

# PUSH NOTIFICATIONS & IN-APP MESSAGES: BENEFITS AND HOW TO USE THEM

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CRITON | DIGITISE YOUR GUEST EXPERIENCE

MAXIMISING GUEST REVENUES THROUGH A *SUPERIOR* DIGITAL GUEST EXPERIENCE



# FORMAT

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## 1. Why Push Notifications?

Benefits for hoteliers and guests

Facts & stats

## 2. Push Notifications

What are they and why are they important?

What benefits do they offer?

How do they work? (Live Demo)

## 3. In-App Messages

What are they and how are they different from push notifications?

What benefits do they offer?

How do they work? (Live Demo)

## 4. In-App Inbox

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# 1. WHY PUSH NOTIFICATIONS

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## BENEFITS FOR HOTELIERS

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The benefits are huge for hotels and serviced apartments using our apps. Push notifications really drive users to the app, grab their attention and help you promote offers or incentives that can generate more revenue.

In-app messages are great for displaying more content that promotes your deals and making sure that the users are being shown all the great things you want to show them while they are within the app. They drive more purchases and visits, and with UTM tracking, it is possible to see exactly what makes for an effective push notification campaign.

## BENEFITS FOR YOUR GUESTS

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There are benefits for your customers too. Push Notifications give them quick updates that are timely and relevant - whether you are running a happy hour offer or you just want to let them know that the Wi-Fi is temporarily down for maintenance.

With in-app messages, you can give them time-sensitive information - like a discount code for happy hour cocktails, or updates on cleaning in public areas - in a single, easy-to-access location so that they can refer to it again and again.

## FACTS AND STATS ABOUT PUSH NOTIFICATIONS?

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Here a short list of facts and statistics about notifications that clearly shows why, if you have an app, you can't ignore the power of push notifications:

- Push notifications have an open rate of 90%. That is 50% higher than email marketing.
- The click-through rate from a push notification is 7 times higher than that of email marketing.
- Push notifications boost app engagement by 88%.
- 65% of users return to an app within 30 days when push notifications are enabled.
- Sending push notifications can increase app retention by 300-1,000%.
- You can increase app retention by 71% over two months simply by sending just one onboarding related push notification to newly acquired users during the first week after they have installed your app.
- Only 8% of people ignore push notifications. That means that 92% of users engage with them in some way.

# WHY PUSH NOTIFICATIONS?

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You can't afford to waste the potential that push notifications offer your business, including:

- Client retention
- Guest engagement
- Revenue generation
- Traffic increase
- Message personalisation
- Audience segmentation
- Information available in real-time
- Updates relevant to clients in a specific location
- Higher opening rate than email.

## 2. PUSH NOTIFICATIONS



# WHAT ARE PUSH NOTIFICATIONS?

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- Using the Criton online dashboard you can 'push' notifications to your guest's apps (see right for example)
- These notification land onto guest devices and are displayed in the notification tray Push notifications can be sent manually or scheduled
- Push notifications can be targeted and location based (geo-fences)
- Push Notifications require that guests have accepted push notification permissions on their devices (and location services for geo-targeted campaigns)



## WHAT BENEFITS DO THEY OFFER

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- Push notifications provide an avenue for you to **engage with your guests** who have downloaded the app and **promote your services**
- They arrive to the guest's device in **real time**
- You can use push notifications to **facilitate campaigns and drive repeat business**
- They can engage an **inactive** audience and drive them back to your app
- They can be **targeted** in different ways, allowing for more relevant messages for your guests
- You can **set them up in advance** to save yourself time later

# 3. IN-APP MESSAGES

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## WHAT ARE IN-APP MESSAGES?

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- Using the Criton online dashboard you can send in-app messages to guest's devices
- These messages are displayed on guest's devices the **next time they access the app**
- Unlike push notifications they can **utilise the full screen** to provide a more content rich promotion
- In-app messages can be sent **manually or scheduled**
- In-app messages can be sent in isolation or **partnered with a push notification** to drive the user to your app
- In-app messages **do not require** that users have accepted specific permissions on their devices (although when partnered with a push notification the constraints around those still apply)

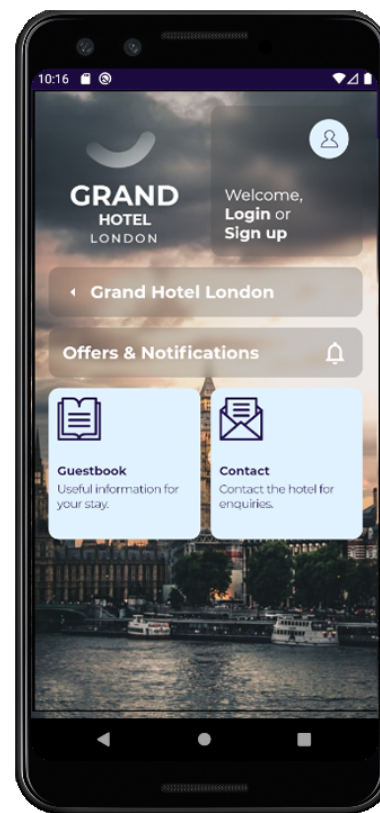
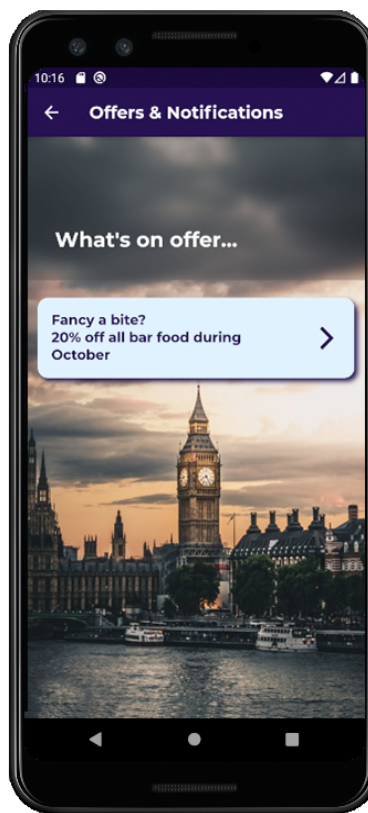
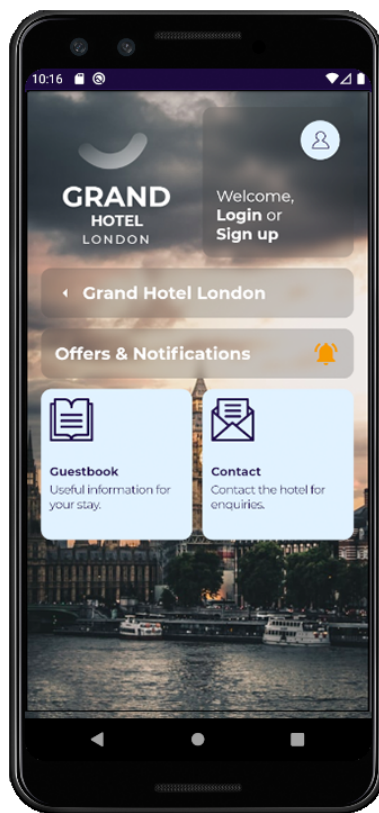


## WHAT BENEFITS DO THEY OFFER?

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- You can deliver **rich content**, including full screen videos, call to action buttons and high levels of customisation
- This call to action can draw users to your revenue generating processes (for example room bookings, dining options & other promotions)
- **Templates** can be used to quickly set up new promotions
- **Coupled with push notifications**, you can draw an inactive audience back to your app
- You can set **expiry dates** so guests will never see out of date promotions, regardless of when they check your app
- Unlike push notifications, guests **don't need to opt-in** to receive these messages

## 4. IN-APP INBOX



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# 4. EXAMPLES OF PUSH NOTIFICATION CAMPAIGNS



# EXAMPLES OF PUSH NOTIFICATION CAMPAIGNS

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## 1. Send incentives or seasonal offers

People love discounts or offers as they feel they are getting more value for money and they are a great way to increase bookings or guest spend. Push notifications can be used to get those incentives right in front of your customers and trigger them to take action.

## 2. Promote new services or facilities

Does your hotel restaurant have a new menu? Did you just open a new golf course or spa? Have you added a new hotel, lodge or serviced apartment location to your portfolio? Push notifications enable you to notify your guests about new services or facilities they can take advantage of.

## EXAMPLES OF PUSH NOTIFICATIONS CAMPAIGNS (continued)

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### 3. Offer mouth-watering discounts

Do you have a restaurant and it's a little quiet on Wednesday? Are you running a discount on your mouth-watering food menu? Use push notifications to help you reach your clients with the special discount you have created for them.

### 4. Target customers located in a specific area or region

When creating push notification campaigns, you can create audiences you want to reach with a specific message based on their location. For example, you can send a notification only to the guests that are at your property, or send a message only to app users in France.

## EXAMPLES OF PUSH NOTIFICATIONS CAMPAIGNS (continued)

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### 5. Promote loyalty programme packages

If your bookings are down, you can use push notifications to generate engagement and sales for your hotel business. For example, you can send a notification to app users to tell them that they qualify for a 20% discount on weekdays if they join your loyalty programme.

### 6. Notify guests about new cleaning procedures or important guest updates

Right now, it is absolutely critical to make customers feel safe about your cleanliness standards. Push notifications can be used to tell them about your enhanced cleaning procedures or tell them about something important happening in your property.

## EXAMPLES OF PUSH NOTIFICATIONS CAMPAIGNS (continued)

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### 7. Request feedback from guests

Gathering guest feedback is a great way to improve operations and services, and understand what might have an impact on the guest experience. A push notification combined with an in-app message can promote a customer feedback form to gather responses.

### 8. Re-engage with people that haven't opened the app for a certain amount of time

As push notifications are a great way to re-engage with customers and drive traffic to your app or website, you can also create audiences you want to reach according to their app usage and, for example, send notifications to people that have not opened the app in the last 30 days.

# Q&A

## Ask me anything!

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