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Push Notification Marketing Award 2022

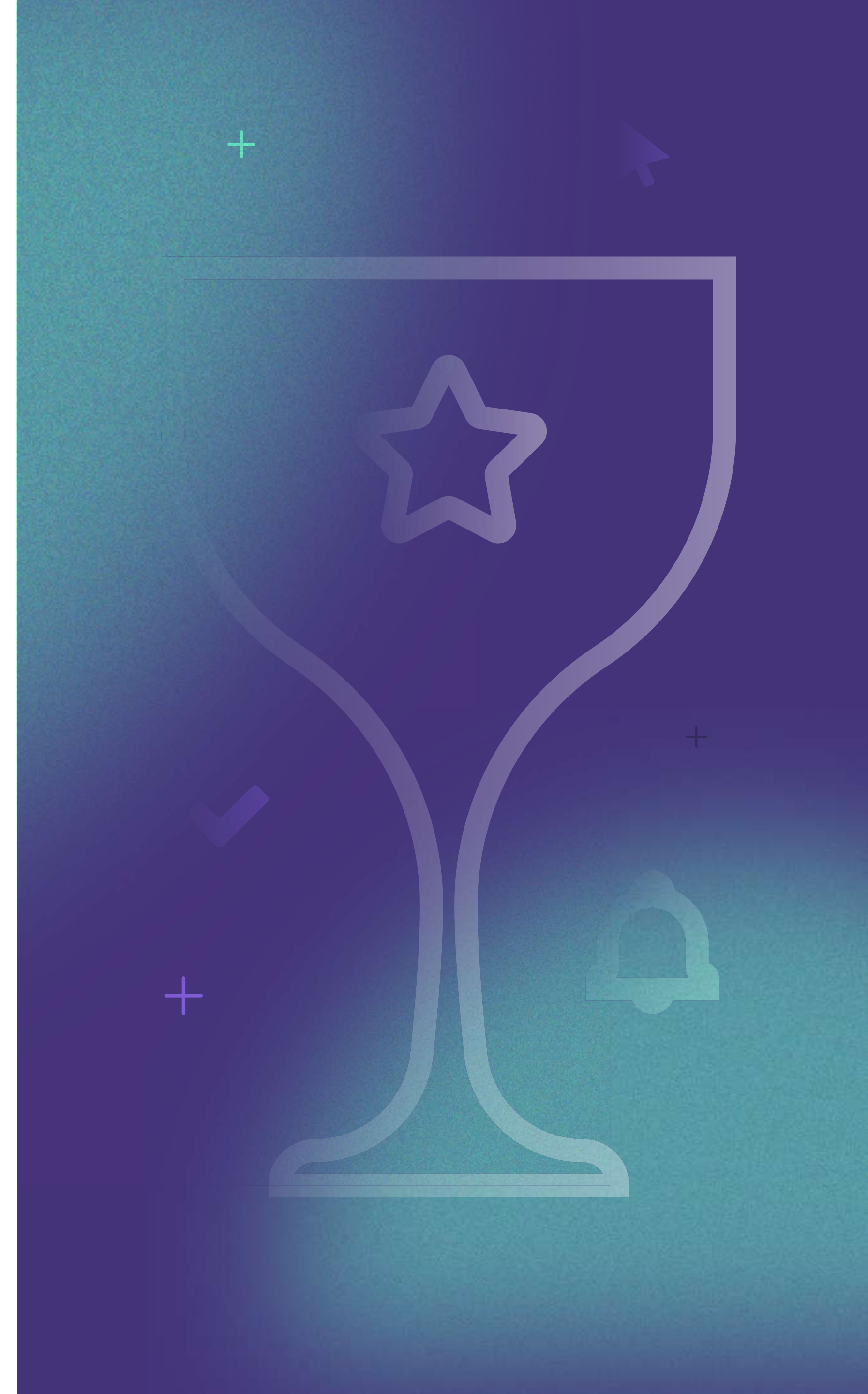
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PUSH PUSH GO



Push Notification Marketing Award 2022

PushPushGo is a global web and mobile push notification provider. This is our second edition of the Push Notification Marketing Award. In recognition of our clients' achievements in push notification marketing, we are proud to present the winners of the Push Notification Marketing Award 2022.



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

Other industries

Outstanding results

E-commerce

+

+



Best performance

In our analysis, we examined the performance of our e-commerce clients based on the average click-through rate (CTR) of mass campaigns sent and the utilization of automation scenarios throughout the year 2022. To be eligible for consideration, clients had to meet the following selection criteria:

1. Number of mass campaigns sent: 10 and above
2. Number of notifications sent: 100,000 and above
3. Number of implemented automation scenarios: 2 and above
4. Number of notifications clicked within the automation scenarios: 500 and above

By setting these criteria, we aimed to identify and recognize e-commerce clients who have demonstrated a significant level of engagement and effectiveness in their push notification campaigns and automation strategies.



[ePlaneta](#) is a part of Planeta Sport, a company that has been operating throughout Serbia for over 20 years. ePlaneta offers more than 50,000 items in over 1,000 categories: from sports and car equipment to clothing, footwear, and household goods.



[Samsung Polska](#) is a part of Samsung, one of the leading companies on the Fortune Global list. Thanks to its success in the electronics industry, Samsung has become a global leader in advanced technology and is one of the 10 most recognizable brands in the world.



[Beosport](#) is a retail company that has a network of stores located in all major cities in Serbia, and it currently employs over 200 people. As an official distributor of major world brands, Beosport offers a range of products from casual and street clothing to top-quality sport equipment. The company is committed to maintaining constant communication with its consumers and clients, and web push notifications are one of the ways it achieves this goal.

winners

winners

TOP-5 mass campaigns

We conducted an analysis of the click-through rates (CTR) for all the campaigns sent by our e-commerce clients that achieved a minimum of 500 clicks and choose the five best campaigns.



[Planeta Sport](#) is a prominent retail chain that specializes in multi-brand sports equipment in Serbia, boasting over 100 stores and 1,000 employees across 60 cities. The company offers high-quality products from a wide range of renowned brands, including footwear, clothing, and accessories.

About the web push campaign:

Send date: June 27, 2022, 10:00 AM

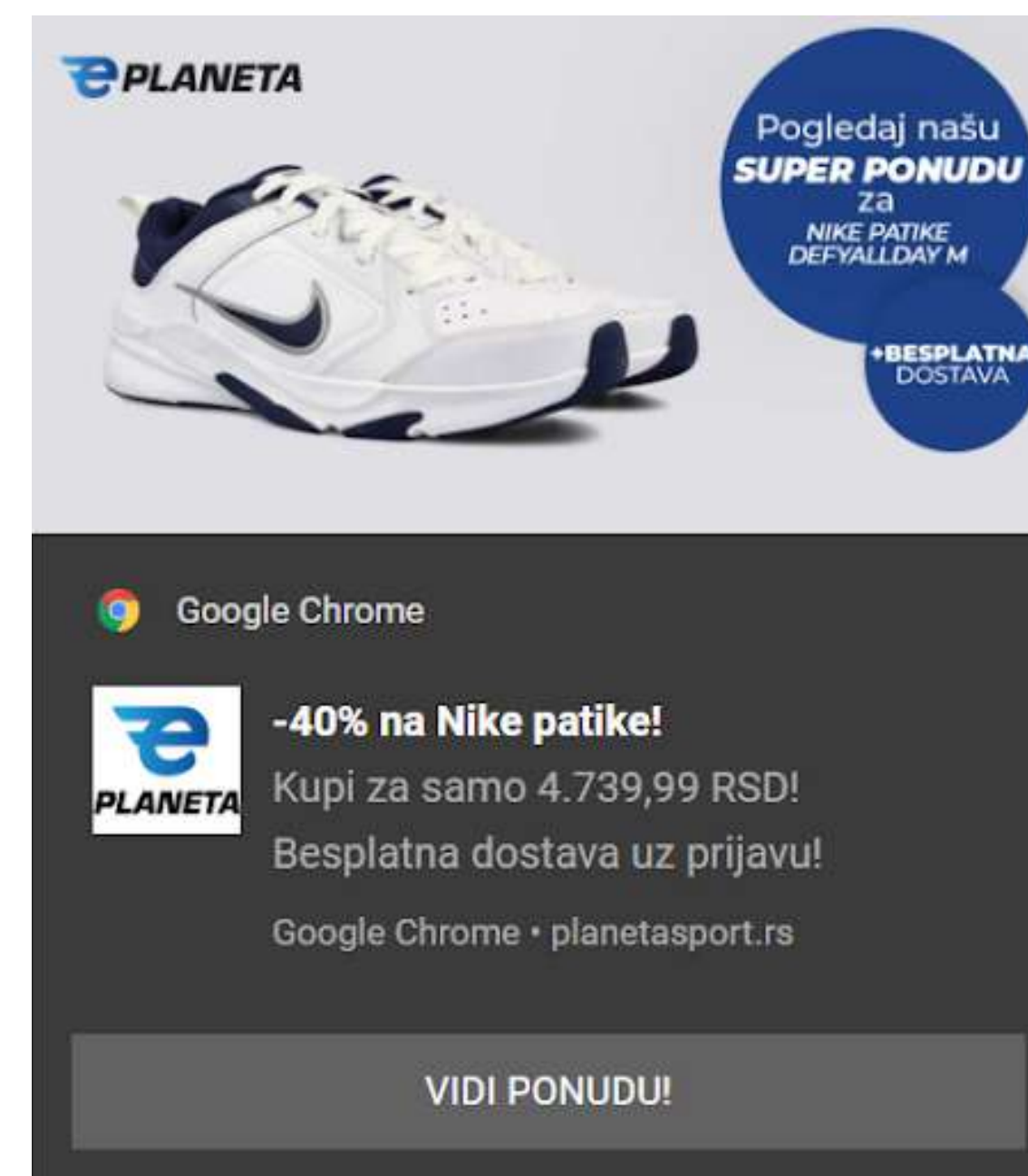
Expire date: June 27, 2022, 2:00 PM

Target audience: category "men"

Require interaction: enabled

CTR: 8.29%

web push on a desktop device



web push on a mobile



- ! -40% off Nike shoes!
- Buy for only 4,739.99 RSD!
Free shipping with registration!
- SEE OFFER!

winners



[ePlaneta](#) is a part of Planeta Sport. This company has been operating throughout Serbia for over 20 years. ePlaneta offers more than 50,000 items in over 1,000 categories: from sports and car equipment to clothing, footwear, and household goods.

About the web push campaign:

Send date: July 4, 2022, 3:09 PM

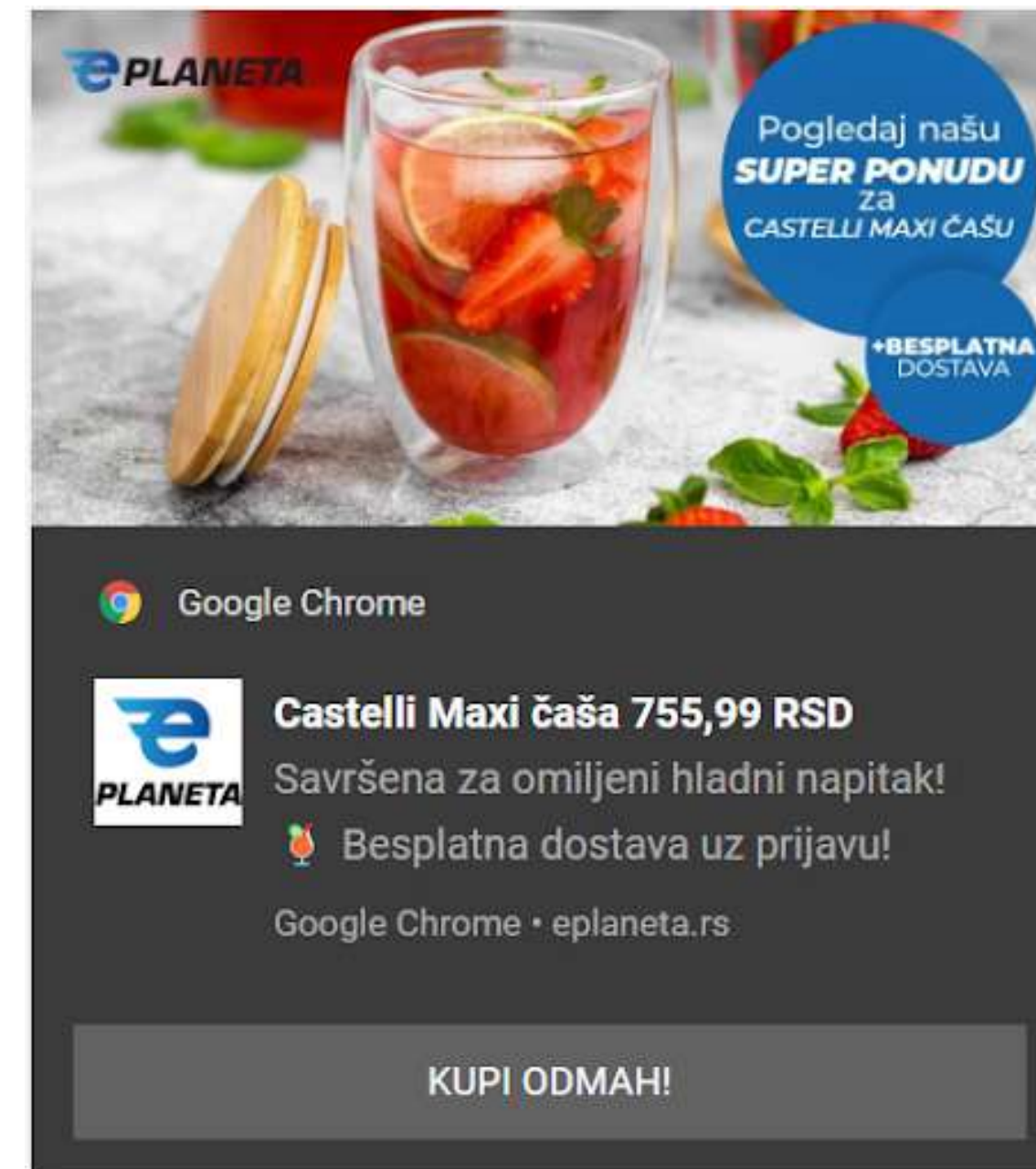
Expire date: July 4, 2022, 10:00 PM

Target audience: all subscribers

Require interaction: enabled

CTR: 6.89%

web push on a desktop device



web push on a mobile



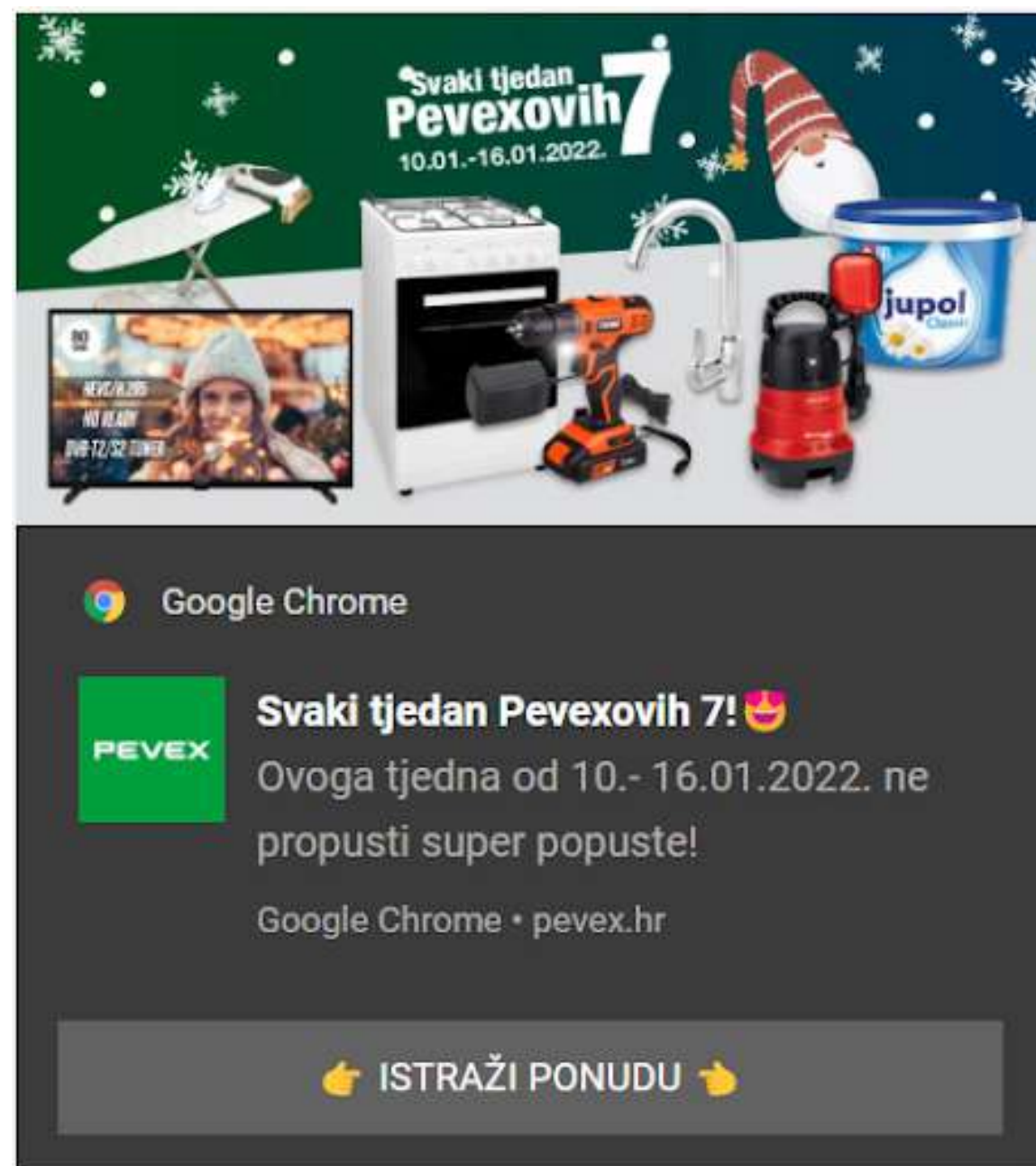
Castelli Maxi glass 755.99 RSD

Perfect for your favorite cold beverage!
Free shipping with registration!

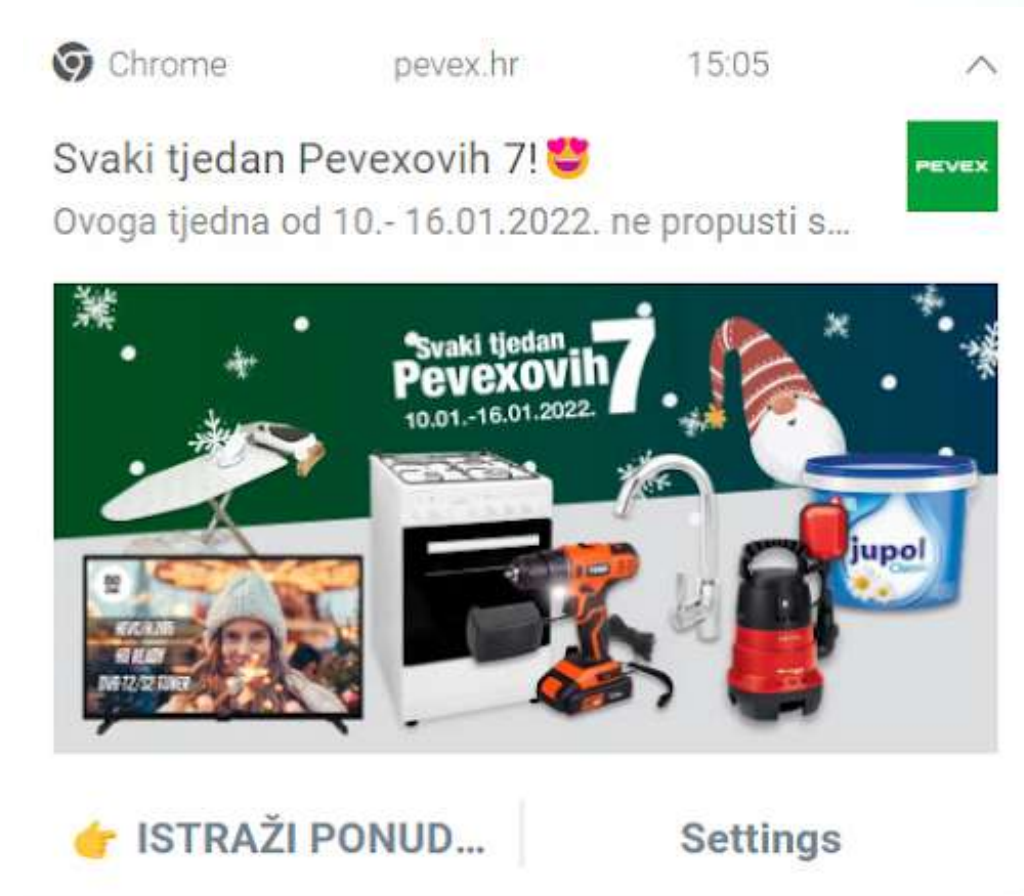
BUY NOW!

winners

web push on a desktop device



web push on a mobile



PEVEX

[PEVEX](#) has been Croatia's first non-food retail chain since 1990, operating in 24 cities throughout the country. It has maintained its position as the go-to choice for home and garden products related to construction, furnishing, and decoration.

About the web push campaign:

Send date: January 10, 2022, 12:43 PM

Expire date: January 13, 2022, 12:42 PM

Target audience: all subscribers

Require interaction: enabled

CTR: 5.03%



Every week PeveX's 7!

Don't miss out on great discounts this week from January 10th to January 16th, 2022!

[EXPLORE THE OFFER](#)

winners



[Olimpica](#) is Colombia's largest retail chain, offering a wide range of top-quality electronics, accessories, household items, furniture, clothing, and more.

About the web push campaign:

Send date: January 12, 2022, 8:35 PM

Expire date: January 13, 2022, 4:35 AM

Target audience: all subscribers

Require interaction: enabled

CTR: 4.78%

web push on a desktop device



web push on a mobile

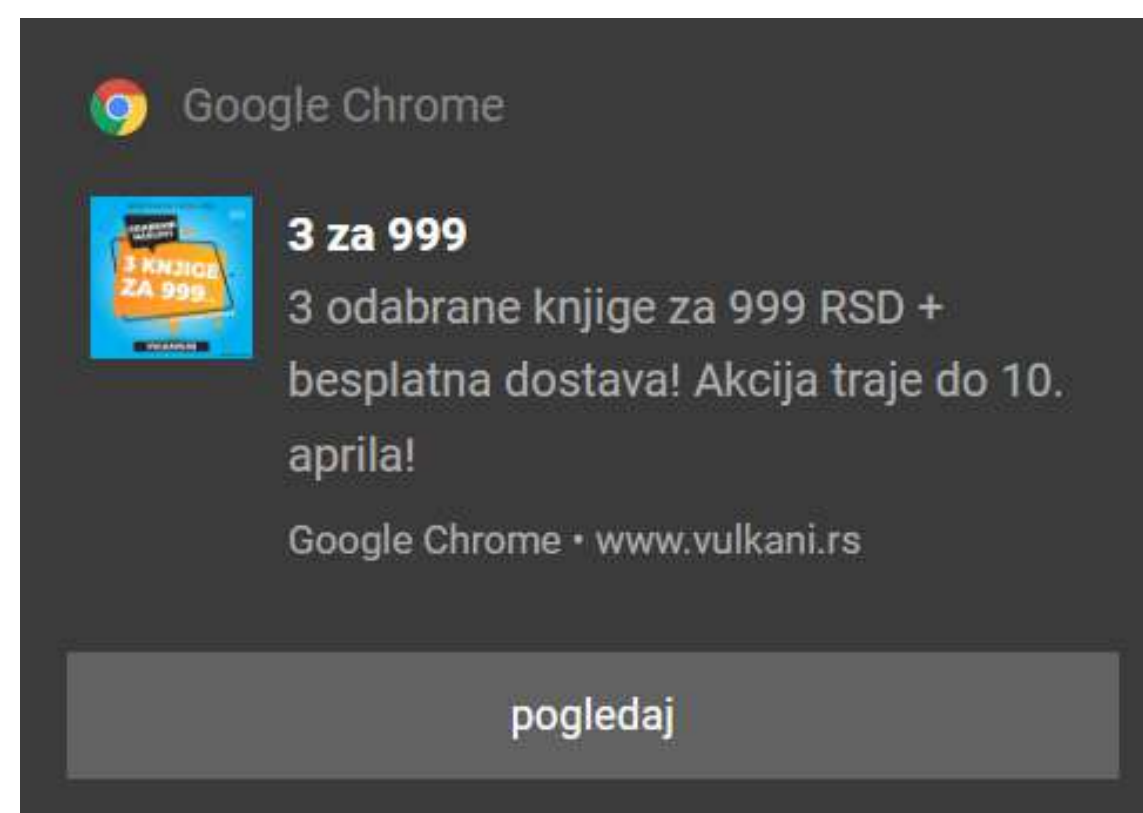


Up to 50% off on technology!

Up to 50% off when paying with an Olimpica card and 40% off with other payment methods on TVs, laptops, or cell phones.

winners

web push on a desktop device



web push on a mobile



3 for 999

3 selected books for 999 RSD + free shipping!
Promotion lasts until April 10th!

take a look

VULKAN
IZDAVAŠTVO

Founded in 2013, [Vulkan](#) is a Serbian publishing house that operates the largest and most well-known bookstore chain in the country. In addition to its offline sales network, Vulkan has a robust online presence, allowing users to purchase books via its website or by becoming a member of the Readers' Club.

About the web push campaign:

Send date: April 1, 2022 10:21 AM

Expire date: April 4, 2022 10:07 AM

Target audience: all subscribers

Require interaction: enabled

CTR: 4.74%

winners

TOP-5 automation scenarios

We analysed the CTR of all the campaigns of our e-commerce clients within automation scenarios that received at least 500 clicks. We chose five best-performing automation scenarios.

SAMSUNG

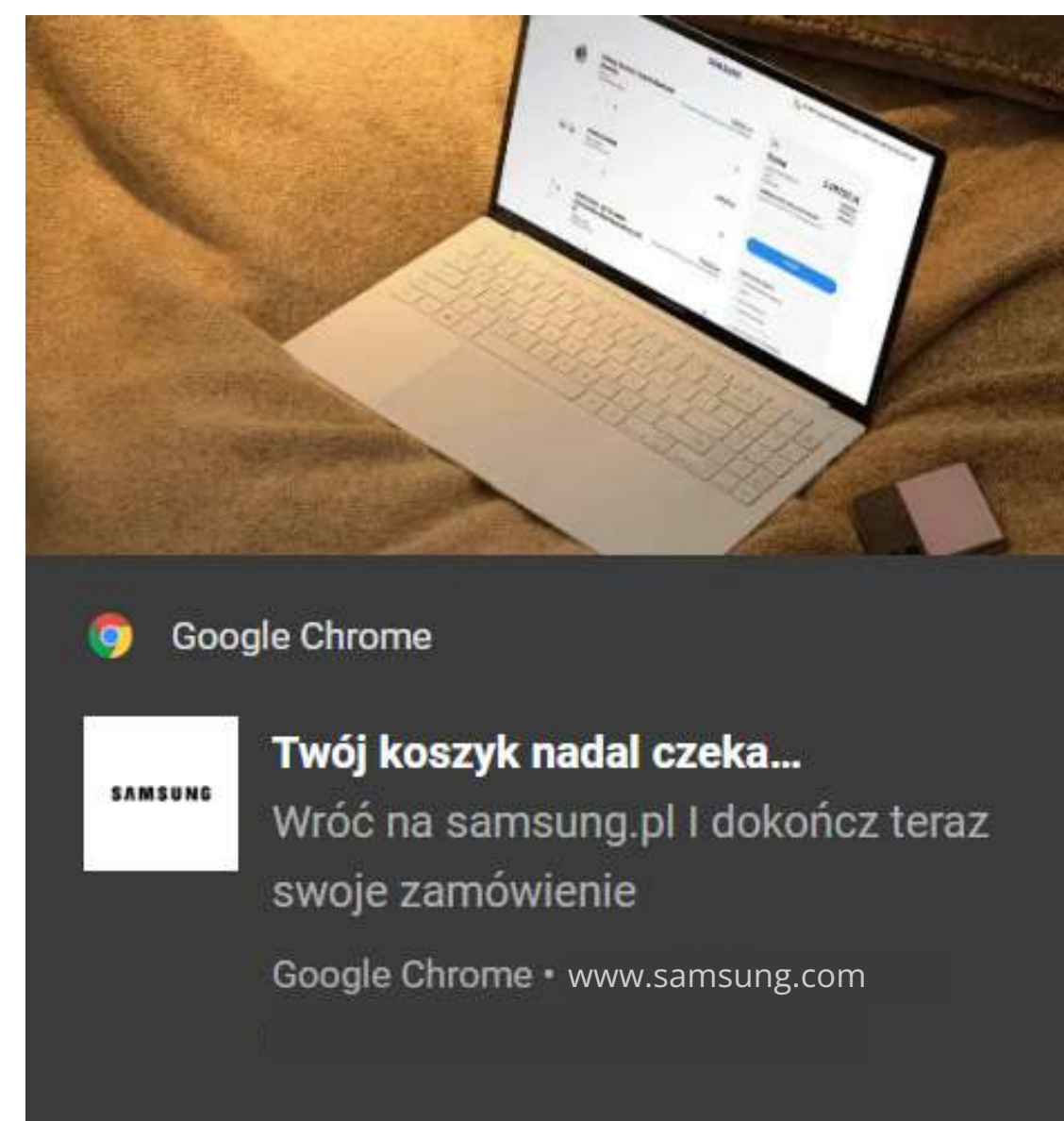
[Samsung Polska](#) is the part of one of the leading companies on the Fortune Global list. Thanks to its success in the electronics industry, Samsung has become a global leader in advanced technology and is one of the 10 most recognizable brands in the world.

Scenario: Abandoned cart

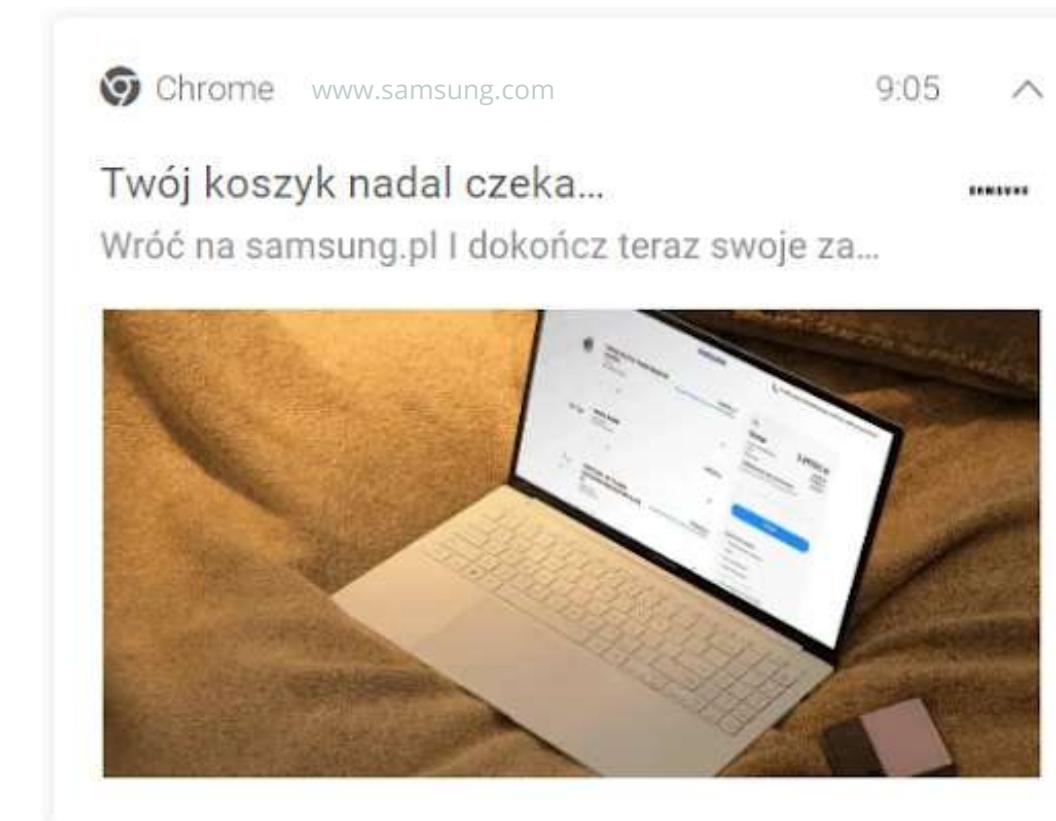
Description: After subscribers abandoned the cart, 30 minutes later they received a notification encouraging them to finish the purchase. Then, one day later, subscribers received another reminder about products in their carts if they haven't completed the purchase yet.

CTR: 14.72%

web push on a desktop device



web push on a mobile



Your cart is still waiting...

Go back to [samsung.pl](#) and complete your order now.

winners



[ePlaneta](#) is a part of Planeta Sport, a company that has been operating throughout Serbia for over 20 years. ePlaneta offers more than 50,000 items in over 1,000 categories: from sports and car equipment to clothing, footwear, and household goods.

Scenario: Abandoned cart

Description: One hour after the cart was abandoned, subscribers receive a web push notification with a reminder about an unfinished transaction. If the purchase wasn't made, another notification is sent one day later.

CTR: 14.49%

web push on a desktop device



Hmm... It looks like you left an item in your cart

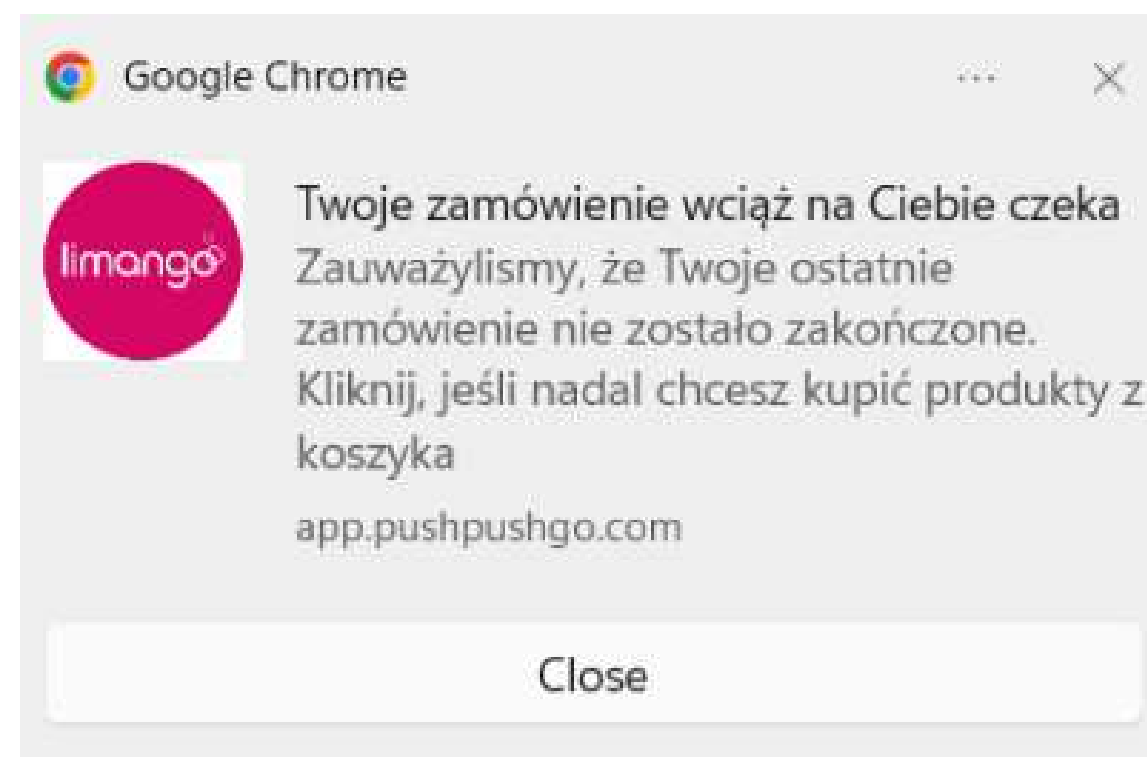
We're offering great deals and the lowest prices ever!

web push on a mobile



winners

web push on a desktop device



Your order is still waiting for you

We noticed that your last order was not completed. Click here if you still want to purchase the items in your cart



[Limango.pl](https://limango.pl) is a shopping platform offering new products discounted from 30 to 80% every day. It belongs to the German capital group „Otto Group”, one of the world’s leading companies in the e-commerce segment. Limango Poland has been on the market for more than 5 years and has already joined the top e-commerce companies in Poland.

Scenario: Abandoned cart

Description: After leaving their carts behind, subscribers receive a web push notification 15 minutes later as a reminder of their incomplete transaction.

CTR: 13.82%

winners



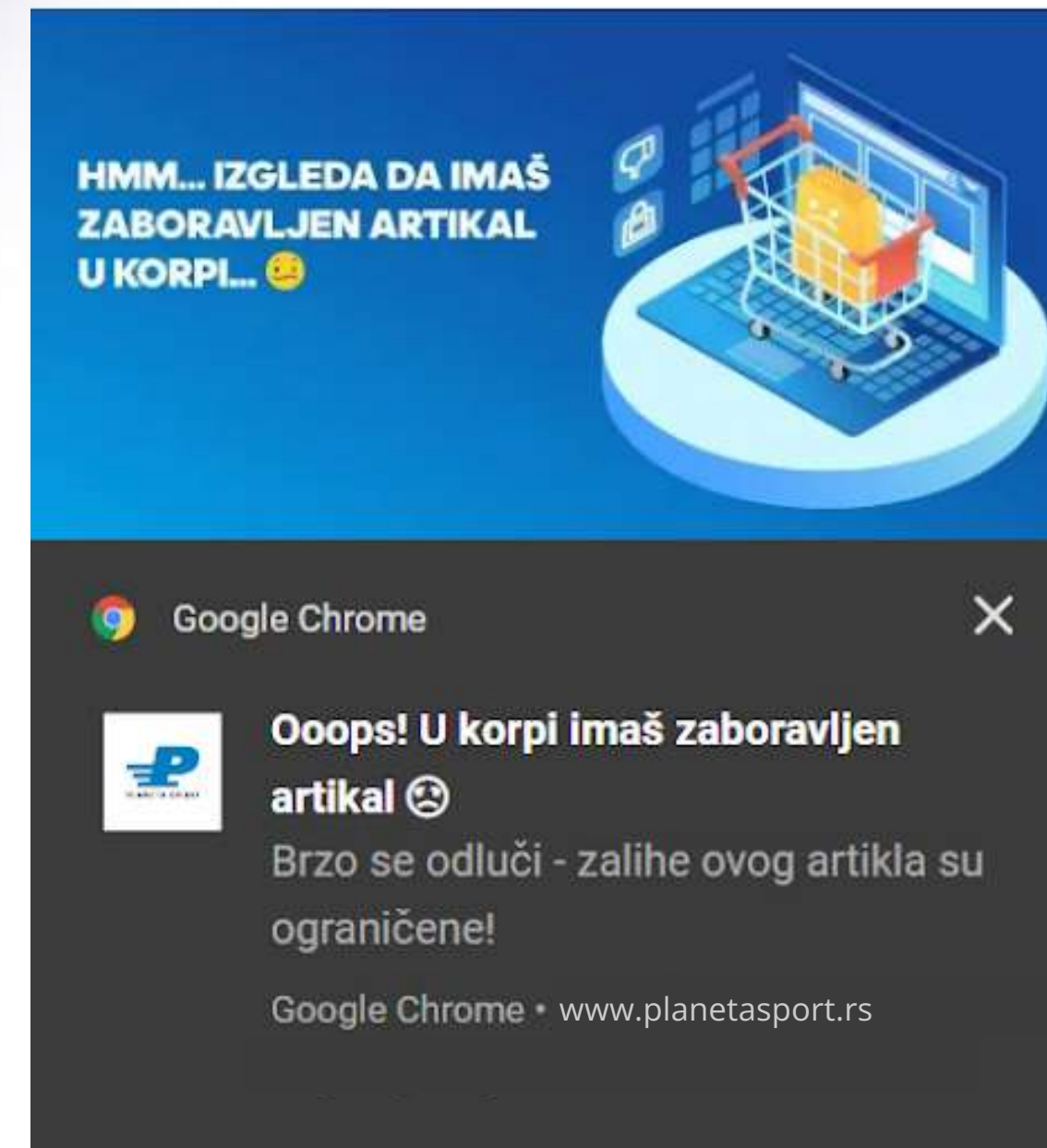
[Planeta Sport](#) is a prominent retail chain that specializes in multi-brand sports equipment in Serbia, boasting over 100 stores and 1,000 employees across 60 cities. The company offers high-quality products from a wide range of renowned brands, including footwear, clothing, and accessories.

Scenario: Abandoned cart

Description: Once subscribers have left their carts without completing the purchase, a notification is sent 30 minutes later to encourage them to finish the transaction. Additionally, if they still haven't made the purchase after one day, they receive another reminder about the products in their carts.

CTR: 13.47%

web push on a desktop device



Oops! You have an item left in your cart :(

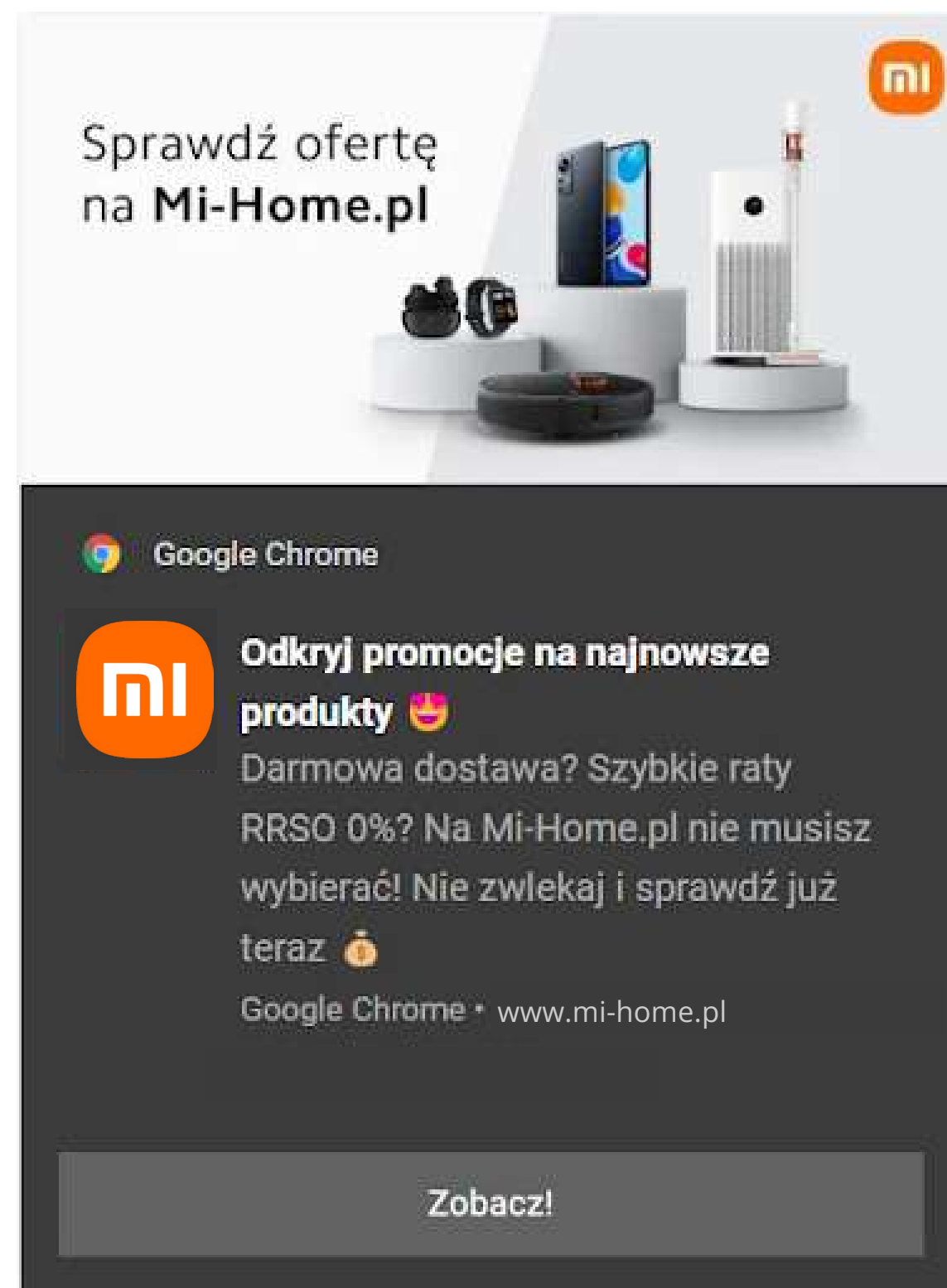
Decide quickly - the stock of this item is limited!

web push on a mobile



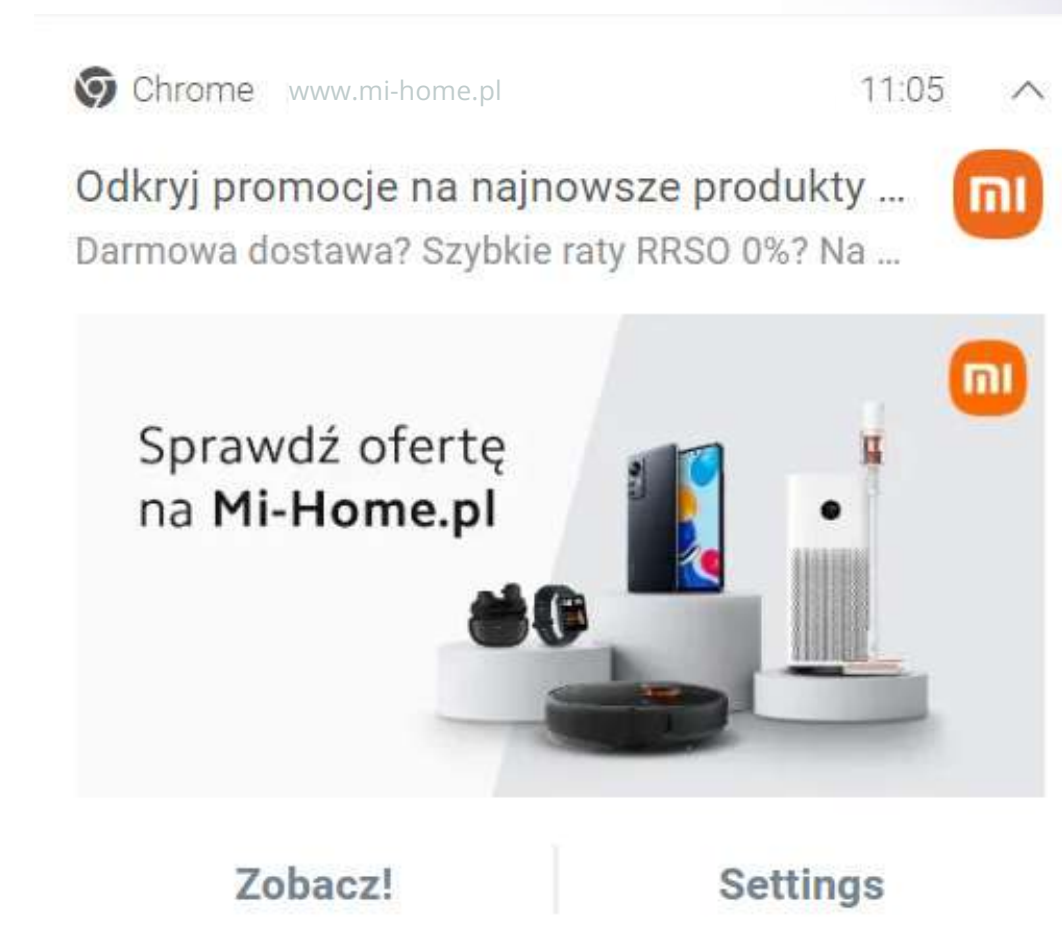
winners

web push on a desktop device



! Discover promotions on the latest products. Free shipping? Fast 0% APR installments? At Mi-Home.pl, you don't have to choose! Don't wait and check it out now. Check it out!

web push on a mobile



Established in 2019, [Mi-Home.pl](https://www.mi-home.pl) is the first official distributor of Xiaomi equipment in Poland. In 2022, the store was bestowed with the IT Champions 2022 accolade in the E-Commerce category, recognizing it as the top online store in Poland.

Scenario: Do not hesitate, buy now! (with Product Feed)

Description: If a subscriber visited the site 3 or 4 times but didn't add anything to the cart, 15 minutes after leaving the website if the last seen product is in stock, they receive a notification with the details of the checked item such as price and name encouraging the subscriber to buy it. If the product is out of stock, the subscriber receives a notification encouraging them to visit the new offers at the best prices.

24 hours later if the purchase wasn't made another notification with the details of the verified item is sent, if it is still in stock. If not, a web push notification inviting subscribers to visit the store and check hot offers for new products is sent.

CTR: 11.8%

Rising stars

We analyzed the performance of our new clients that implemented web push notifications in 2022 and had been using the tool for at least 4 months. We analyzed the performance of this group of clients in terms of the average CTR of mass campaigns sent and automation scenarios enabled.

Selection criteria that had to be met:

- 1.Number of mass campaigns sent - 10 and above,
- 2.Number of notifications sent - 50,000 and above,
- 3.Number of automation scenarios implemented - 2 and above,
- 4.Number of notifications clicked within the automation scenarios - 500 and above.



[ePlaneta](#) is a part of Planeta Sport, a company that has been operating throughout Serbia for over 20 years. ePlaneta offers more than 50,000 items in over 1,000 categories: from sports and car equipment to clothing, footwear and household goods. The company implemented web push notifications in March 2022.



For over three decades, [Home&You](#) has been one of the leading importers and distributors of home furnishings in Poland. The company now boasts nearly 150 showrooms nationwide and operates an online store, home-you.com. Home&You collaborates with major manufacturers in Poland, other EU nations, and Asia. Home&You added web push notifications to their marketing strategy in July 2022.



[Samsung Polska](#) is a part of Samsung, one of the leading companies on the Fortune Global list. Thanks to its success in the electronics industry, Samsung has become a global leader in advanced technology and is one of the 10 most recognizable brands in the world. In March 2022 the company added web push notifications to their marketing mix.

winners

Publishing

+

+

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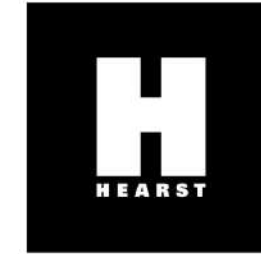


Best performance

In our analysis, we examined the performance of our clients in the publishing sector based on the average click-through rate (CTR) of mass campaigns sent and the utilization of automation scenarios throughout the year 2022. To be eligible for consideration, clients had to meet the following selection criteria:

1. Number of mass campaigns sent: 10 and above
2. Number of notifications sent: 100,000 and above
3. Number of implemented automation scenarios: 2 and above
4. Number of notifications clicked within the automation scenarios: 500 and above

By setting these criteria, we aimed to identify and recognize publishing clients who have demonstrated a significant level of engagement and effectiveness in their push notification campaigns and automation strategies.



[Hearst UK](#) is a leading premium content and experience business with 20 brands including Good Housekeeping, ELLE, Harper's Bazaar, Cosmopolitan and Esquire. Half of UK women and one in three UK men are reached every month by their digital brands. Moreover, Hearst UK circulates over 26 million magazines annually, and on average, their digital services are accessed by 21.1 million UK unique users per month.



Established in 2012, [Player.hu](#) is a prominent Hungarian entertainment portal catering specifically to men. The magazine releases daily content covering diverse topics such as new technologies, culture, and the automotive industry. Furthermore, Player.hu serves as a flagship platform for Player Media Group.



[Večernji list](#) is a Croatian media company and is a part of the Styria Medien AG, an Austrian media house. As of 2020, Večernji list had over 129,492 readers, earning the title of the most widely read daily newspaper in central Croatia, surpassing its competition by over 20%. The online news portal, Vecernji.hr, was launched in 1999. As a result, the weekly reach of Večernji list, including both the newspaper and the online portal, is 765,300 readers and visitors. The portal offers diverse content covering topics ranging from politics and culture to sports and show business.

winners

winners

Top-5 best campaigns

We conducted an analysis of the click-through rates (CTR) for all the campaigns sent by our clients from the publishing industry that achieved a minimum of 500 clicks and choose the five best campaigns.

zurnal24.si

zurnal24.si, a news website, was founded in 2007 under the Styria Media Group. It has achieved the second-highest ranking in overall reach among Slovenian websites. The website draws in 650,000 to 740,000 unique users per month, accounting for over 50% of the market share.

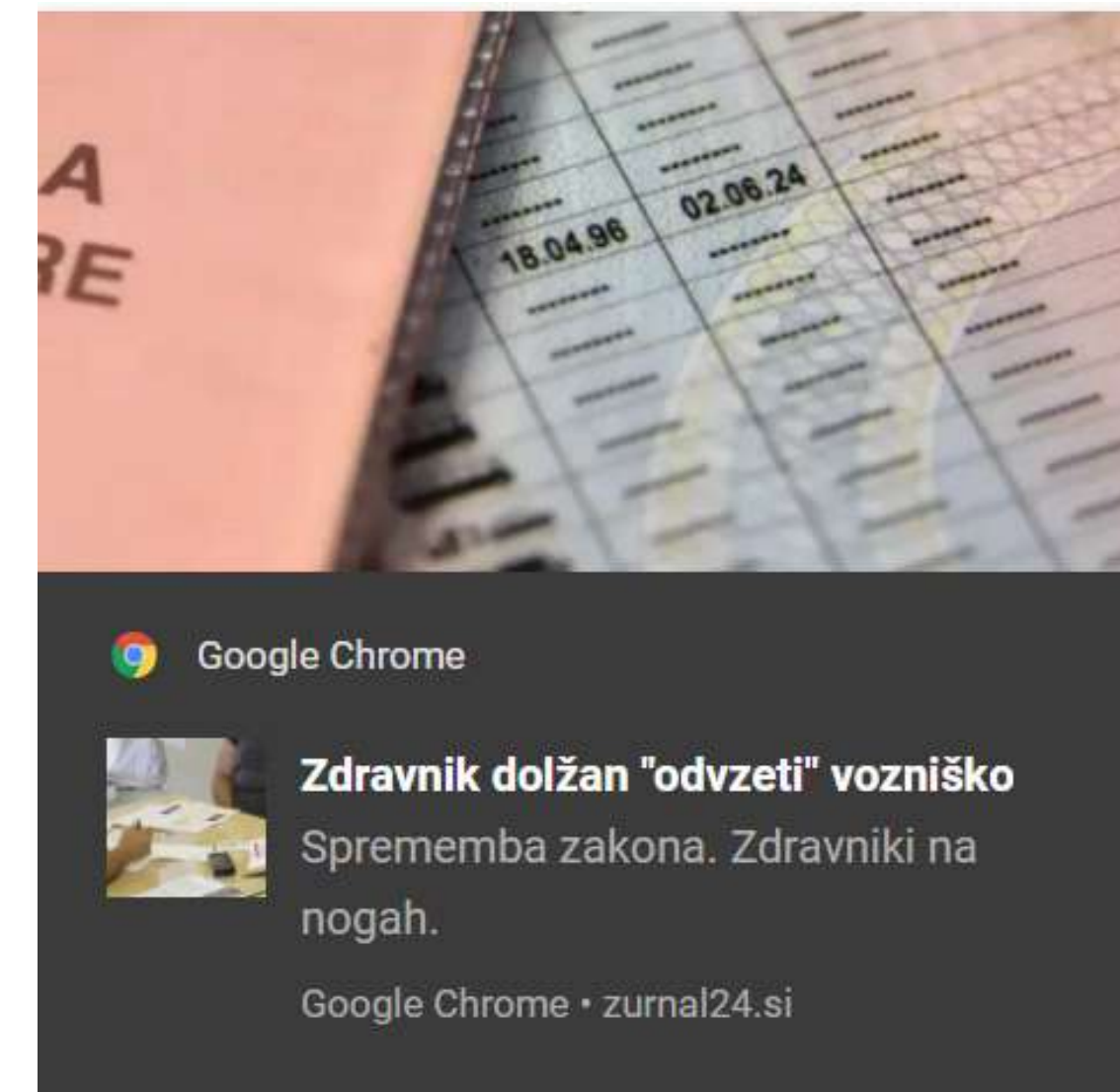
About the web push campaign:

Send date: June 9, 2022, 5:42 PM
Expire date: June 9, 2022, 6:39 PM
Target audience: subscribers who were previously interested in the news about Slovenia, the world, and cars.

Require interaction: disabled

CTR: 18.82%

web push on a desktop device



web push on a mobile



Doctor obliged to „revoke“ driver's license.

Change in the law. Doctors on their feet.

winners

elsalvador.com

elsalvador.com is the first Salvadoran digital information media. The portal shares news from El Salvador and around the world, about the economy, business, politics, sports, entertainment, technology, tourism, and many other spheres.

About the web push campaign:

Send date: June 16, 2022, 8:44 PM

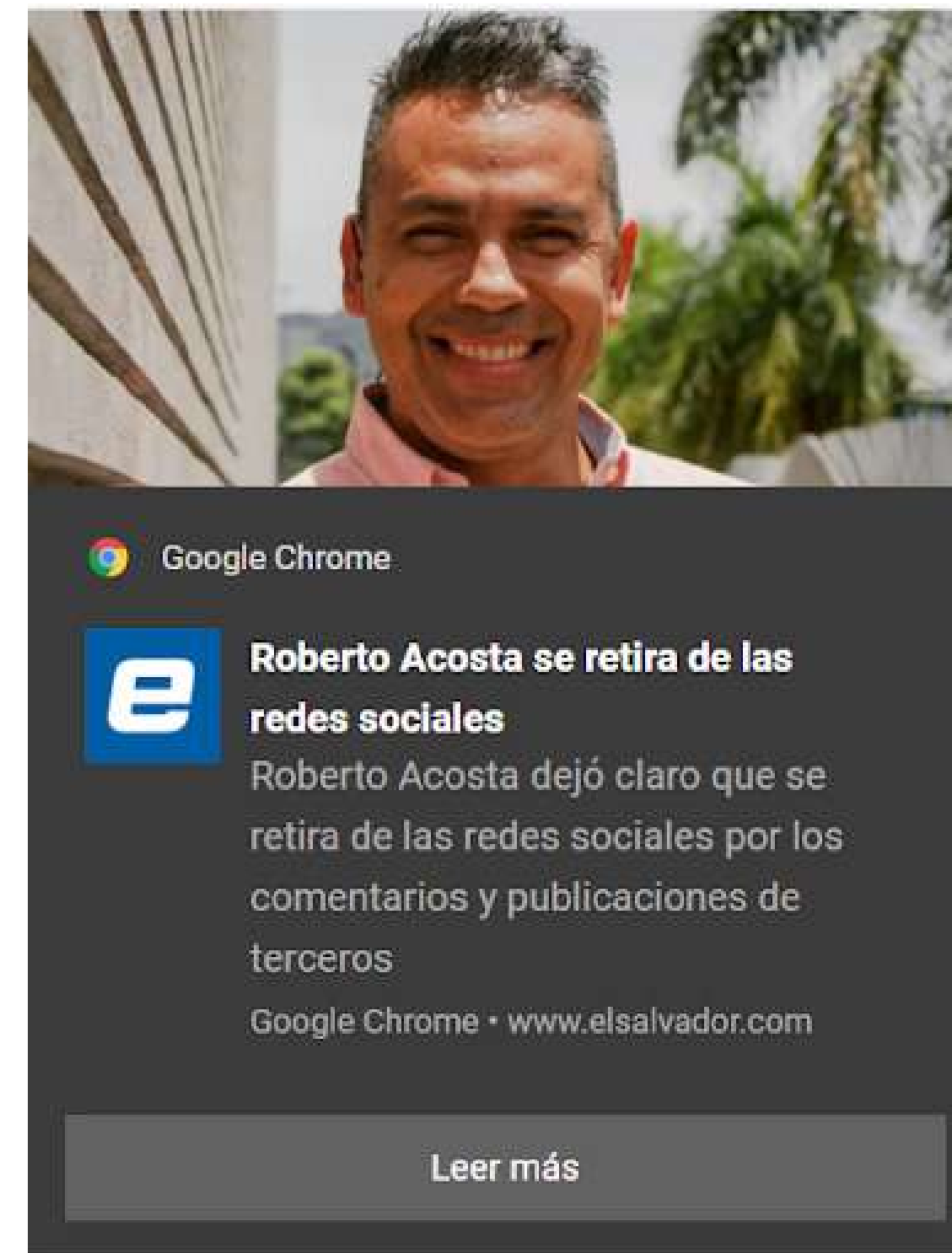
Expire date: June 19, 2022, 8:43 PM

Target audience: subscribers who were previously interested in the category Life and such subcategories as Shows, Tourism, Viral, and Women.

Require interaction: enabled

CTR: 18.51%

web push on a desktop device



web push on a mobile

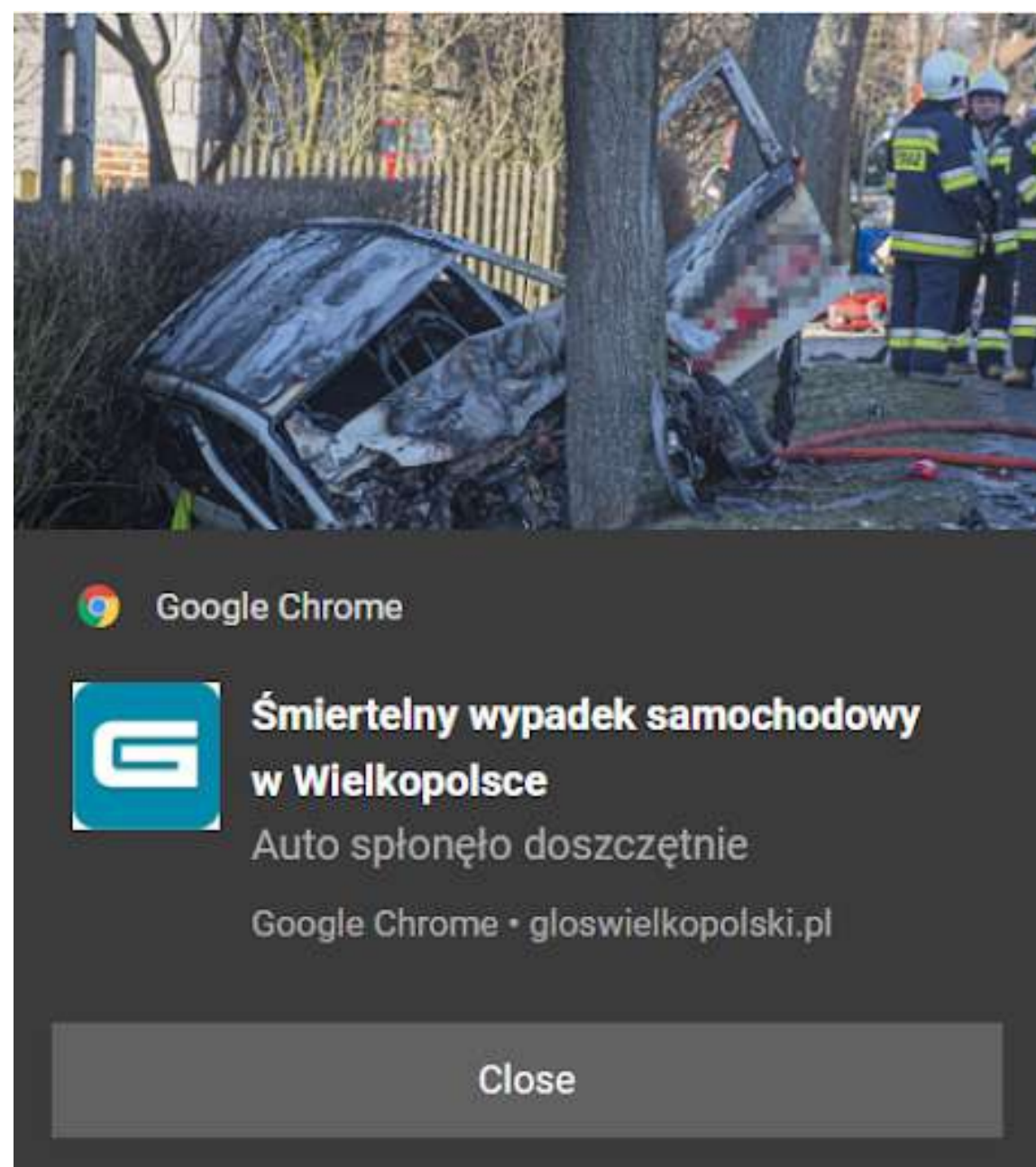


Roberto Acosta retires from social media
Roberto Acosta has made it clear that he is retiring from social media due to the comments and posts from third parties

[Read more](#)

winners

web push on a desktop device



web push on a mobile



GŁOS
WIELKOPOLSKI

[Głos Wielkopolski](#) - a social and political daily newspaper published since February 16, 1945, in Poznań, Poland. Currently, Głos Wielkopolski is published by the Poznan branch of the Polska Press publishing group.

About the web push campaign:

Send date: January 7, 2022, 3:15 PM

Expire date: January 7, 2022, 5:15 PM

Target audience: subscribers who were previously interested in accidents.

Require interaction: enabled

CTR: 15.92%



Fatal car accident in Wielkopolska
The car was completely consumed by fire

winners



[Radio ZET](#) - a Polish commercial radio station owned by the Eurozet holding company, established on September 28, 1990. According to the Radio Track survey (conducted by Millward Brown SMG/KRC), Radio Zet's share in terms of listening between December 2022 and February 2023 in the 15-75 age group was 13.6%, which gave the station the position of one of the leaders in the Polish radio market.

About the web push campaign:

Send date: March 8, 2022, 8:18 PM

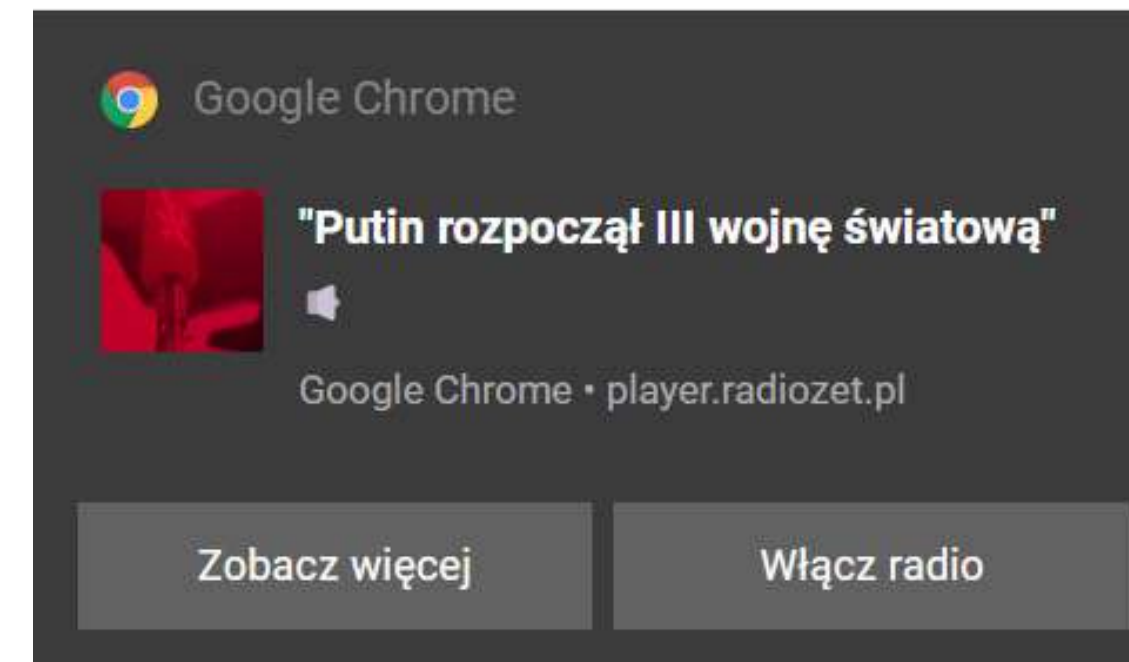
Expire date: March 11, 2022, 8:17 PM

Target audience: all subscribers

Require interaction: enabled

CTR: 13.72%

web push on a desktop device



web push on a mobile



„Putin has started World War III”

See more

Turn on the radio

winners

web push on a desktop device



web push on a mobile



[24horas.cl](https://www.24horas.cl) is a Chilean news portal that provides up-to-date information on national and international news, as well as current events, politics, sports, entertainment, and more.

About the web push campaign:

Send date: March 3, 2022 5:35 PM

Expire date: March 6, 2022 5:33 PM

Target audience: subscribers that were previously interested in sport

Require interaction: disabled

CTR: 13.47%



A young football player trained at UC has passed away

Universidad Católica expressed their condolences for what happened while former teammates expressed their thoughts on social media.

winners

Best automation

We analysed the CTR of all the campaigns of our publishing clients within automation scenarios that received at least 500 clicks. We chose five best-performing automation scenarios.



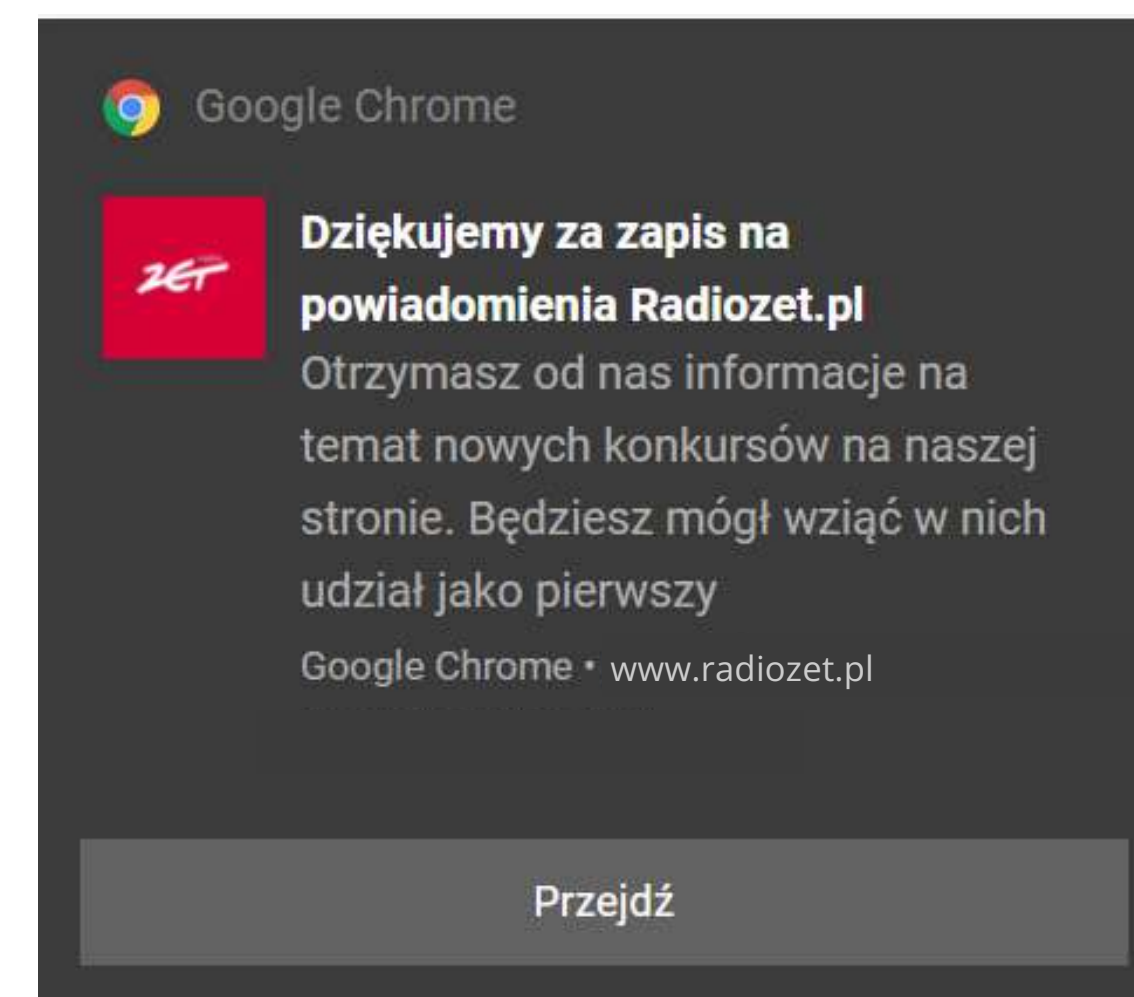
konkursy.radiozet.pl is a Polish website that offers various types of contests for its users. The contests offered on the website cover a wide range of interests and themes, including travel, shopping, music, and entertainment.

Scenario: Welcome message

Description: Once a user subscribes to the notification, they will be greeted with a push notification that welcomes them to the community and provides a glimpse of what they can expect as subscribers.

CTR: 7.70%

web push on a desktop device



web push on a mobile

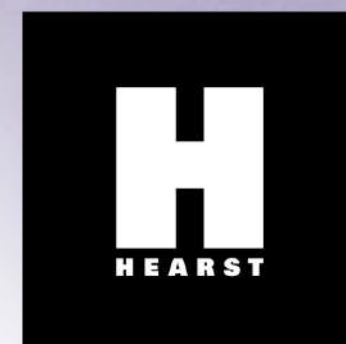


Thank you for subscribing to notifications from Radiozet.pl. You will receive information from us regarding new contests on our website. You will have the opportunity to participate in them as one of the first.

Proceed

winners

web push on a desktop device



[Hearst UK](#) is a leading premium content and experience business with 20 brands including Good Housekeeping, ELLE, Harper's Bazaar, Cosmopolitan and Esquire. Half of UK women and one in three UK men are reached every month by their digital brands. Moreover, Hearst UK circulates over 26 million magazines annually, and on average, their digital services are accessed by 21.1 million UK unique users per month.

Scenario: Welcome message

Description: Upon subscribing to the web push notifications, users will receive a welcoming push notification that greets them and offers a sneak peek into the experiences and benefits they can anticipate as subscribers.

CTR: 7.31%

winners

player 

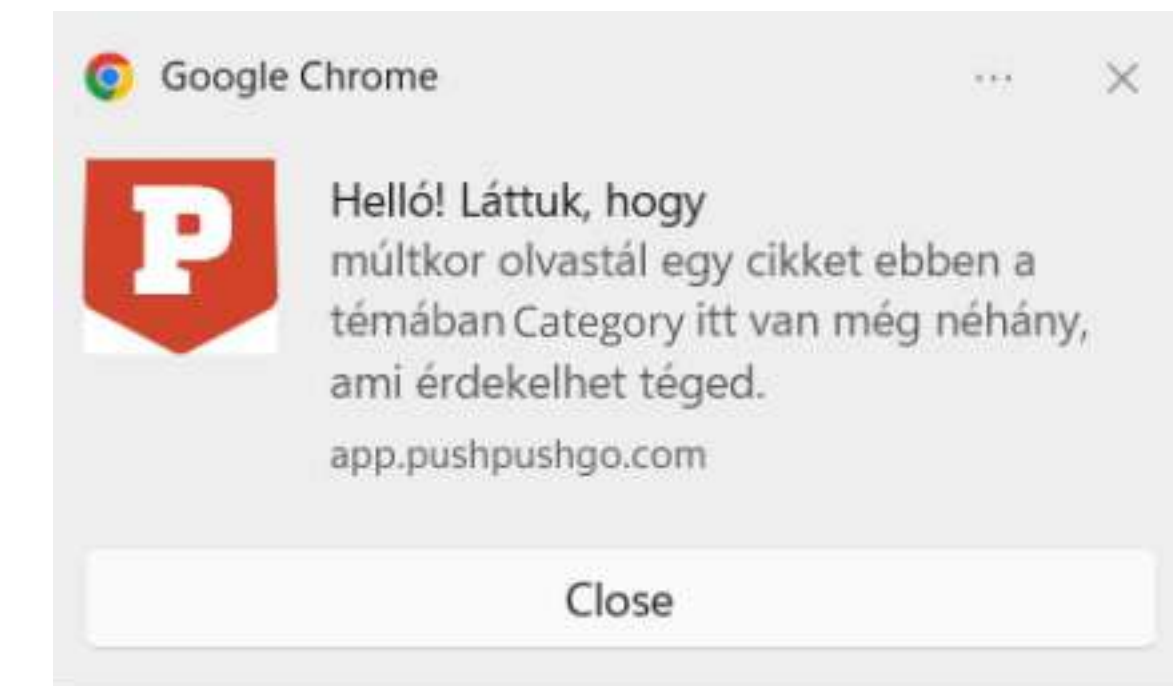
Established in 2012, [Player.hu](https://www.player.hu) is a prominent Hungarian entertainment portal catering specifically to men. The magazine releases daily content covering diverse topics such as new technologies, culture, and the automotive industry. Furthermore, Player.hu serves as a flagship platform for Player Media Group.

Scenario: Last seen category

Description: When a subscriber spent over 20 seconds on the website and has not visited it for at least 3 days, they will receive an automatic notification that encourages them to revisit the site, directing them to the last category they were engaged with. The notification aims to re-engage the subscriber and direct them back to the content that caught their interest previously.

CTR: 6.97%

web push on a desktop device



Hello! We noticed that you recently read an article on [CATEGORY]. Here are a few more in the same category that might interest you.

winners

web push on a desktop device



! The latest episode of „POLSKA DO RZECZY” is now available!
We invite you to watch the program hosted by Paweł Lisicki and Rafał Ziemkiewicz. The program is available for „DO RZECZY+” subscribers.
WATCH NOW

web push on a mobile



[DoRzeczy.pl](https://www.dorzeczy.pl), a Polish portal, provides a comprehensive platform for the latest news, opinions, and commentary. Since 2013, the portal has expanded its offer to include a weekly magazine called „Do Rzeczy” and a monthly magazine titled „Historia Do Rzeczy.”

As the flagship portal of the conservative media group, DoRzeczy.pl holds a prominent position. According to data from Gemius Mediapanel in December 2022, the portal boasted a substantial user base of 3.5 million real users. It caters to both open-access content for all users and offers paid subscription options for exclusive content.

Scenario: Reminder about the new program episode release

Description: A new episode of the program is published every Tuesday on the website. If the subscriber checks it on Tuesday or Wednesday, they are tagged in the system. Then, next week, when a new episode is released, they receive an automatic push reminder.

CTR: 6.78%

winners

ROADSTER 

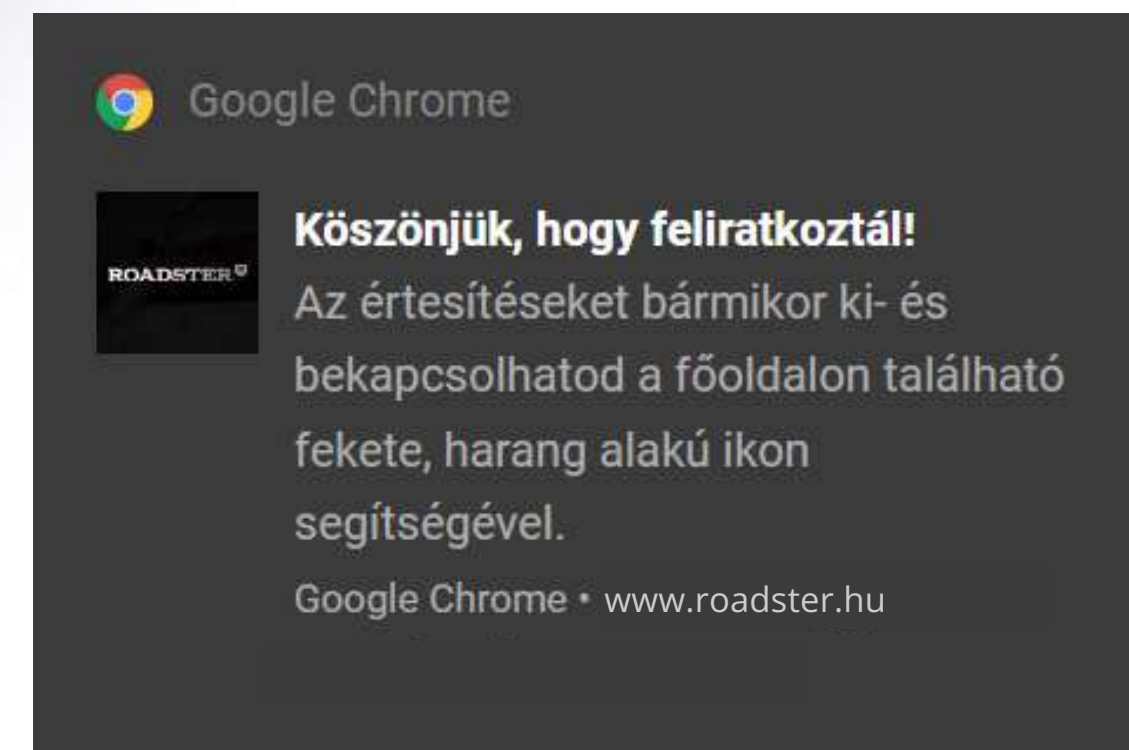
[Roadster.hu](https://roadster.hu) is a Hungarian travel and adventure portal that seeks to ignite a sense of wanderlust and exploration in its readers. The magazine's primary goal is to inspire individuals to venture beyond their comfort zones and embrace new and exciting experiences. As an integral part of Player Media Group, Roadster.hu aligns itself with a network dedicated to providing engaging content and captivating stories.

Scenario: Welcome message

Description: A user visits a website and agrees to receive web push notifications by subscribing. Once the user has successfully subscribed, the „Welcome message” automation scenario is triggered. A push notification that serves as a warm welcome to the user is generated. This message is designed to create a positive first impression and encourage further engagement.

CTR: 6.21%

web push on a desktop device



web push on a mobile



Thank you for subscribing!

You can enable or disable notifications at any time using the black bell-shaped icon located on the homepage.

Rising Stars

We analyzed the performance of our new clients from the publishing sector that implemented web push notifications in 2022 and had been using the tool for at least 4 months. We analyzed the performance of this group of clients in terms of the average CTR of mass campaigns sent and automation scenarios enabled.

Selection criteria that had to be met:

- 1.Number of mass campaigns sent - 10 and above,
- 2.Number of notifications sent - 50,000 and above,
- 3.Number of automation scenarios implemented - 2 and above,
- 4.Number of notifications clicked within the automation scenarios - 500 and above.



[Bljesak.info](https://bljesak.info) launched in 2001 with the idea of presenting the latest information from Mostar, Bosnia and Herzegovina, to its readers in the fastest way. Today it is a leading news platform in Bosnia and Herzegovina. More than 100,000 users read the portal daily, it receives 3,000,000 visits and about 10,000,000 open pages per month. The company implemented web push notifications in March 2022.



The portal 24sata.hr is a popular and widely visited online news platform based in Croatia. Since 2013, it has consistently maintained its position as the most visited daily newspaper portal in Croatia, with an impressive average of over 800,000 real users per day. It serves as a comprehensive source of news, covering a diverse range of topics including current affairs, politics, sports, entertainment, lifestyle, technology, and more. In April 2022 the portal added web push notifications to its communication strategy.



The portal podroze.radiozet.pl is an online platform dedicated to travel and exploration. It offers a wide range of content, including articles, guides, itineraries, travel news, and personal stories. Visitors can explore a diverse array of topics, such as popular tourist destinations, hidden gems, adventure travel, cultural experiences, food and cuisine, and practical travel advice. The portal implemented web push notifications in January 2022.

winners

Other industries

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Outstanding results

We conducted an analysis of the outcomes of mass campaigns and automation scenarios for our clients across various industries except e-commerce and publishing. To be considered, the following selection criteria had to be met:

- 1.Number of mass campaigns sent: 10 and above
- 2.Number of notifications sent: 100,000 and above
- 3.Number of implemented automation scenarios: 2 and above
- 4.Number of notifications clicked within the automation scenarios: 500 and above



celulares.movistar.com.ec is an online platform or catalog offered by Movistar Ecuador, a telecommunications company. The website focuses on showcasing and promoting their range of mobile phones and related products. Users visiting the website can browse through various sections or categories to explore different mobile phone and laptop models, specifications, features, and pricing information.



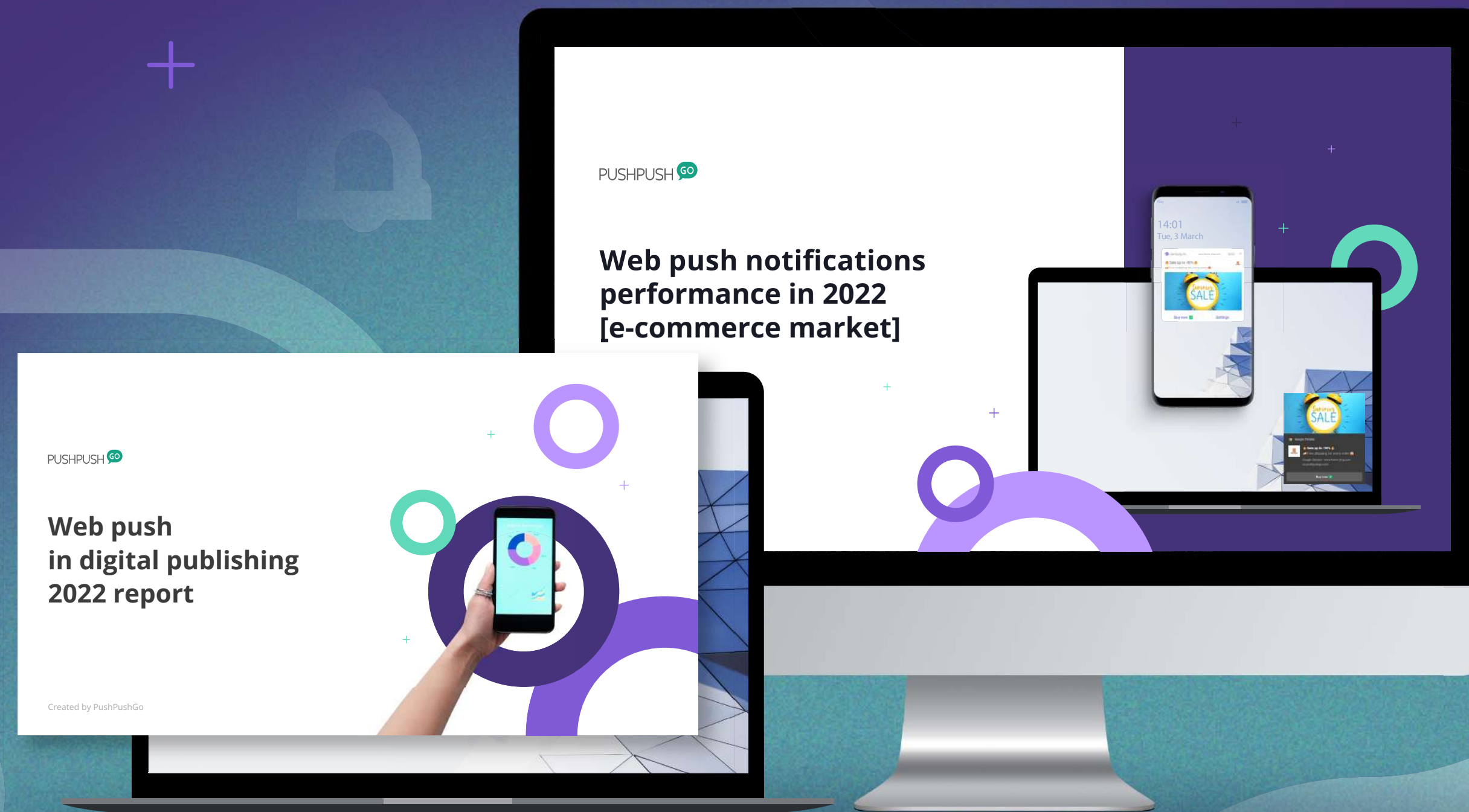
[A1 Slovenia](#) is the leading private provider of comprehensive communication services in Slovenia that has been present on the market since 1999. A1 Slovenia is 100% owned by the international telecommunications group A1 Telekom Austria Group (ATX:TKA). The group is the European unit of América Móvil, the third-largest wireless service provider in the world.



[A1 Hrvatska](#) is the leader in innovation in the Croatian telecommunications market and part of the A1 Telekom Austria Group, the leading provider of digital services and communication solutions in Central and Eastern Europe. About two thousand employees of A1 Hrvatska provide services to two million customers, including mobile and fixed networks, TV services, comprehensive business solutions, ICT and cloud services and the development of new digital platforms. Offering state-of-the-art broadband infrastructure, A1 Hrvatska strengthens digital life and business in Croatia by enabling private customers and small, medium and large enterprises to connect anywhere at any time.

Discover the untapped potential of web push notifications and gain valuable insights into web push marketing.

Download our FREE reports on web push performance in the e-commerce and publishing industries.



Publishing

E-commerce



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