

Web Push in Safari and iOS

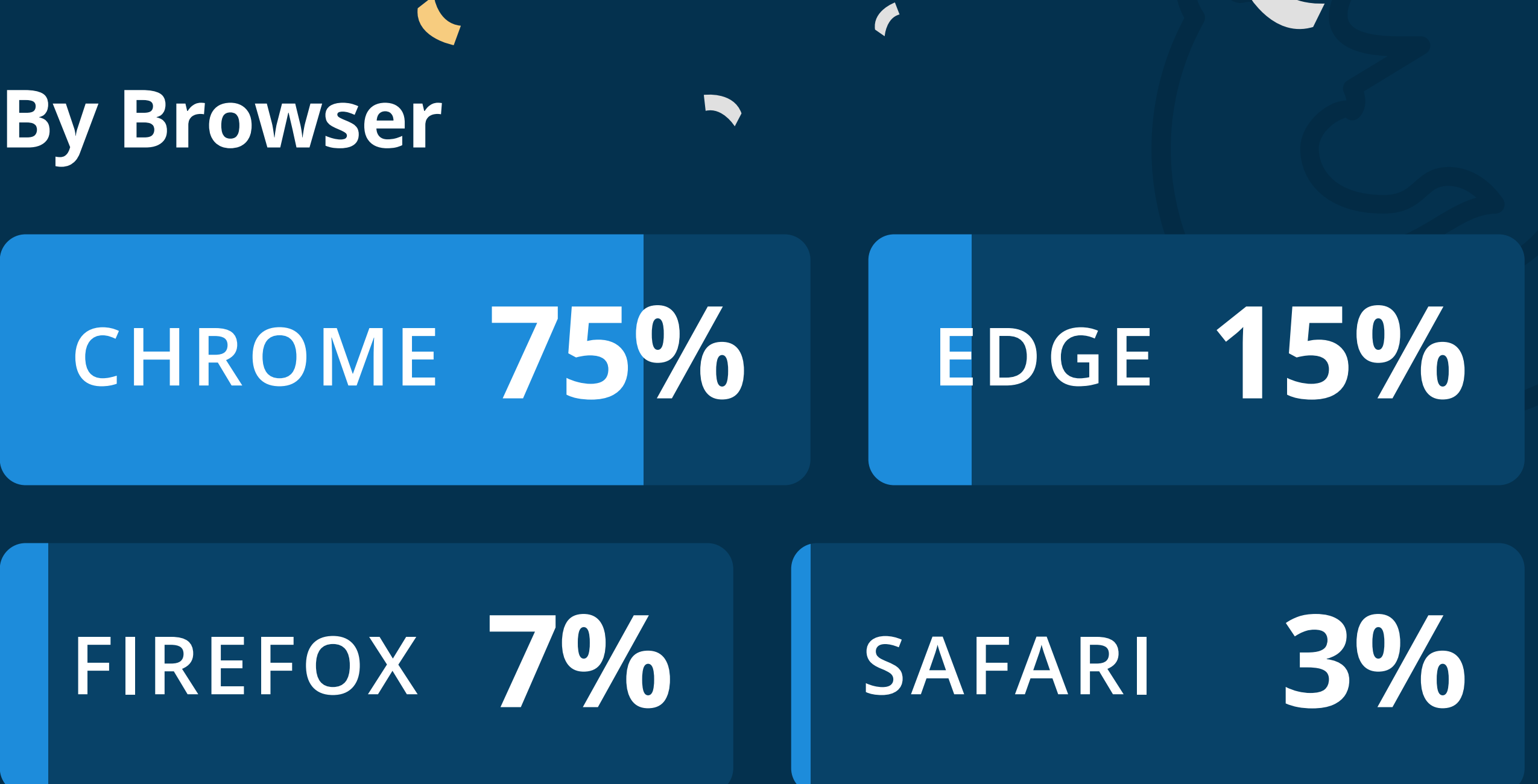
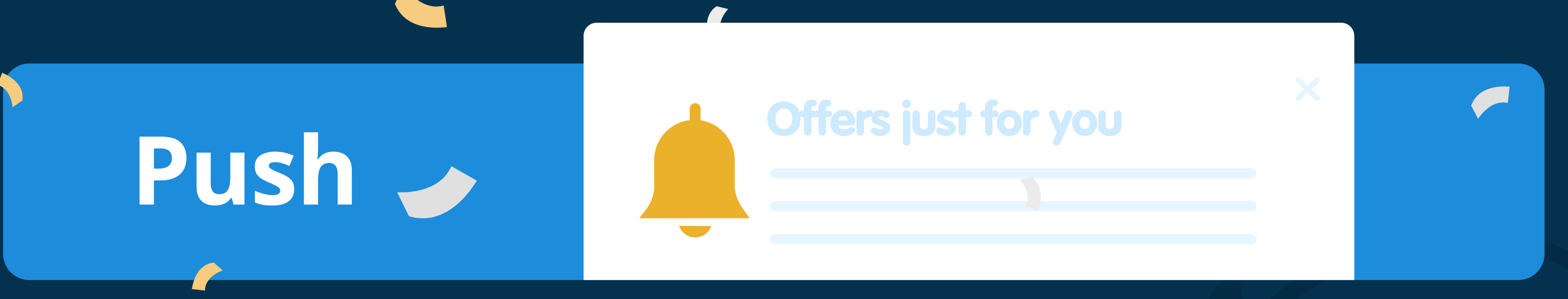
What you need to know

What do Safari Push Notifications mean for marketers?

- macOS has been supporting Safari push notifications for a while.
- The introduction of push notifications on iOS/iPadOS allows marketers to reach 28% of mobile users worldwide.
- Push notifications on Safari will be delivered even when the browser isn't in use.

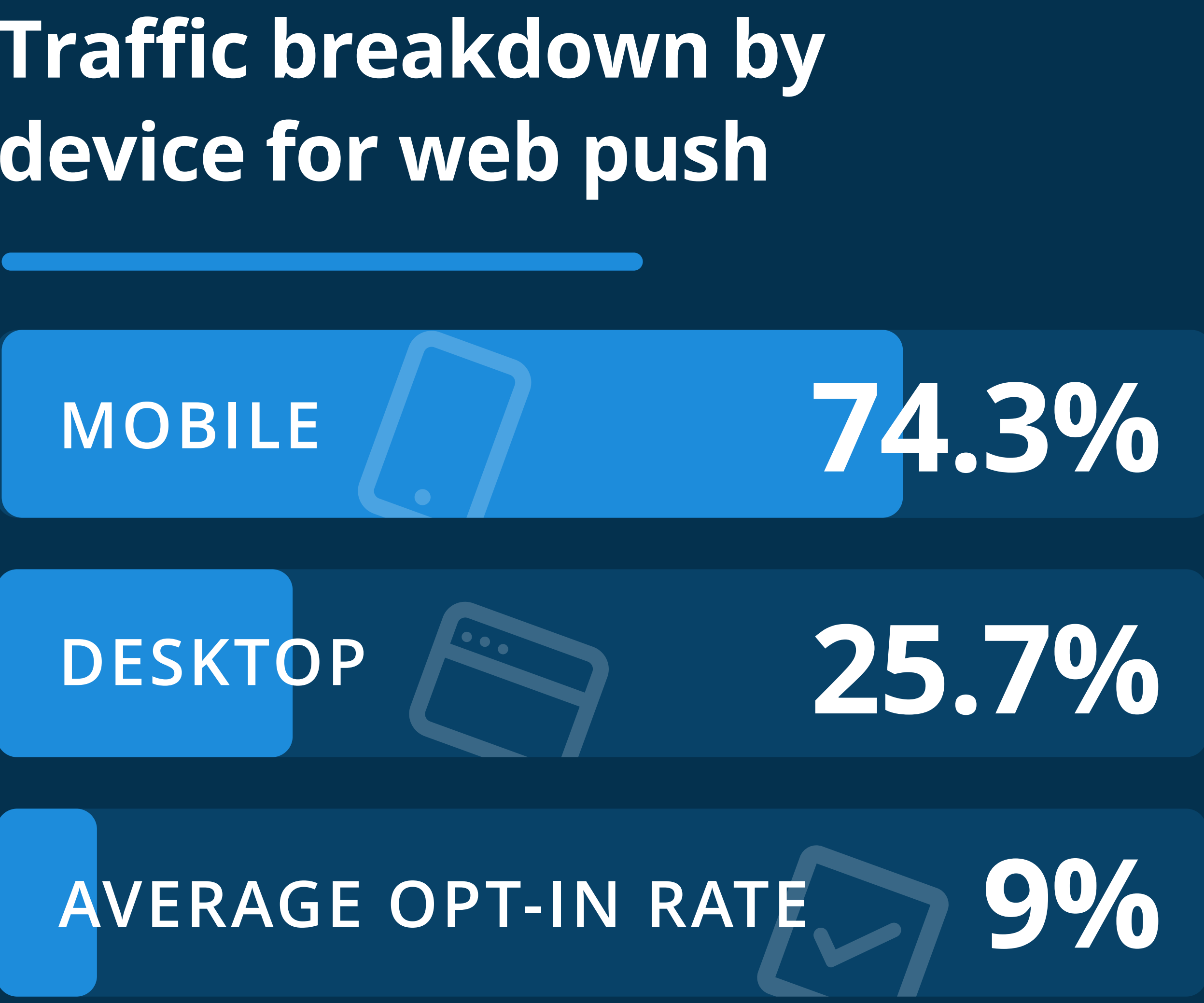
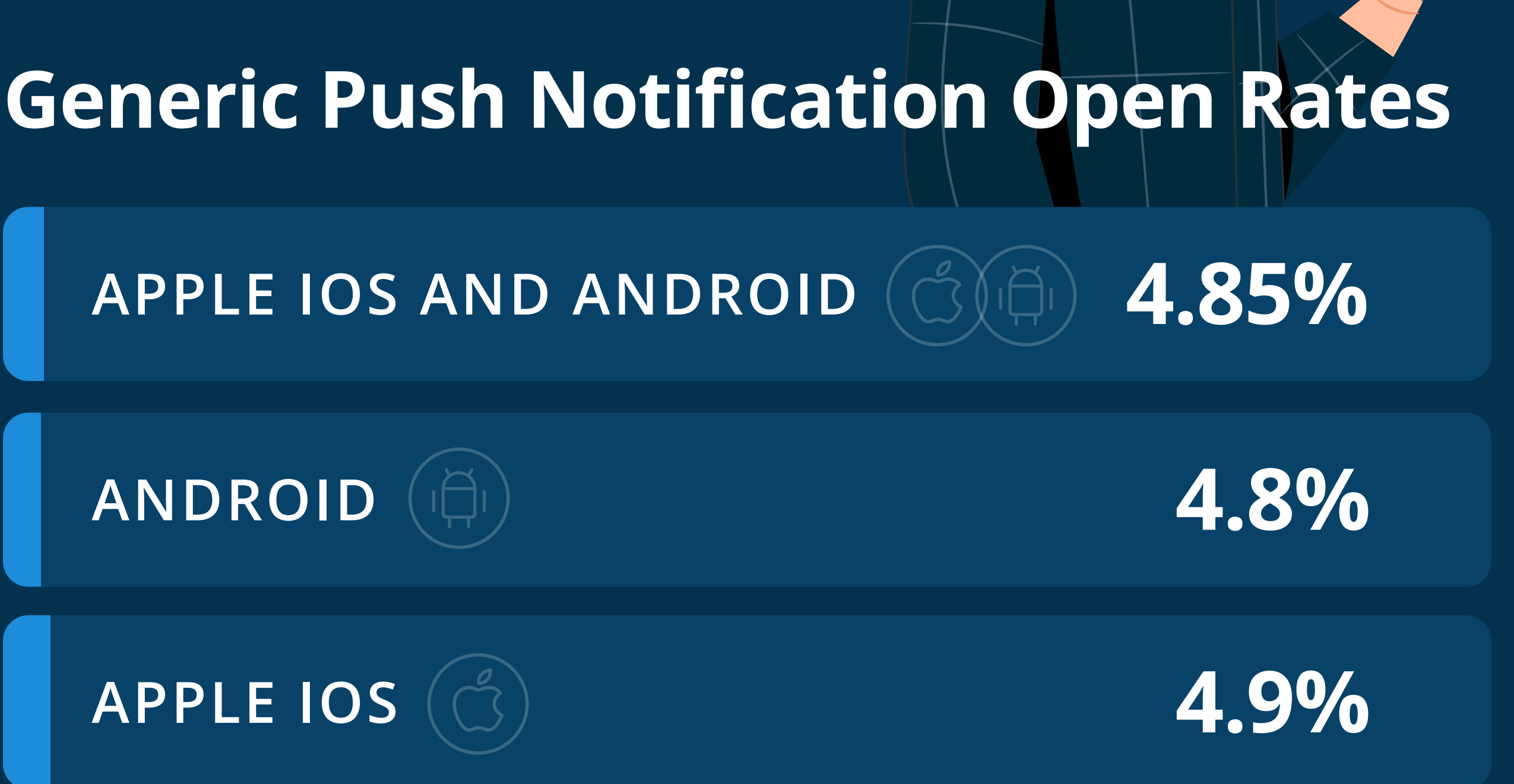
Setting up Web Push Notifications

- Apple is using the same push notification service that powers native push on all Macs and iOS devices.
- Apps set up to web standards you won't need to make any changes to Safari.
- Apps that excluded Safari through browser detection need to switch to feature detection.



- Users have control over receiving web push notifications on their devices.
- Utilise value focused opt-in templates, strategically placed on your website, stating what your users should opt in for.

Personalise your Communications

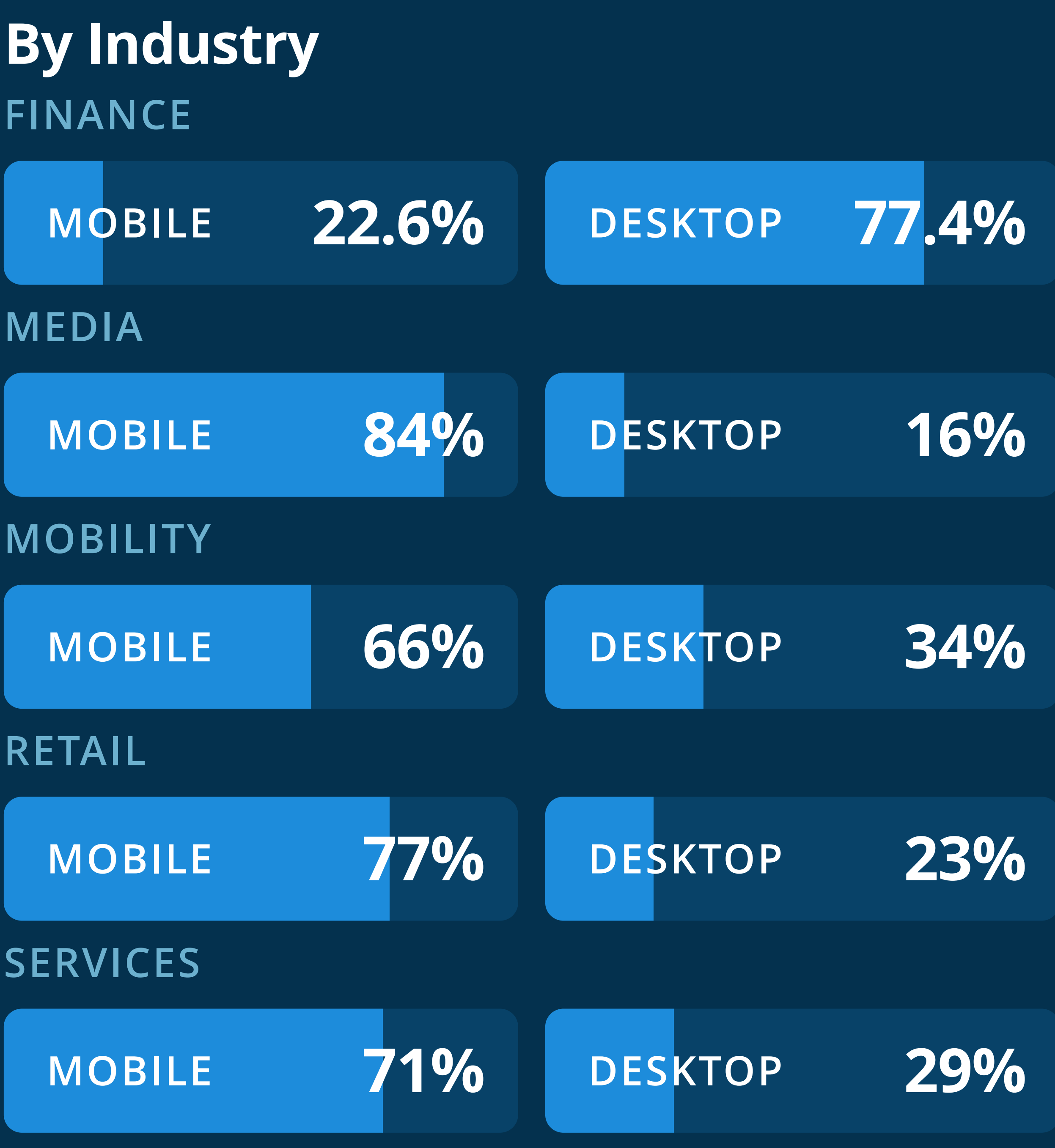
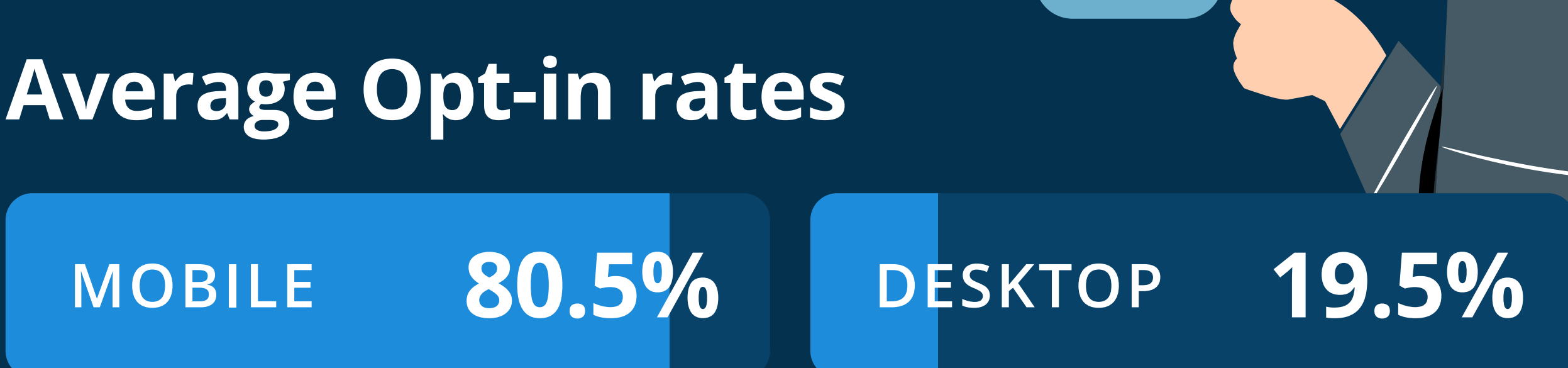


Notifications will stay in the notification centre so if your user dismisses a push notification, it will still be available for maximum interaction within the notification centre.

Create contextual push notifications using data segmentation and dynamic content.

Resist the urge to spam your audience. Create clear opt-ins to provide them with fine-grained controls for different types of messages.

Grow your subscribers with Opt-ins



A Welcome Push

A welcome push as soon as users subscribe to your notifications is a great way to engage with them.

