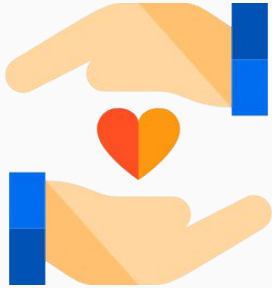


A background image of a concert crowd with many hands raised in the air, illuminated by stage lights. The text is overlaid on this image.

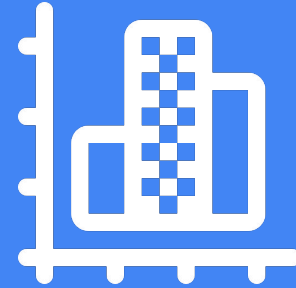
Building **Loyal**
Subscriber base
#RepeatTraffic

Publisher's Dilemma

Building Loyalty



Scaling Traffic



Achieving loyalty with scale remains the # 1 priority for Publishers.

Status Quo

Leveraging all possible push messaging channels for content disbursement

Trak.in

India's leading weblog covering technology, startup and business trends

Trak.in attracts over 50K Followers - across social media platforms



Publishers are constantly exploring better ways to drive user retention and engagement

Web Notifications are a great way to engage users - it is probably the best one-on-one communication tool between a publisher and a reader.



Arun Prabhudesai

Founder - Trak.in

30X

**The pace at which Notification
Subscriber base grows as
compared to Email Subscribers**

iZooto Approach



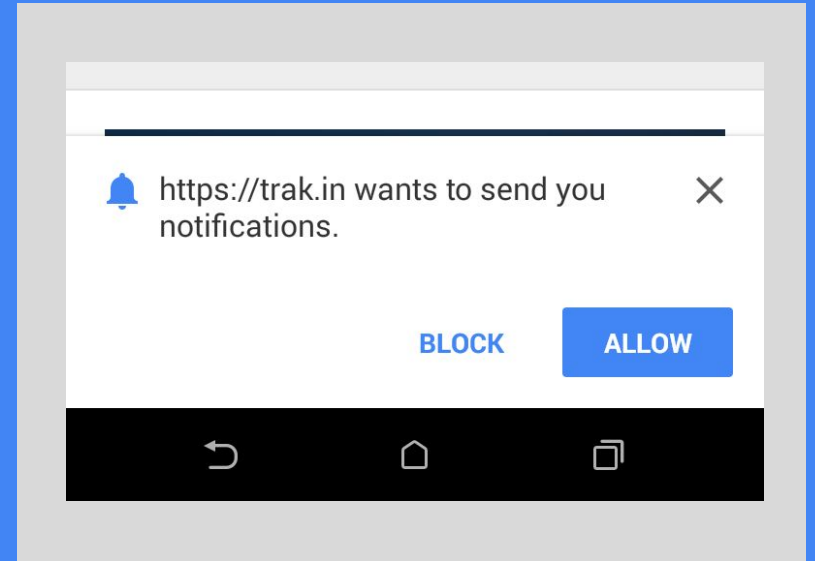
User First -
Cookie Less Solution



Better Conversions -
Scale faster and better



Higher Click Through's-
Drive repeat traffic

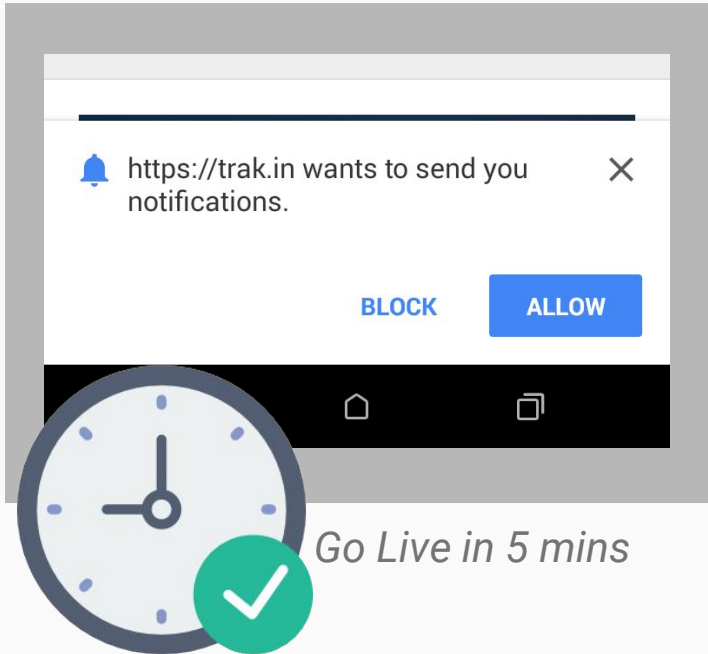


User Subscribe to Trak.in directly

No Redirects and No Dropoffs

1 Click Subscription Simple and Easy

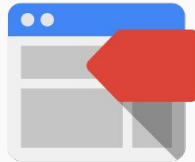
Getting Started with #PushNotifications



Sign Up on [iZooto.com](https://izooto.com)



Add your site and generate your iZooto Tag



Use Tag Manager to add the iZooto tag

Acquiring Subscribers

Over 7500+
Subscribers in
less than 4 Weeks



“The current process increased the subscriber conversion by about 8x to 10X - Earlier we collected around 40-50 subscribers in a day and now with the new method we do around 300 to 400 subscribers”

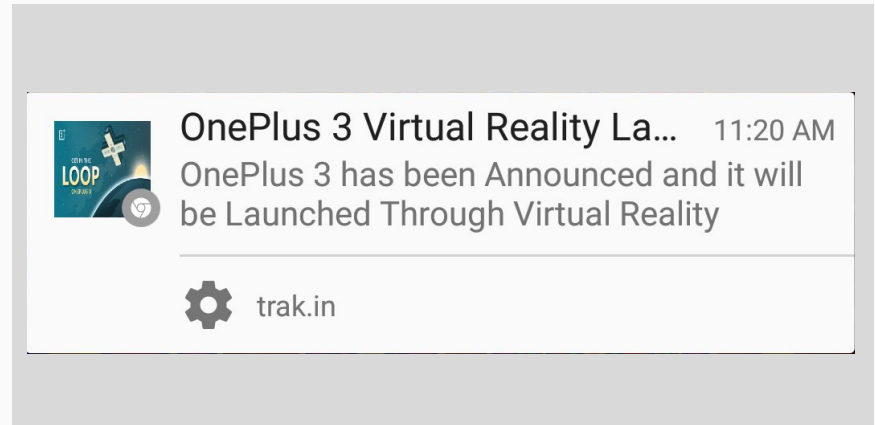
Building Repeat Traffic

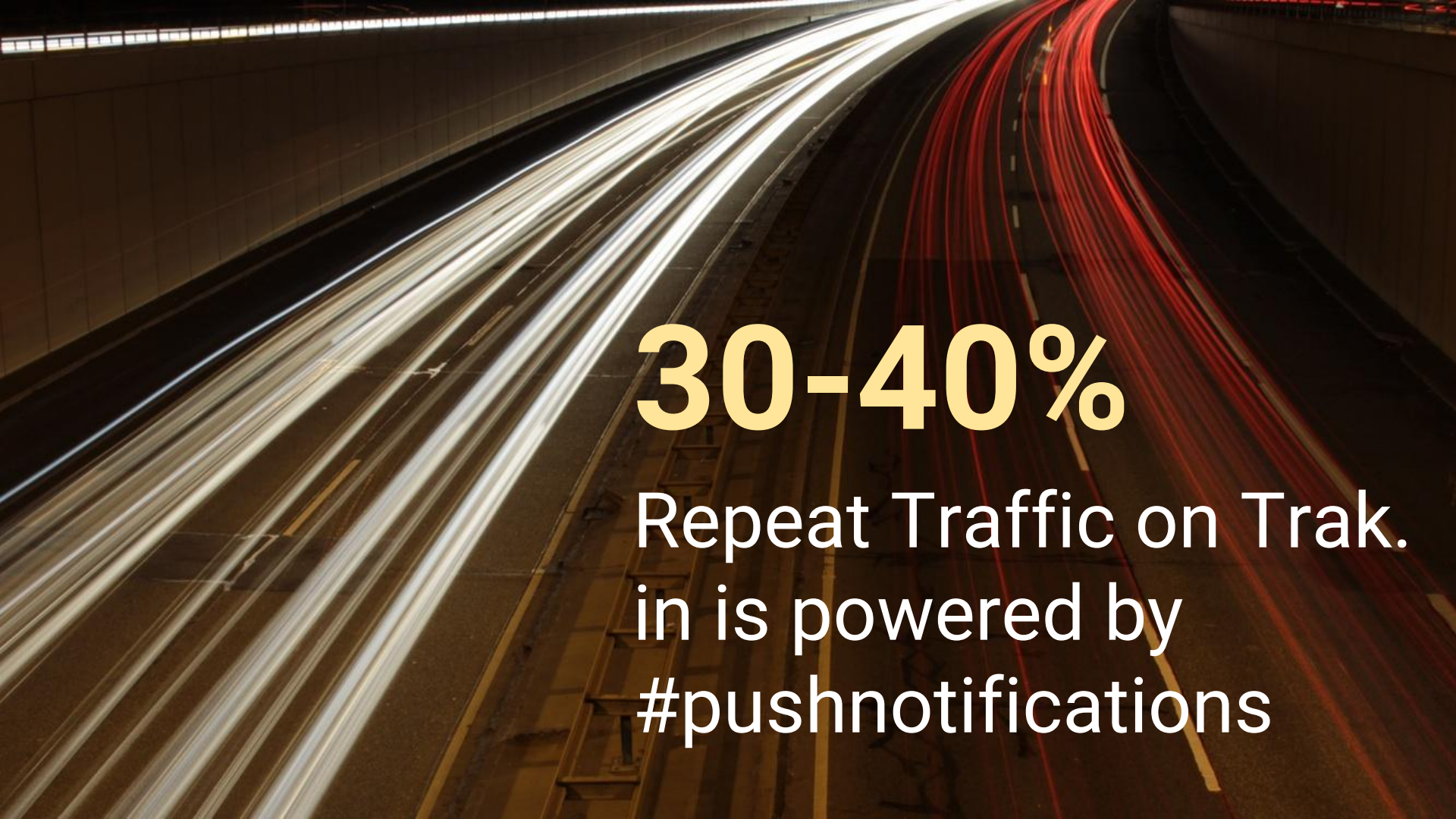
Announcement Based Approach

- Pushing 1 Notification for every new blog post

“We get nearly 10% click through rates on most of our notifications, which is quite a decent number. We are still in early stages, and still figuring out what works and what does not. Over a period of time we think that our CTRs will grow further.”

Arun Prabhudesai





30-40%

Repeat Traffic on Trak.
in is powered by
#pushnotifications

Excited about using Web
Push Notifications?

[Click here to get started](#)

Even better, connect with us



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