Wewo Media

PUSH
NOTIFICATIONS
AND **POP** UP'S

These are mechanisms used to communicate
with users in real time.

ⓘ For more contact us.

PUSH notifications

are sent from the server to the application or user's browser, even when the application is not active. The user receives a notification on the device screen that may contain text, an image or other type of information.

BENEFITS

- Instant communication with the user
- Increase user engagement through reminders, updates and special offers
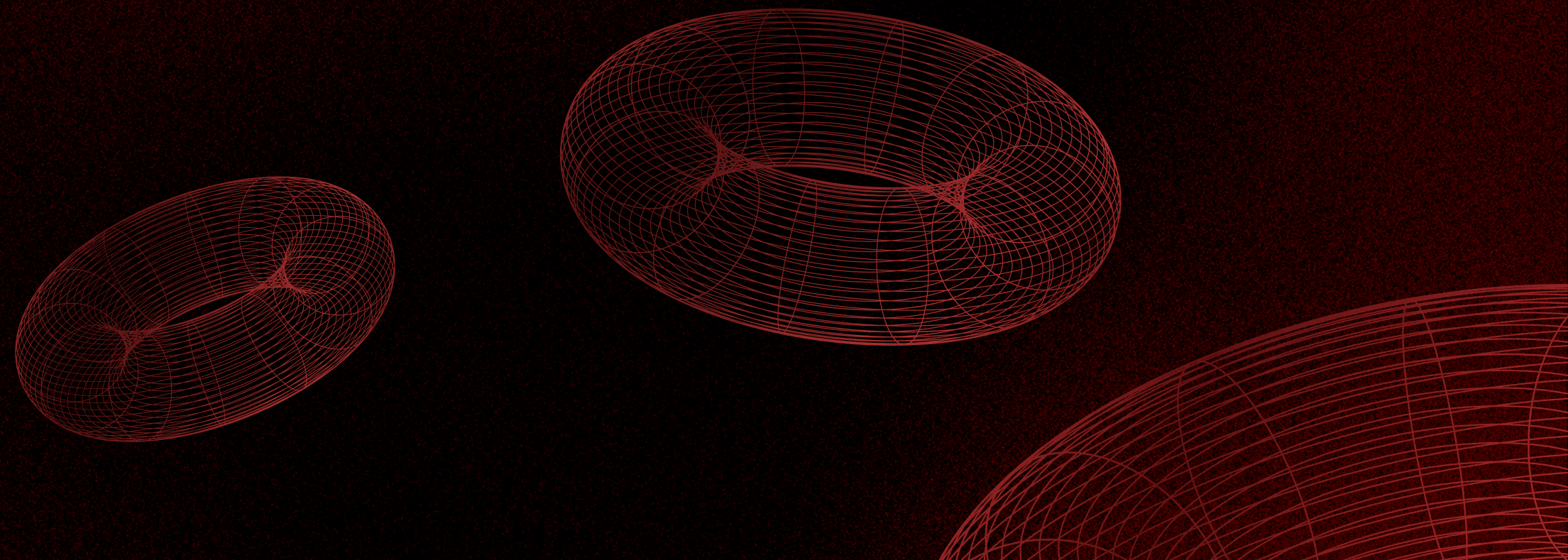- Better user experience with personalized information

WHAT WE NEED TO LAUNCH?

- Server
- Client
- User consent

ℹ Ask out team for integration.

Configuration and implementation

installing and configuring the push notification tool, integration with the application, get user consents

Create and send

personalize notifications and create a transmition schedule

Performance monitoring

track metrics and start testing

Analysis and optimization

data analysis, strategy optimization, continuous improvement

4 steps to see results from **PUSH** notifications

By following these steps, you'll be able to effectively implement push notifications, monitor their effectiveness, and optimize your strategy to achieve better results.

POP UP'S

are more interactive notifications within an app or website that appear when the user is active. These may include, for example pop-up windows with information or alerts.
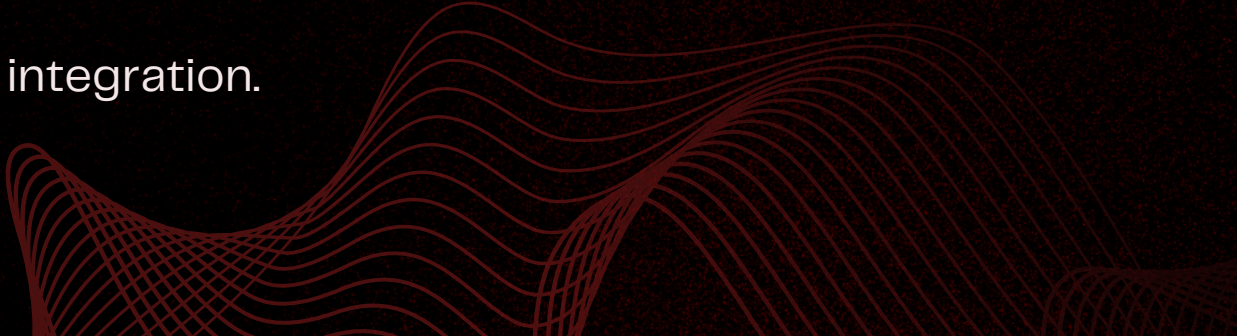
BENEFITS

- Direct communication with a user who is active on the website or application
- Possibility of immediate user reaction to events, e.g. error messages, requests for opinions.

WHAT WE NEED TO LAUNCH?

- Application code
- Backend

ⓘ Ask out team for integration.

3 Goals to POP UP'S

Check what we can deliver for your business.

GOAL # 1

Increasing user engagement

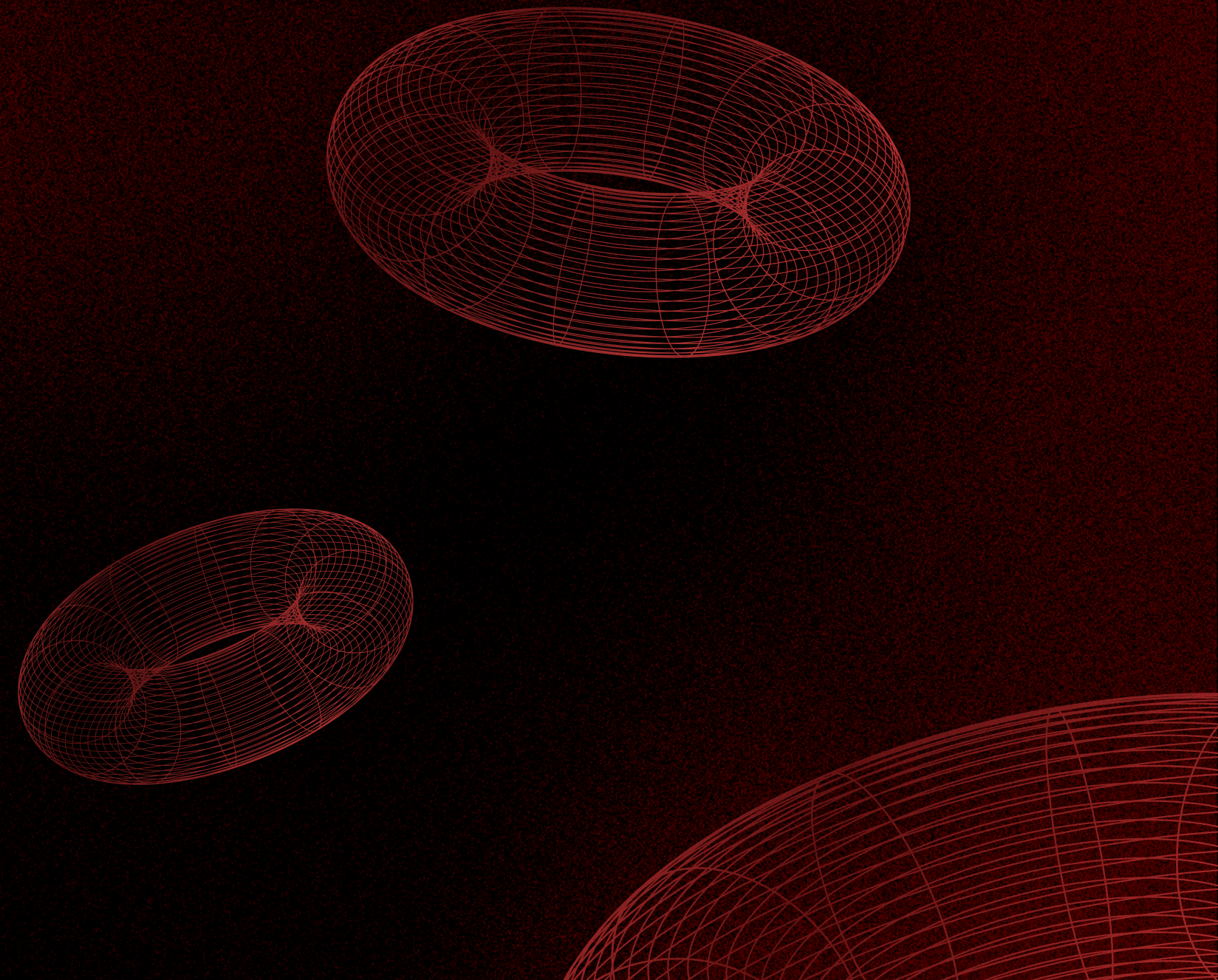**GOAL # 2**

Improved conversions

GOAL # 3

Providing important information in real time

Why it is so important ?

Launching **push** notifications and **pop** up's can significantly improve user interactions with an application or website, positively influencing their experience and engagement.

ⓘ For more contact us.

Contact us

Lets talk about long term cooperation in details.

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