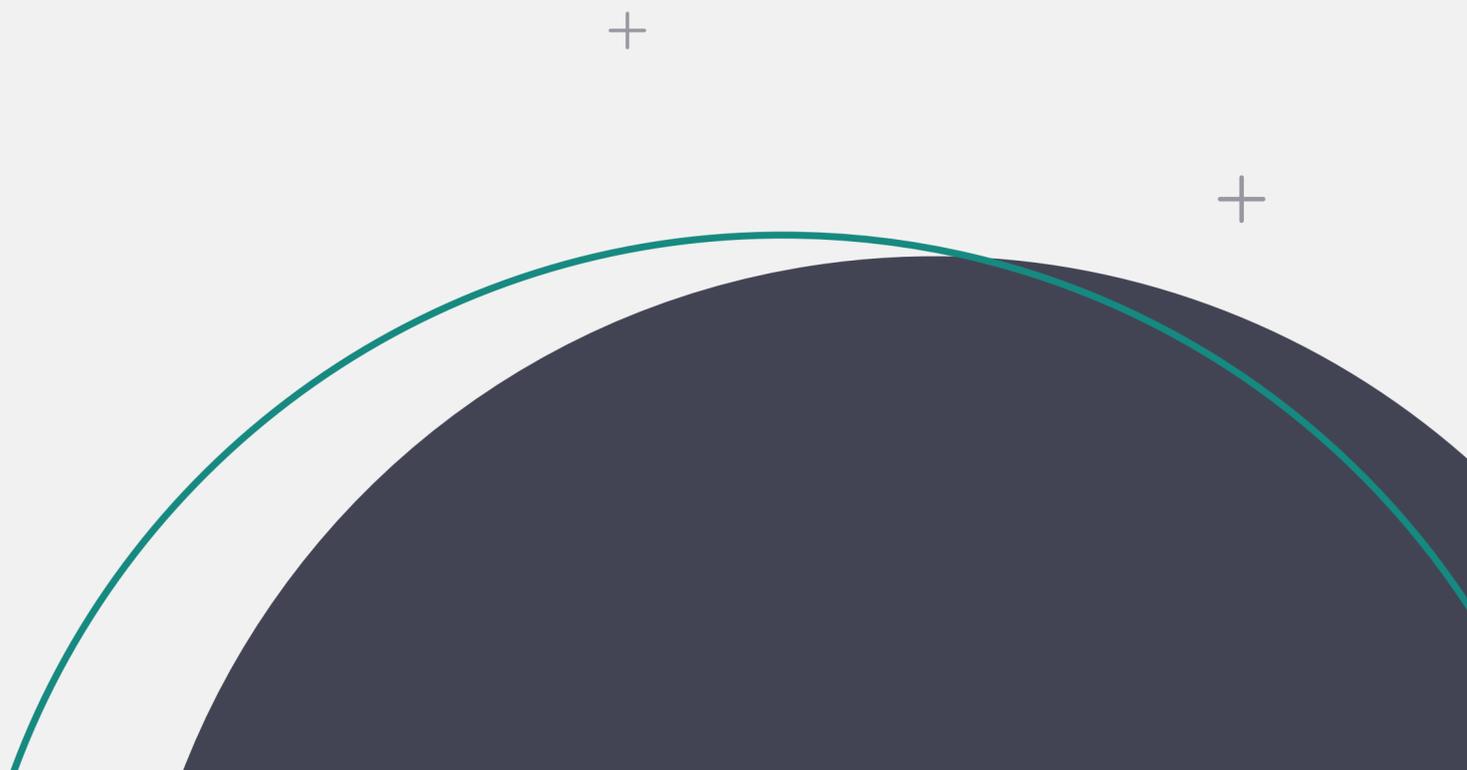
The logo for PEVEX, consisting of the word 'PEVEX' in white, uppercase, sans-serif font on a green rectangular background.

PEVEX is the first Croatian non-food retail chain, on the market since 1990. It operates in all parts of Croatia and maintains its position as the first choice to buy when it comes to products for the construction, furnishing and decoration of home and garden.



Best **web push campaign**

We analyzed the CTR of all the campaigns of our e-commerce clients that received at least 500 clicks. In every quarter we chose the campaign with the best results.



Winner of the Q1 2021



About the winner:

Planeta Sport is one of the largest retail chains of sports equipment in Serbia with more than 100 stores and more than 1000 employees in 59 cities. The company offers high-quality products from various renowned brands of footwear, clothing and accessories.

About the web push campaign:

Sending date: January 14, 2021, 3:06 PM

Expiry date: January 14, 2021, 11:55 PM

Target audience: all subscribers

Require interaction: enabled

CTR 14,08%



Google Chrome



FLASH SALE

9 sati rekordnih popusta! SAMO
DANAS 14.01. od 15h do ponoći

Google Chrome • planetasport.rs

Winner of the Q2 2021



About the winner:

Planeta Sport is one of the largest retail chains of sports equipment in Serbia with more than 100 stores and more than 1000 employees in 59 cities. The company offers high-quality products from various renowned brands of footwear, clothing and accessories.

About the web push campaign:

Sending date: April 10, 2021, 11:00 AM

Expiry date: April 12, 2021, 11:00 PM

Target audience: subscribers who were previously looking for men's clothes

Require interaction: enabled

CTR 9.59%



Google Chrome



LUDILO POPUSTI U CELOJ SRBIJI

Do 30% POPUSTA na SVE NOVO! HIT CENE do 70% POPUSTA, na web-u! Do 12.04.

Google Chrome • planetasport.rs

Close

Winner of the Q3 2021



+

CTR 8,83%

+

About the winner:

PEVEX is the first Croatian non-food retail chains, on the market since 1990. It operates in all parts of Croatia and maintains its position as the first choice to buy when it comes to products for the construction, furnishing and decoration of home and garden.

About the web push campaign:

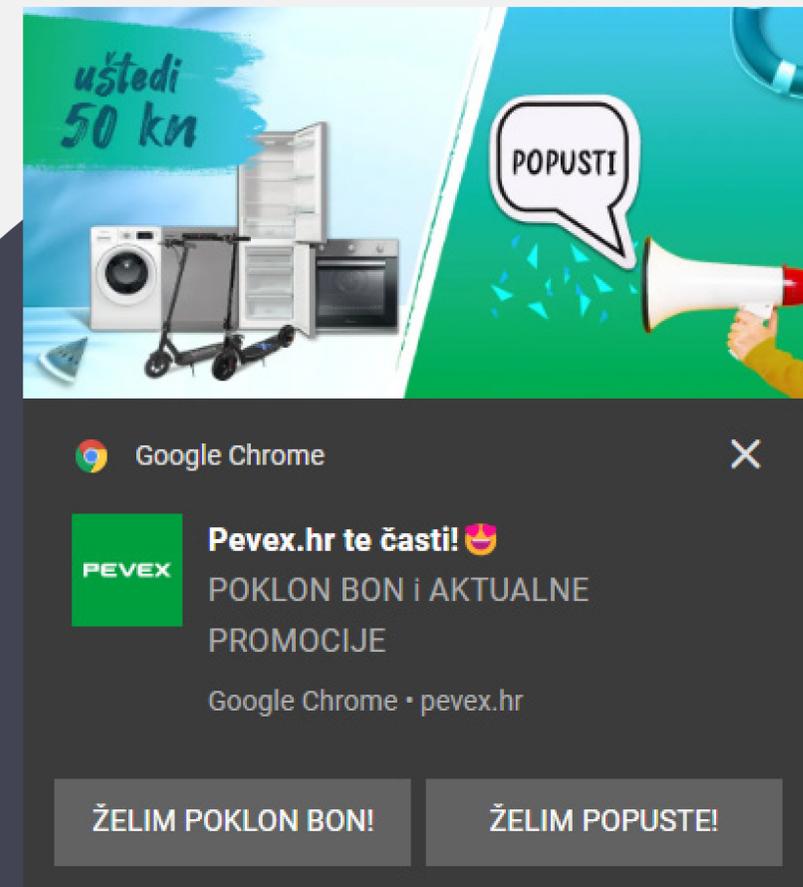
Sending date: July 6, 2021, 4:12 PM

Expiry date: July 7, 2021, 11:11 PM

Target audience: all subscribers

Require interaction: disabled

+



Winner of the Q4 2021



About the winner:

Olimpica is the largest retail chain in Colombia. It offers top-shelf electronics and accessories as well as household items, furniture, clothing items and others.

About the web push campaign:

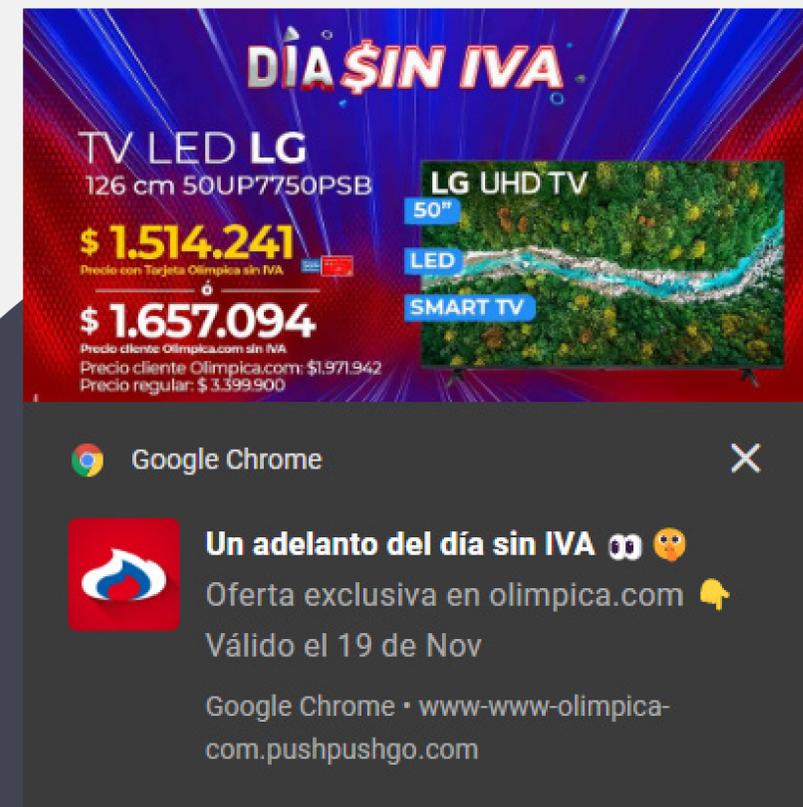
Sending date: November 18, 2021, 2:30 PM

Expiry date: November 20, 2021, 12:23 AM

Target audience: all subscribers

Require interaction: enabled

CTR 8,12%





Best automation

We analysed the CTR of all the campaigns of our e-commerce clients that received at least 500 clicks. In every quarter we chose the scenario with the best results.

Winner of the Q1 2021

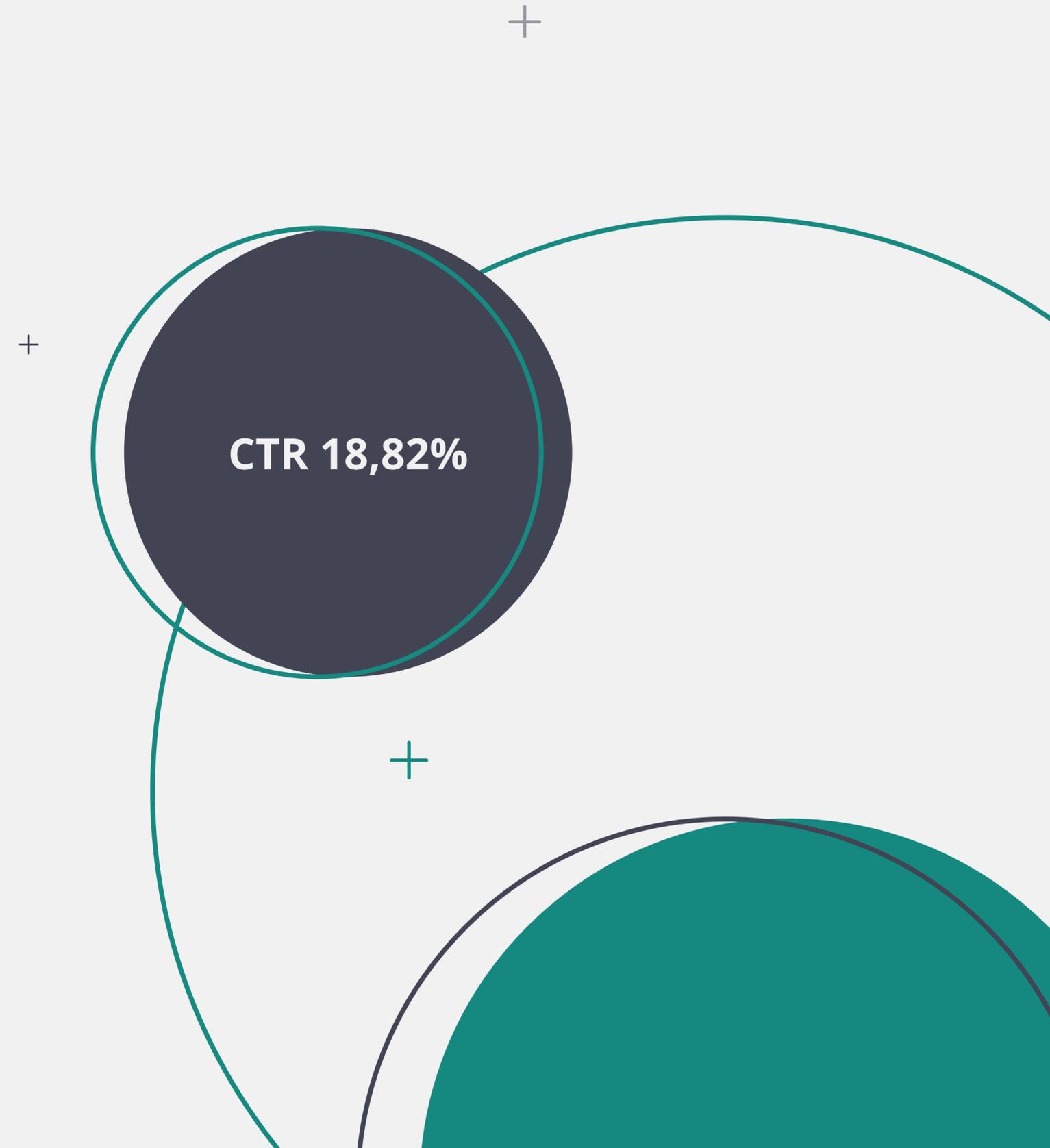


About the winner:

Planeta Sport is one of the largest retail chains of sports equipment in Serbia with more than 100 stores and more than 1000 employees in 59 cities. The company offers high-quality products from various renowned brands of footwear, clothing and accessories.

Scenario: Last Seen Product (with Product Feed)

Description: The scenario is integrated with a product feed of Planeta Sport. Thanks to it, the company can use the information from the feed to personalize their notifications more. When the subscriber checked out some offers but left the site without adding products to the cart, 45 minutes later they receive a notification encouraging them to buy the last seen product, if it is in stock.



Winner of the Q2 2021



About the winner:

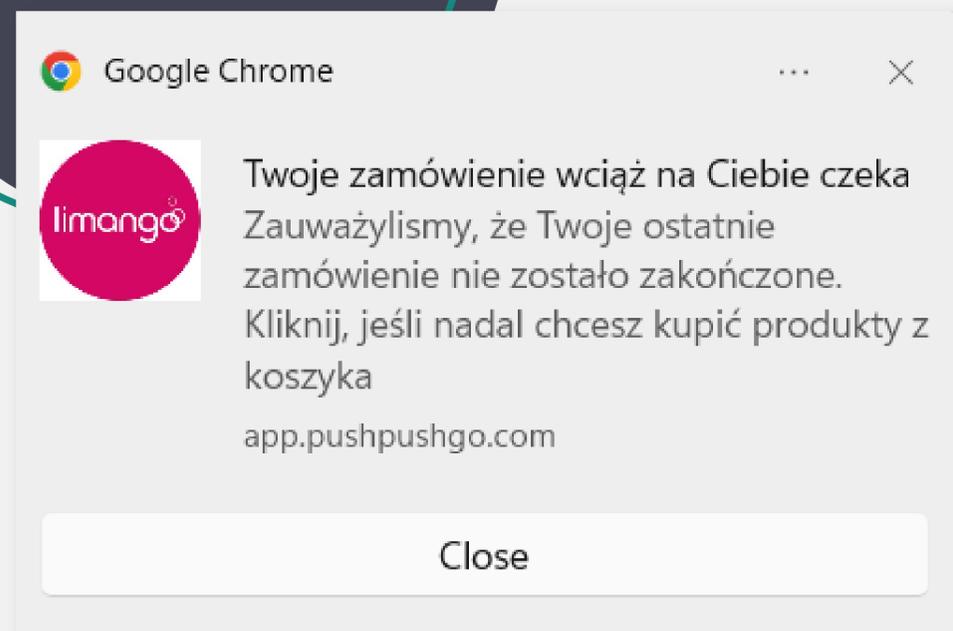
Limango.pl is one of the biggest online shopping clubs for women and young families offering clothing, accessories, footwear and kids' clothes. Thanks to wide shopping offers, users are able to buy products of renowned Polish and foreign brands at favourable prices.

Scenario: Abandoned cart

Description: If the subscribers abandon their carts, 15 minutes later they receive a web push notification reminding them about an unfinished transaction.

+

CTR 15,73%



+

Winner of the Q3 2021

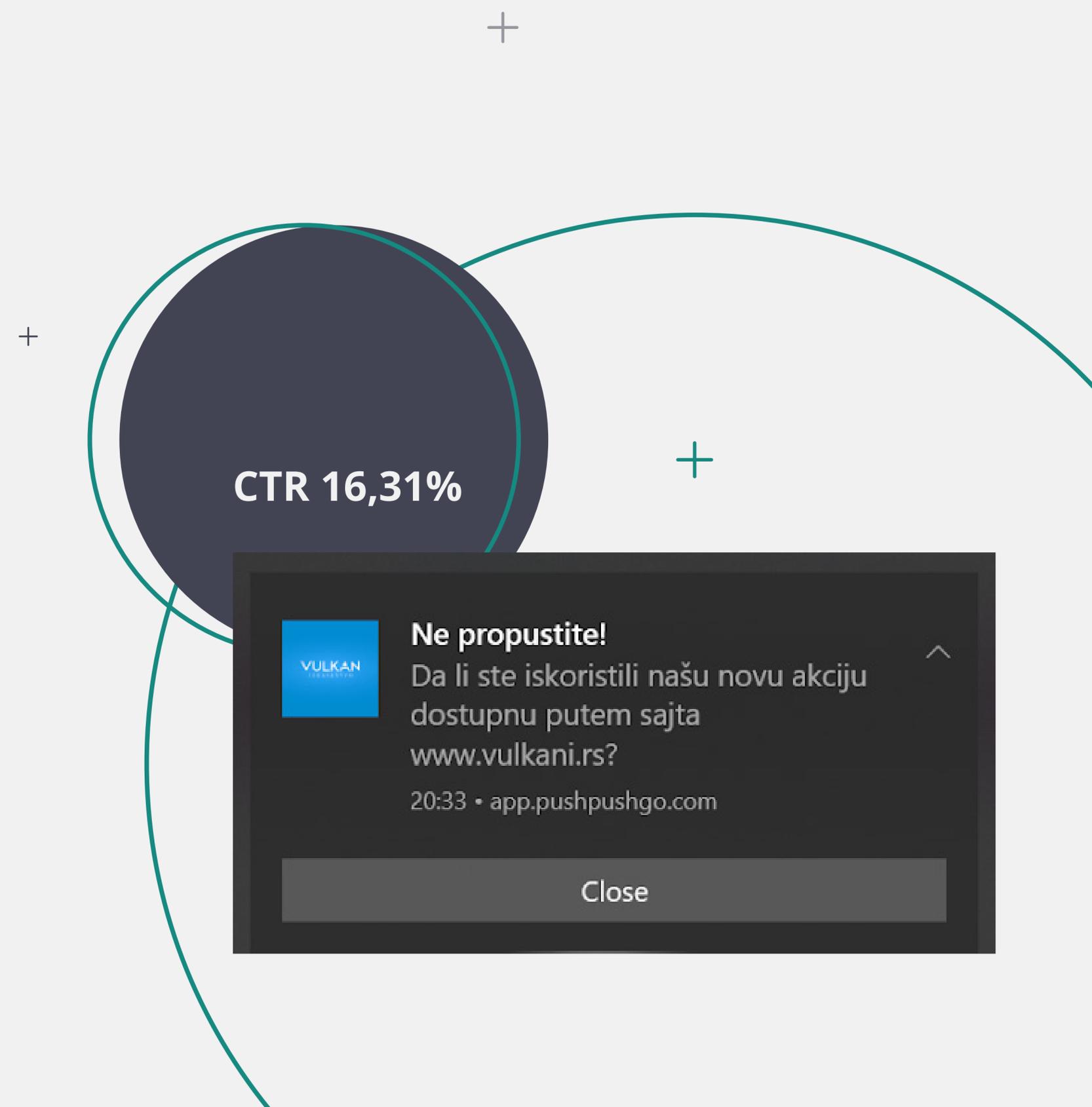


About the winner:

Vulkan is a Serbian publishing house founded in 2013. Vulkan bookstores have been the largest and most famous bookstore chain in Serbia. Besides its offline sales network, Vulkan has a strong online presence - users can make their purchases via the website or using the membership in the Readers' Club.

Scenario: Promotion reminder

Description: the day of the visit is checked when someone enters the website. A push notification with information about the promotion will be sent the following Monday from the date of the last visit. For example, if a user enters the site on Wednesday, our application waits 4 days and sends a web push message on the nearest Monday.



Winner of the Q4 2021



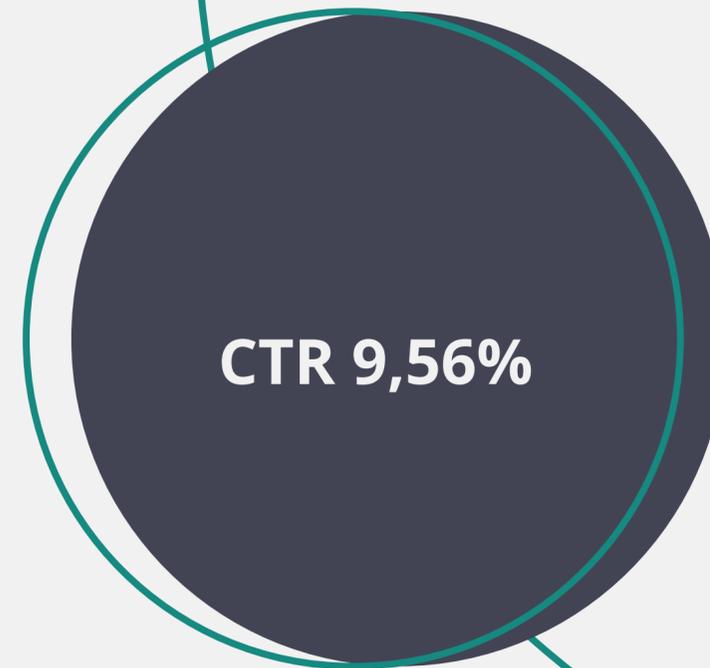
About the winner:

Alkosto is a Colombian chain of stores, founded in 1987, that sells household appliances, groceries, tires, motorcycles and household products. It is present in eight cities and municipalities in the country. In 2010 the company opened an online store - alkosto.com.

Scenario: Last Seen Product (with Product Feed)

Description: Subscriber browsed the offer on the site, but did not add anything to the cart or make a purchase. After 15 minutes a push notification is sent with two possible versions - if the last viewed product is available in the feed, we pull information about it (name, price, image, link), and if it is not available, we send an alternative content (universal).

+



+

+

Rising Stars

We analyzed the first four months of the performance of our new clients that joined us in 2021. When choosing the winners, we took into account regular sending of web push campaigns, number of web push subscribers at the end of the fourth month of usage, and an average increment of subscribers during the first four months of usage.

PEVEX

PEVEX is the first Croatian non-food retail chain on the market since 1990. It operates in all parts of Croatia and maintains its position as the first choice to buy when it comes to products for the construction, furnishing and decoration of home and garden. Pevex.hr implemented push notifications in June 2021.

 **shoppster**

Shoppster is an innovative e-commerce platform. As part of the United Group, the leading telecommunications platform in the region, Shoppster provides its partners with first-class communication logistics, as well as effective and well-targeted TV and online promotion. The company implemented web push notifications in June 2021.

punto  **farma**
Tu Salud y Belleza

Punto Farma is the largest pharmacy chain in Paraguay with more than 280 branches in 90 locations throughout the country and more than 2,500 employees onboard. Punto Farma implemented push notifications in September 2021.

Publishing



Best performance

We analyzed the performance of our publishing clients in terms of average CTR of mass campaigns sent throughout 2021 and automation scenarios enabled. Selection criteria that had to be met:

- number of mass campaigns sent - more than 12,
- number of notifications sent - more than 100K,
- number of automation scenarios implemented - more than 2,
- number of notifications clicked within the automation scenarios - more than 500.

Winners

zurnal24.si

Founded in 2007 under Styria Media Group, Žurnal24.si is one of the most visited news portals in Slovenia nowadays. Monthly, the website reaches 650,000 to 740,000 unique users. As a result, Žurnal24.si owns more than 50% market share. Being oriented on innovations, Žurnal24.si is the only news website in the region to have transformed from print to online-only.

player ^P

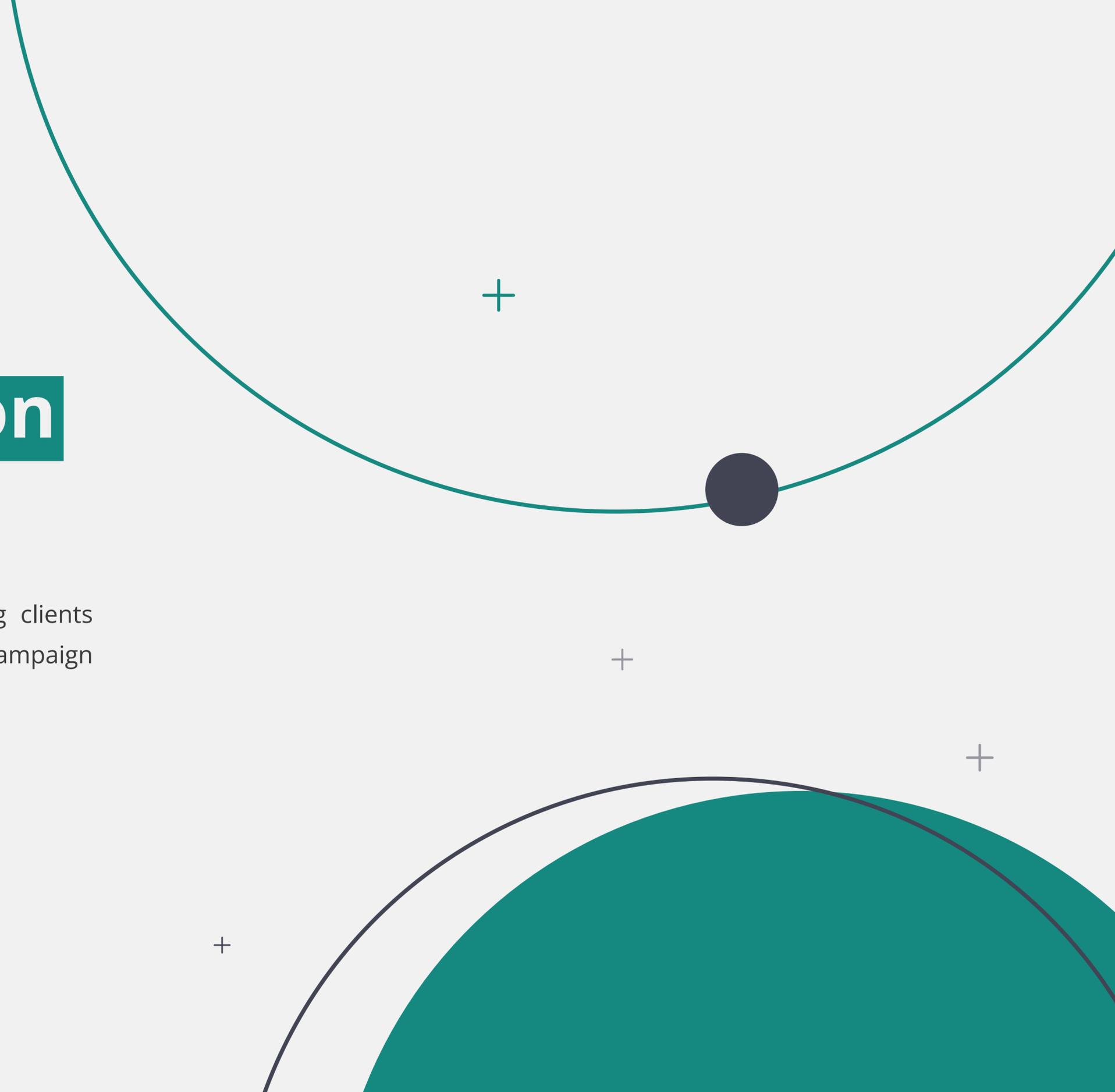
Player.hu was launched in 2012 and is a leading Hungarian entertainment portal for men. The magazine publishes materials in the field of new technologies, culture, the automotive industry, etc daily. Player.hu is also a flagship of Player Media Group.

ROADSTER ^R

Roadster.hu is a Hungarian portal focused on travel and adventures. The magazine aims to inspire people to step out of their comfort zones and live the new experiences. Roadster is a part of Player Media Group.

Best **push notification** campaign

We analysed the CTR of all the campaigns of our publishing clients that received at least 500 clicks. In every quarter we chose the campaign that received the highest CTR.



Winner of the Q1 2021



About the winner:

Canal 24 Horas is a leading Chilean news subscription television channel, owned by Televisión Nacional de Chile (TVN). 24Horas.cl is an online news portal created on March 5th, 2012, with the aim of expanding the news content of 24Horas on digital platforms, thus reaching Chileans and the rest of the world through all possible channels. The portal informs readers about the events in Chile and the world in politics, economy, sports, technology, showbusiness, music, etc.

About the web push campaign:

Sending date: March 11, 2021, 1:20 PM

Expiry date: March 14, 2021, 1:16 PM

Target audience: subscribers who were previously interested in the sports news

Require interaction: disabled

+

CTR 17.56%

+

+



Google Chrome



Así quedó la pierna de Larrivey 🤖

El árbitro, tras ver cómo quedó el delantero, decidió expulsar al jugador de San Lorenzo

Google Chrome • www.24horas.cl

Winner of the Q2 2021

zurnal24.si

About the winner:

Founded in 2007 under Styria Media Group, Žurnal24.si is one of the most visited news portals in Slovenia nowadays. Monthly, the website reaches 650,000 to 740,000 unique users. As a result, Žurnal24.si owns more than 50% market share. Being oriented on innovations, Žurnal24.si is the only news website in the region to have transformed from print to online-only. Following this philosophy, in April 2020 the portal implements web push notifications.

About the web push campaign:

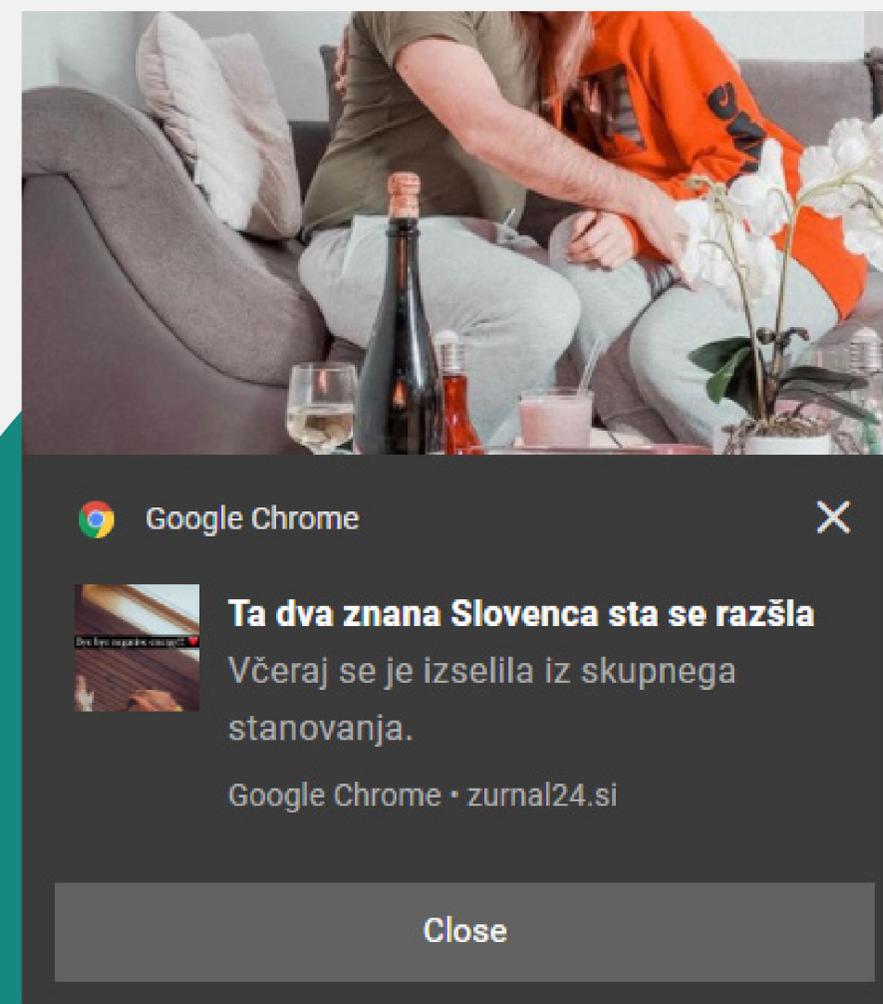
Sending date: April 13, 2021, 1:18 PM

Expiry date: April 13, 2021, 3:18 PM

Target audience: subscribers who were reading the "Magazin" (magazine) section before

Require interaction: enabled

CTR 17,82%



Winner of the Q3 2021



About the winner:

WP Wiadomości is a Polish news service of Wirtualna Polska Group, a tech holding that specializes in media, e-commerce and advertising. The portal presents information from the country and the world, special reports, interviews, columns and experts' statements.

About the web push campaign:

Sending date: September 13, 2021, 2:22 PM

Expiry date: September 13, 2021, 7:22 PM

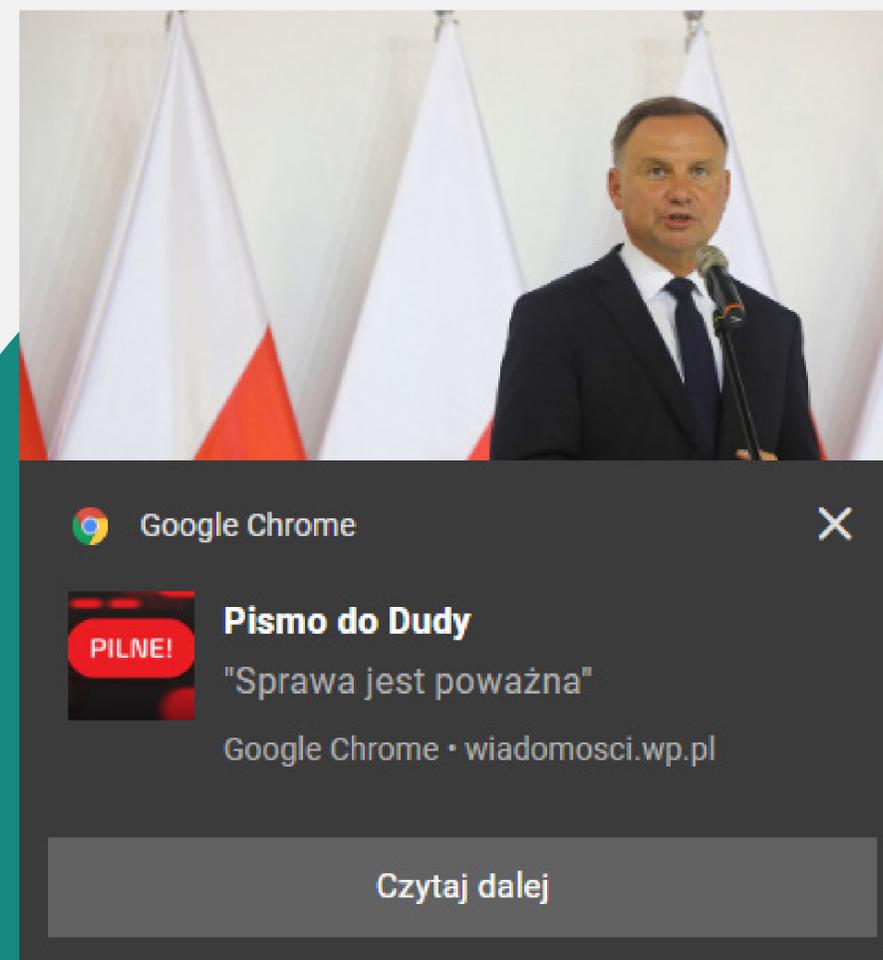
Target audience: subscribers who were previously interested in the news about the President of Poland, Andrzej Duda.

Require interaction: enabled

+

CTR 22,24%

+



+

Winner of the Q4 2021

zurnal24.si

+

CTR 23,59%

+

About the winner:

Founded in 2007 under Styria Media Group, Žurnal24.si is one of the most visited news portals in Slovenia nowadays. Monthly, the website reaches 650,000 to 740,000 unique users. As a result, Žurnal24.si owns more than 50% market share. Being oriented on innovations, Žurnal24.si is the only news website in the region to have transformed from print to online-only. Following this philosophy, in April 2020 the portal implements web push notifications.

About the web push campaign:

Sending date: October 4, 2021, 6:06 PM

Expiry date: October 4, 2021, 7:20 PM

Target audience: subscribers who were previously interested in the news about cars

Require interaction: disabled

+



Google Chrome



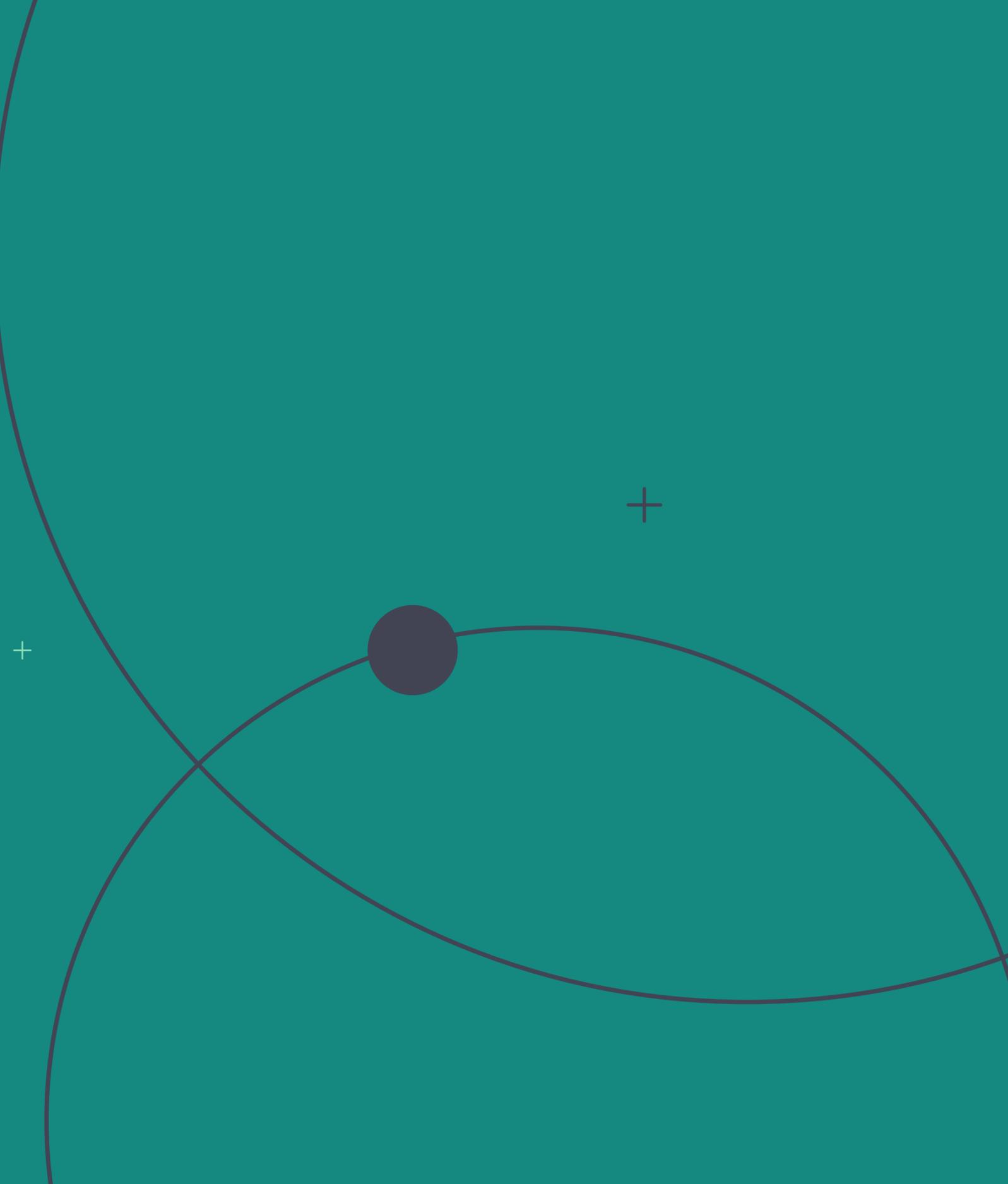
Alarm v Nemčiji, ki se sliši v Slovenijo

Stanje je kritično!

Google Chrome • zurnal24.si

Best automation

We analysed the CTR of all the scenarios of our clients from the publishing industry that received at least 500 clicks. In every quarter we chose the scenario with the best results.



Winner of the Q1 2021

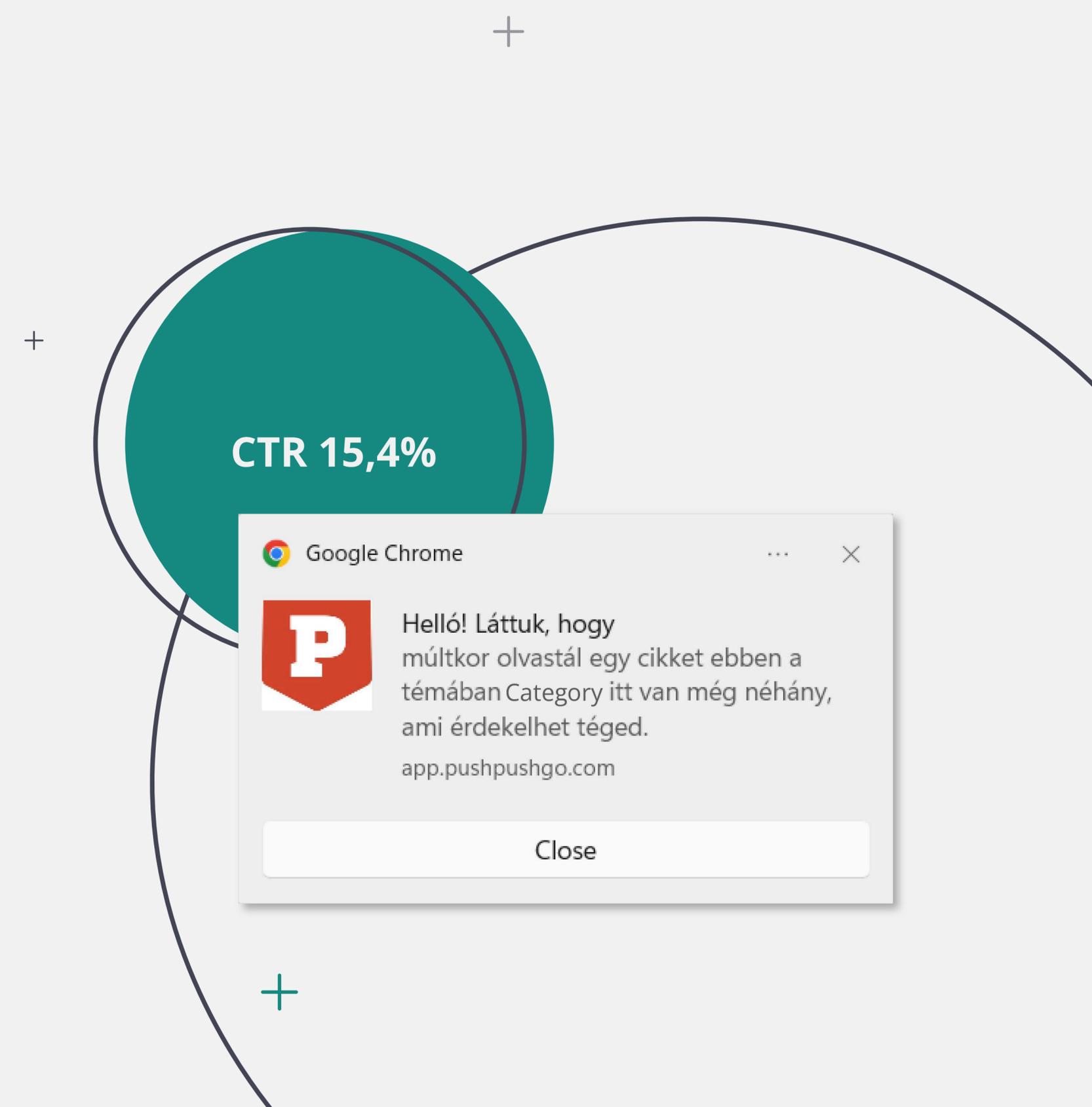


About the winner:

Player.hu was launched in 2012 and is a leading Hungarian entertainment portal for men. The magazine publishes materials in the field of new technologies, culture, the automotive industry, etc daily. Player.hu is also a flagship of Player Media Group.

Scenario: Last category

Description: If the subscriber stayed on the site for more than 20 seconds and more than 3 days have passed since their last visit they receive a notification encouraging them to return to the site, namely to the last seen category.



Winner of the Q2 2021

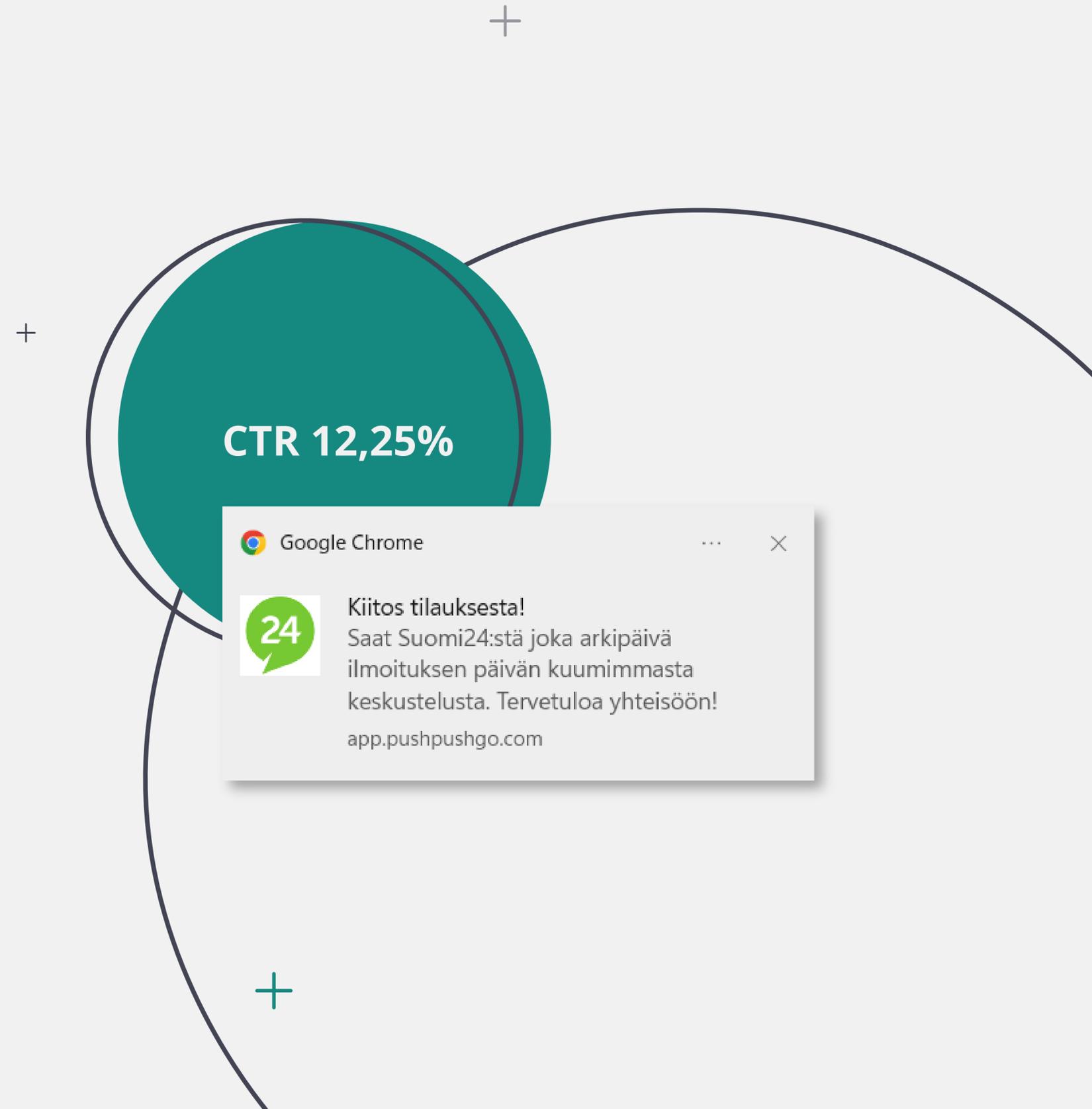


About the winner:

Suomi24 is the largest anonymous online discussion forum in Finland.

Scenario: Welcome message

Description: After a user subscribes to the notification, they receive a greeting push notification welcoming them to the community and showing what subscribers can expect next.



Winner of the Q3 2021

zurnal24.si

About the winner:

Founded in 2007 under Styria Media Group, Žurnal24.si is one of the most visited news portals in Slovenia nowadays. Monthly, the website reaches 650,000 to 740,000 unique users. As a result, Žurnal24.si owns more than 50% market share. Being oriented on innovations, Žurnal24.si is the only news website in the region to have transformed from print to online-only. Following this philosophy, in April 2020 the portal implements web push notifications.

Scenario: Promote on start

Description: When the user enters the site, they receive a notification promoting the article with the important news.

CTR 16,10%

DANES

NE SPREGLEJTE!

zurnal24.si

Google Chrome



V bolnišnici več cepljenih kot necepljenih.
Kaj to pomeni?

Izrael proticepilci uporabljajo kot dokaz, da cepiva ne učinkujejo, saj je v bolnišnicah več cepljenih kot necepljenih. A ta sklep je napačen, cepivo skoraj 90-odstotno ščiti pre
app.pushpushgo.com

Winner of the Q4 2021

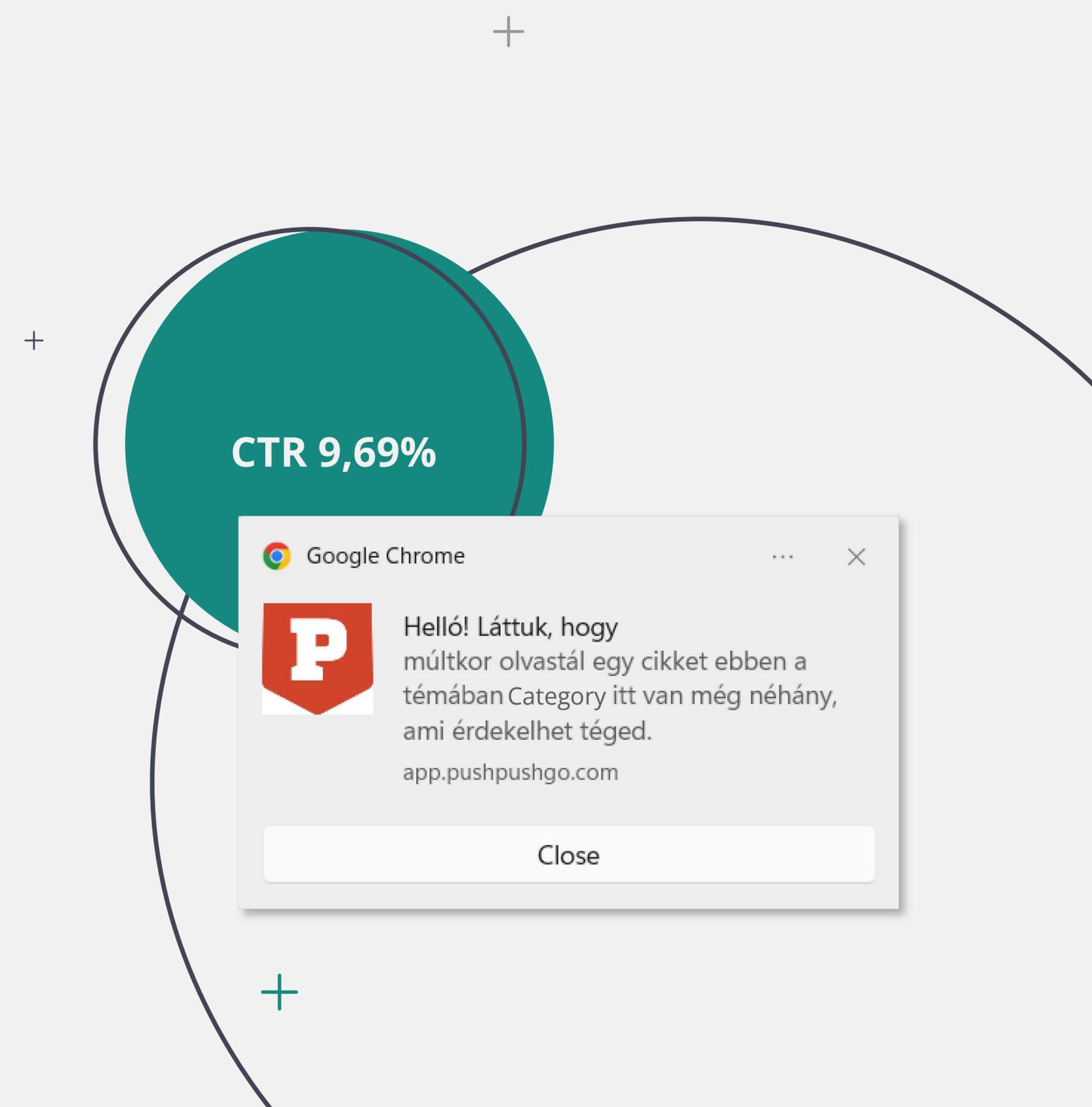


About the winner:

Player.hu was launched in 2012 and is a leading Hungarian entertainment portal for men. The magazine publishes materials in the field of new technologies, culture, the automotive industry, etc daily. Player.hu is also a flagship of Player Media Group.

Scenario: Last category

Description: If the subscriber stayed on the site for more than 20 seconds and more than 3 days have passed since their last visit they receive a notification encouraging them to return to the site, namely to the last seen category.



Rising Stars

We analyzed the first four months of the performance of our new clients that joined us in 2021. When choosing the winners, we considered the regular sending of web push campaigns, the number of web push subscribers at the end of the 4th month of usage and an average increment of subscribers during the first 4 months of usage.

+

+

+



Africa Magic (CH. 151) was launched in July 2003 as a movie and general entertainment channel geared at showcasing Nollywood talent and African culture and couture. Today, Africa Magic broadcasts in more than 50 African countries. It is also a part of MultiChoice Group, a leading entertainment company on the African continent. Africa Magic implemented web push notifications in June 2021.



Ringier Axel Springer is one of the biggest media groups in Poland, with 23 million readers that use their digital media daily. Its' portfolio includes over 30 brands, among which are Onet, Newsweek, Forbes, Business Insider Polska, Medonet and many others. The company started the implementation of web push notifications from PushPushGo in April 2021.



DoRzeczy.pl is a Polish portal presenting the latest news, opinions and comments. DoRzeczy.pl is the largest portal in the conservative media group. Since 2013 the portal also publishes weekly magazine "Do Rzeczy" and the monthly magazine "Historia Do Rzeczy". The publisher implemented web push notifications in September 2021.

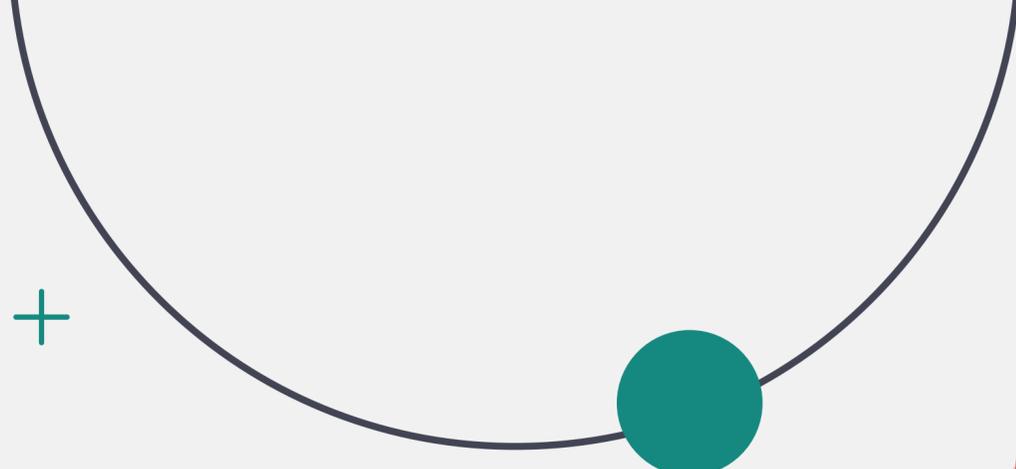
**Other
categories**



+

+

+



Outstanding results

We analyzed the results of mass campaigns and automation scenarios of our clients from different industries in 2021.

Selection criteria that had to be met:

- number of mass campaigns sent - more than 12,
- number of notifications sent - more than 100K,
- number of automation scenarios implemented - more than 2,
- number of notifications clicked within the automation scenarios - more than 500.



A1 Croatia is part of the A1 Telekom Austria Group - a leading provider of digital services and communication solutions in Central and Eastern Europe. A1 Croatia with about 2,000 employees on board takes care of the needs of 2 million users daily.



Tele2.lv is a multi-service company that provides the fastest mobile Internet in Latvia and a broad range of services: mobile telecommunications, home Internet, smart devices, television, and insurance services.



Nova KBM is one of the leading Slovenian financial institutions with a full range of banking services, based in Maribor. Bank offers to individuals, sole proprietors, legal entities and other organisations mainstream banking services, investment banking products and online banking services, as well as other modern banking services.



Most Influential Voice

Feedback from the customers helps us to grow and evolve. Every year we ask for the feedback of the users of our application. Each opinion is valuable to us. As a result, some of the suggestions ended on our roadmap. Here are 2 companies whose recommendations affected the development of the PushPushGo app the most.



4F

4F is a Polish brand of sports clothing and accessories, owned by the OTCF company. The 4F brand has over 240 brick-and-mortar stores in Poland, Lithuania, Latvia, Czech Republic, Slovakia and Romania. It is present in 42 countries through a developed wholesale network. Also, 4F products are available in 400 multibrand stores.

4F contributed to the development of mobile push notifications.



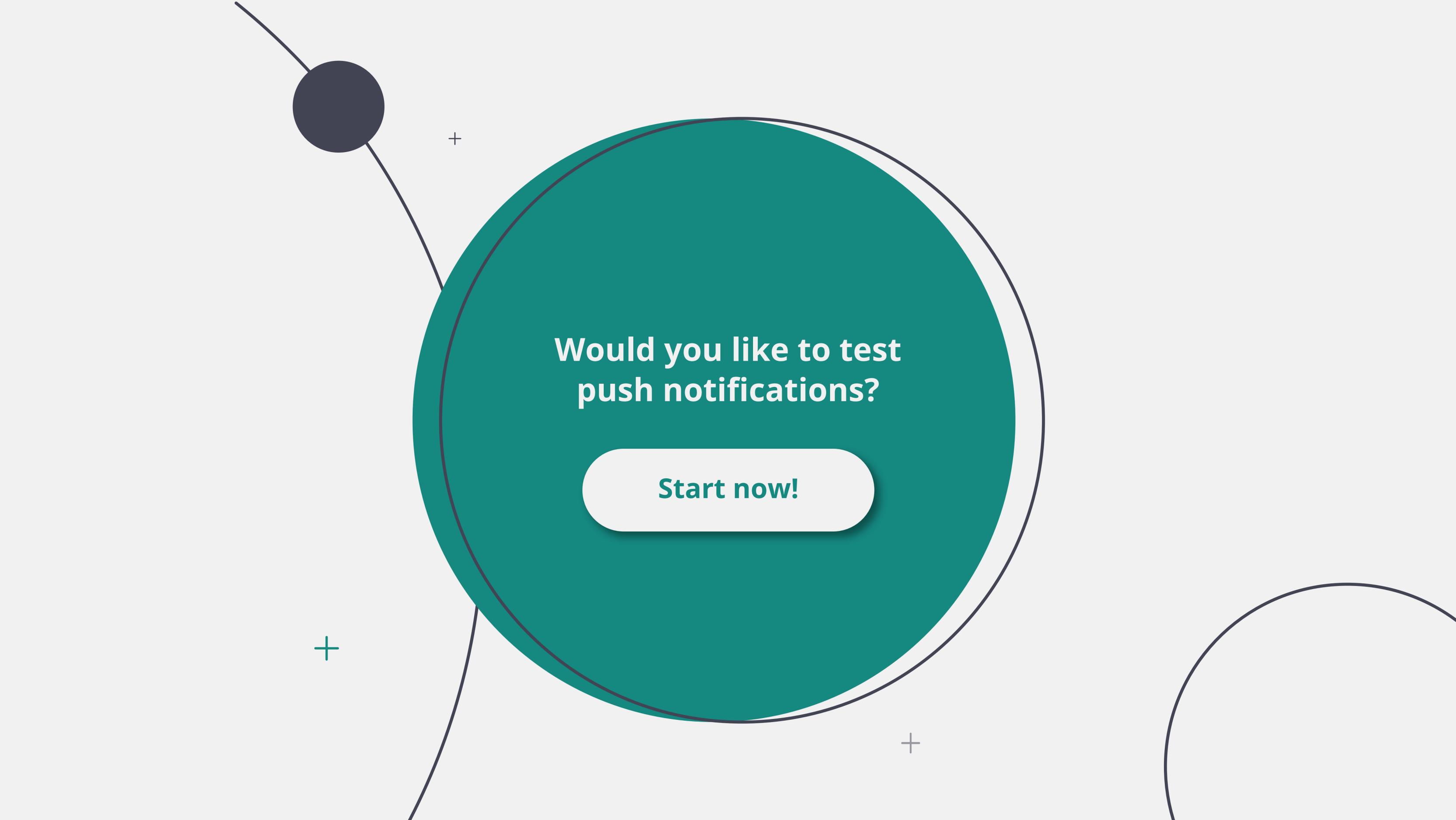
**POLSKA
PRESS
GRUPA**

Polska Press Group is one of the largest media groups in Poland and is a leader in the regional and local media market. The company portfolio includes printed newspapers and magazines, TV guides and web-based news services.

Polska Press contributed to the development of our product, namely the Google Chrome extension.

Are you using the PushPushGo app and have some interesting ideas to share?

Contact us - hello@pushpushgo.com



**Would you like to test
push notifications?**

Start now!