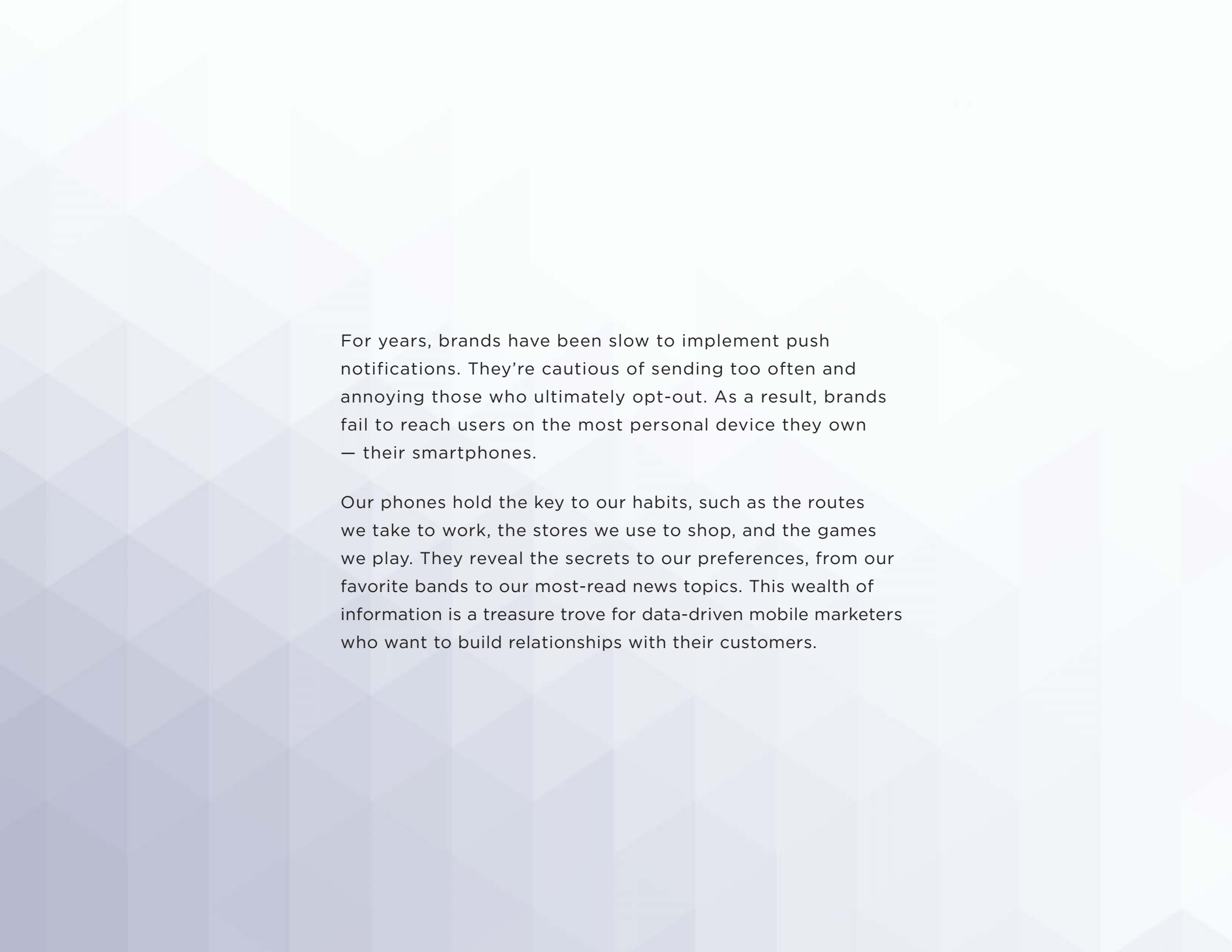

BREAKING BARRIERS TO PUSH NOTIFICATION ENGAGEMENT



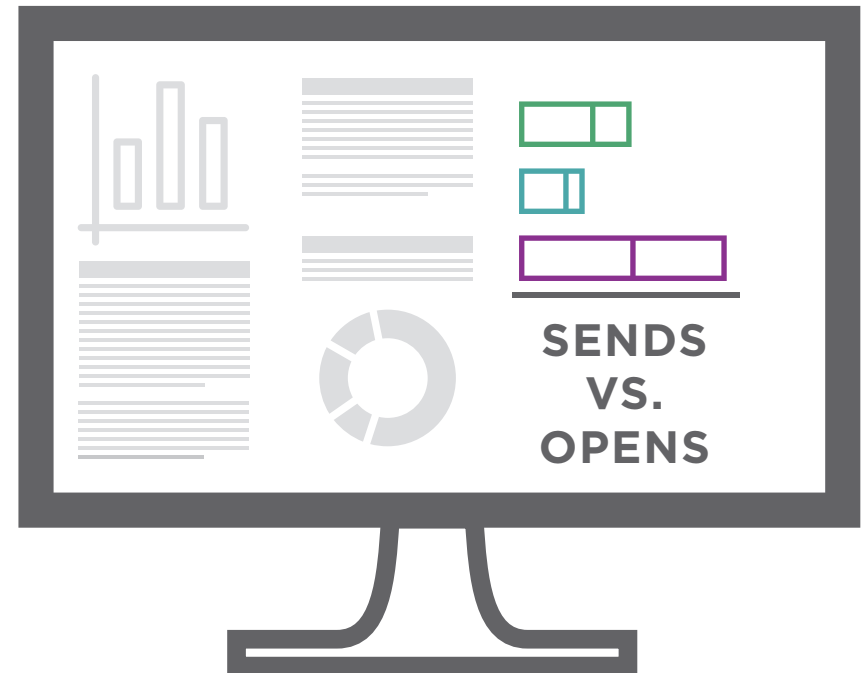
For years, brands have been slow to implement push notifications. They're cautious of sending too often and annoying those who ultimately opt-out. As a result, brands fail to reach users on the most personal device they own — their smartphones.

Our phones hold the key to our habits, such as the routes we take to work, the stores we use to shop, and the games we play. They reveal the secrets to our preferences, from our favorite bands to our most-read news topics. This wealth of information is a treasure trove for data-driven mobile marketers who want to build relationships with their customers.

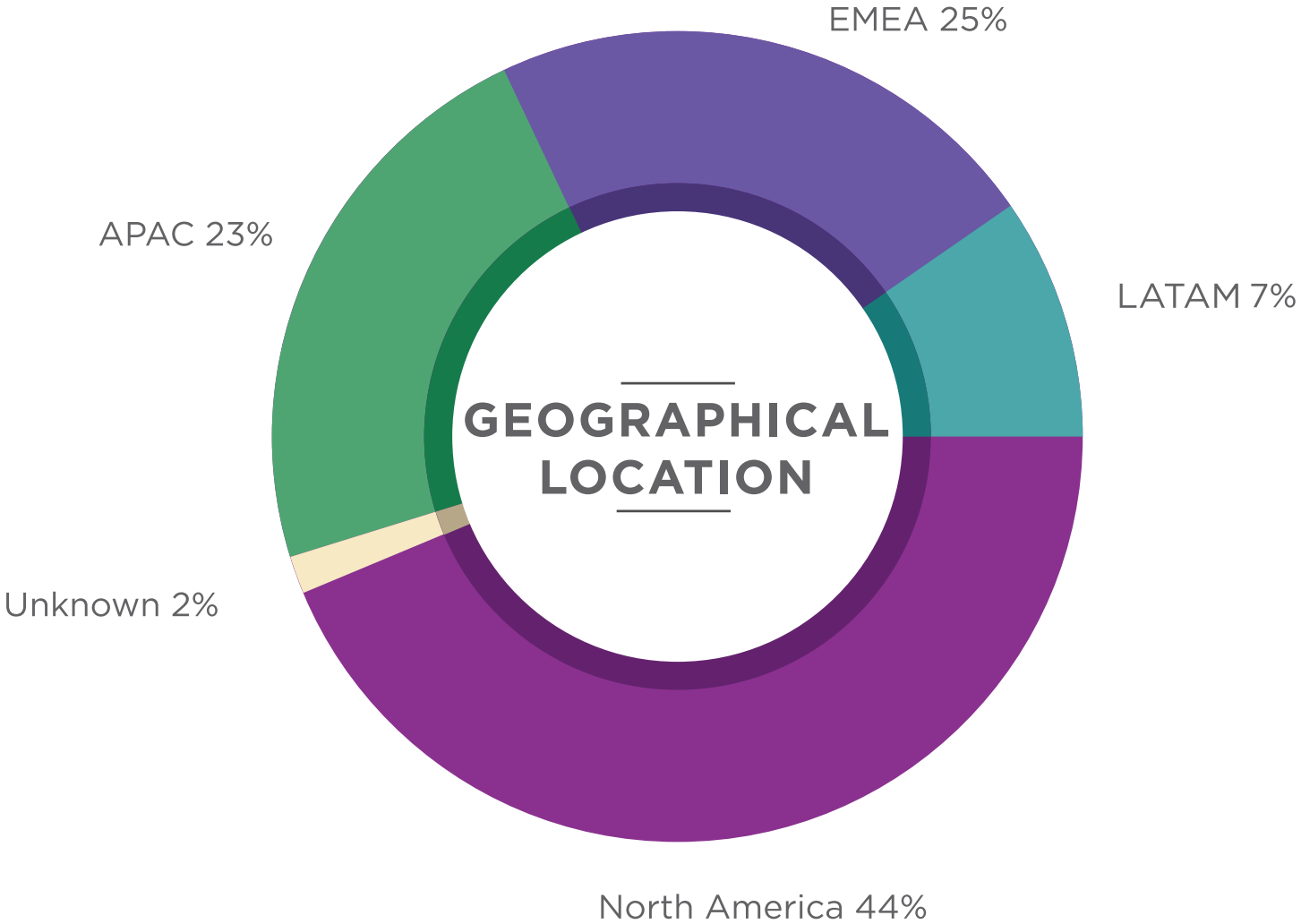
THE ROOT OF DATA

To understand what your customers want, our data science team analyzed where apps go right — and wrong — with mobile messaging.

After scouring every push notification data point we could imagine, there was one stat that really stood out: **sends versus opens**. Across the world, apps were sending push notifications at certain times, but users were actually opening them during others. But first... Who are Leanplum's users?



REGIONS ANALYZED





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