



Drive Higher User Engagement with  
**Mobile Notifications**

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In this evolving digital era, mobile marketing provides a great opportunity to increase user engagement and conversions. According to a Forrester report, mobile will contribute **86%** of the growth in overall digital ad spending. Engaging and re-engaging users with push notifications can provide an edge to financial marketers in this highly competitive world.

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## What is a Mobile Push Notification?

A push notification is a message pop-up that appears on a users' mobile device encouraging them to act on the message sent. It can be personalized by understanding their behavioral information, interests, and transactional history. It is a great way to instantly connect with users in real-time and drive engagement via personalized offers and messages.



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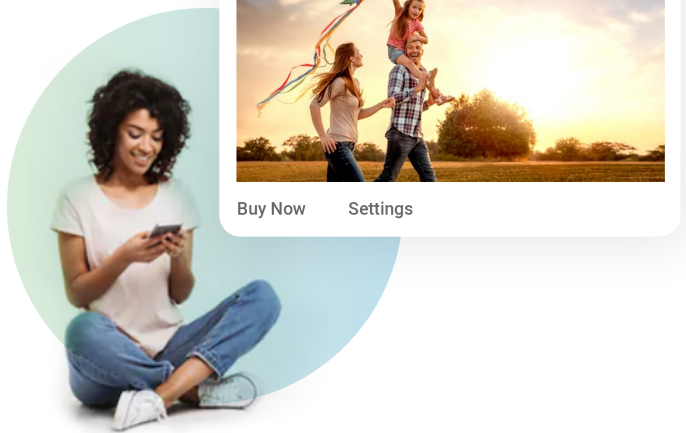
## The growing importance of Mobile-based Notifications

Push notifications on mobile present an opportunity for Financial Marketers to engage users outside their apps. A survey by a push notifications vendor observed that 52% of people feel that push notifications are better now than a few years ago. The user's behavioral data within the app is used to send personalized notifications. The notifications can prompt the user to take a specific action, complete a transaction or act as a reminder. The reminder can also help in increasing the app usage. This will help in boosting user engagement through mobile and provide insights to drive better results for financial marketers. Push notification can help boost app retention rates between 3 to 10 times, according to a study.

## Use Cases

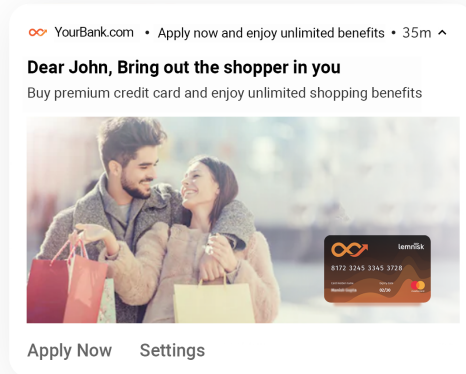
### Product drop-off

Mary visits a family health insurance page and drops off the app. She can be targeted with a mobile notification specific to the insurance plan she browsed for. It can increase the chances of clicking the notification.



### Cross-device targeting

John, a customer of the bank, uses multiple devices to communicate with the bank. He browses for a premium credit card using his laptop and this data can be used to engage him with a notification for the same card on his mobile. His unique identifier (CRM ID) is mapped across devices to enhance his experience.



**Lemnisk supports many such use cases with its cross-device personalization capability to boost user engagement and drive better conversions.**