

Traffic breakdown by device for web push

74.3% MOBILE 25.7% **DESKTOP**

AVERAGE OPT-IN RATE

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.

Notifications will stay in the notification centre so if your user dimisses 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.

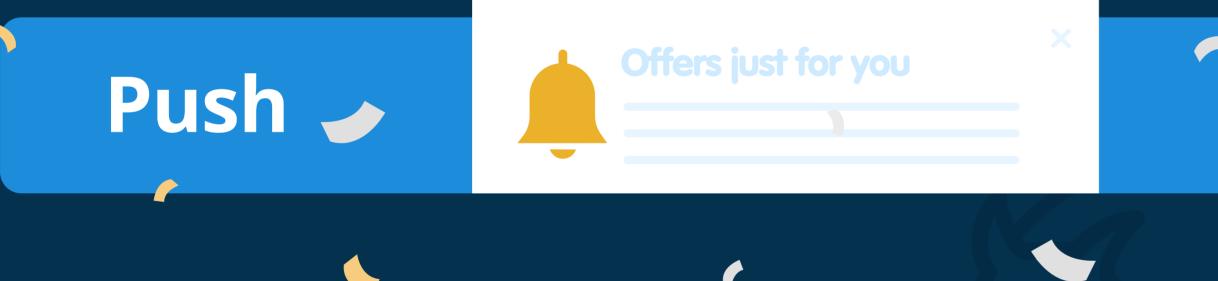
Resist the urge to spam your audience. Create clear opt-ins to provide them with finegrained controls for different types of messages.

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.



By Browser

CHROME 75% EDGE 15%

FIREFOX 7% SAFARI

Users have control over receiving web push notifications on their devices.

templates, strategically placed on your website, stating what your users should opt in for.

Utilise value focused opt-in

Grow your subscribers with Opt-ins

Average Opt-in rates

80.5% 19.5% DESKTOP MOBILE

By Industry

FINANCE

MOBILE	22.6%	DESKTOP	77.4%
MEDIA			
MOBILE	84%	DESKTOP	16%
MOBILITY			
MOBILE	66%	DESKTOP	34%
RETAIL			
MOBILE	77%	DESKTOP	23%
SERVICES			
MOBILE	71%	DESKTOP	29%

A Welcome Push

Awelcome push as soon as users subscribe to VOUr notifications is a great way engage. with them.

Personalise your Communications



4.85% APPLE IOS AND ANDROID 4.8% **ANDROID**

4.9% **APPLE IOS**



12.3%



https://useinsider.com/ios-and-safari-push-notifications/

APPLE IOS