

TRENDS & INSIGHTS



Cross-Channel User Engagement: Trends & Insights

Gone are the days of brand touts singing praises of a product at the sidewalk. Marketing has come full circle, and the invasion of digital has upended the game for businesses.

The modern consumer is an evolved, connected being with access to affordable, fast mobile internet and powerful smartphones.

There are several modes of communication that businesses effectively use to interact with their users on a daily basis. They include Emails & SMS, Web & Mobile Push, In-App & Website Notifications. These form the crux of User Engagement for today's evolved, hyper-connected consumer.

This report is an overview of the current state of user engagement to get a finer idea of how users reciprocate to cross-channel brand messaging.

This trends and insights report has been the result of studying billions of data points to identify critical consumer insights. Here are some numbers to put things in perspective:

300+ enterprise customers analyzed

110 million users engaged/day

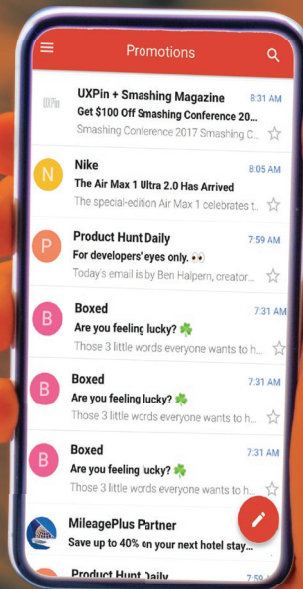
180 million messages sent/day

3 billion events tracked/day

EMAIL

Standalone Campaigns

Blast emails are great to launch campaigns, but repetitiveness can lead to 80% of them getting lost in the noise.



0.22%

Conversions



7.95%

Open Rate

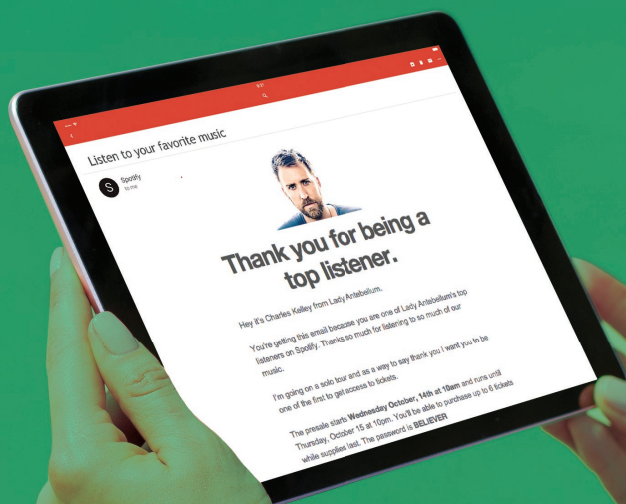


0.54%

CTR

Dynamic Lifecycle Campaigns

When personalization in emails go beyond the *first_name*, you deliver high-impact messaging each time, leading upto a 450% uplift in conversions.



1.23%

Conversions



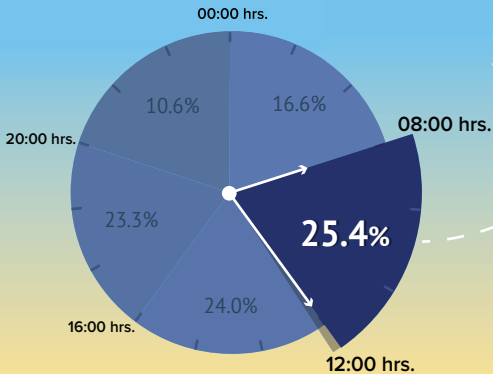
9.11%
Open Rate



0.87%
CTR

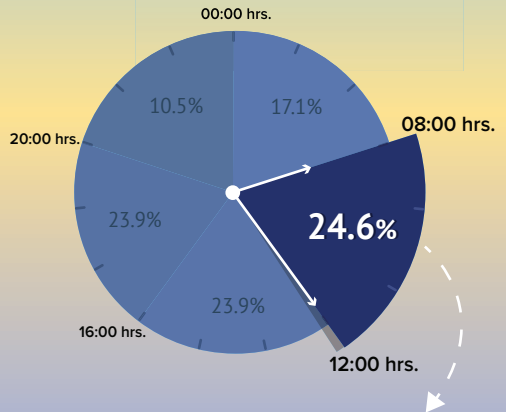
Engagement trends by time of the day

Opens



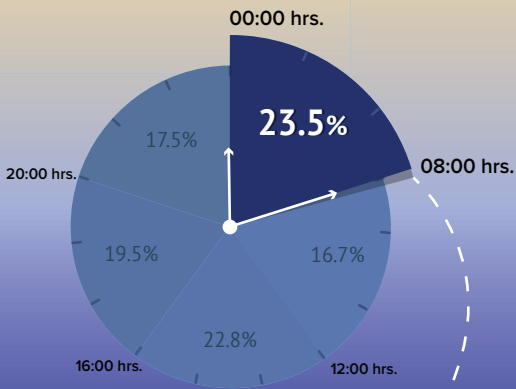
Morning coffee and emails go hand-in-hand. Most professionals prefer to start their day with a clear inbox, leading to high open rates.

Clicks



There's no better feeling than starting the day with a zero inbox. With messages tailored to each user, click rates are bound to be high!

Conversions

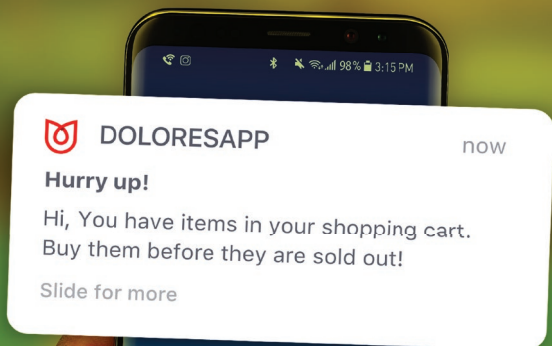


Decision making is a tough job - most take upto 11 hrs. to make a purchase. This make late-evenings an apparent time for high purchases.

PUSH NOTIFICATION

Standalone Campaigns

Push notifications are more effective than emails to drive footfalls to your app.



0.78%

Conversions




28.75%
Open Rate




0.39%
CTR

Dynamic Lifecycle Campaigns

Contextual messaging through lifecycle campaigns result in upto 4X uplift in conversions, leading to higher retention rates.

 HomeFurnish ×



Lets's make your wish come true!

Hi Mark. Captain Sofa in your wishlist is now available at a discount of 5%. Check out our sale now!



4.10%

Conversions



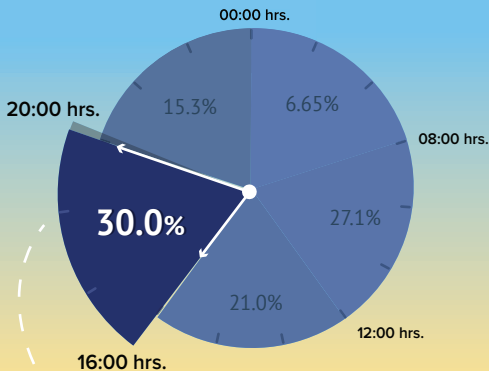
61.68%
Open Rate



3.75%
CTR

Engagement trends by time of the day

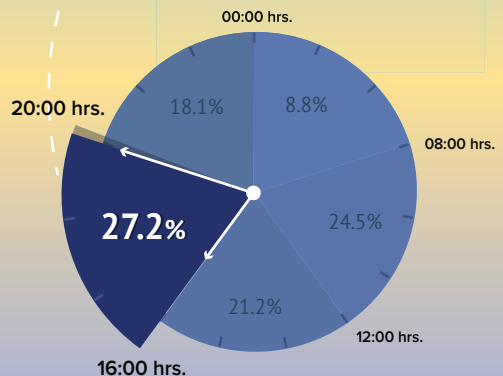
Views



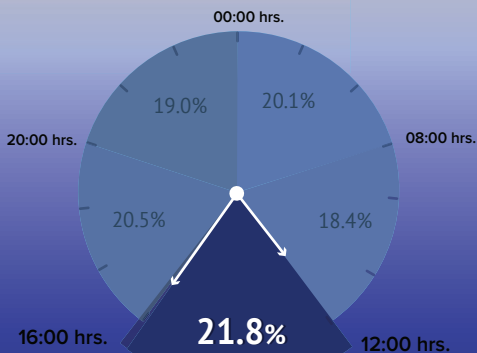
Mobiles are essential evening tea companions. This match made by tech also makes evenings the best time to engage users with push messages.

Enticing push notifications are hard to ignore. But when targeted at chill evening hours, they are most likely to bring in higher click rates.

Clicks



Conversions



Mobiles are also the most reliable lazy hour companions - making midday to early evening an ideal time for high intent interactions.

WEB PUSH

Standalone Campaigns

Less than 34% businesses use personalization effectively for their web push notifications.



Super shop

50% discount until friday on 20 Lungo coffee capsules. Get it now!

notify.supershop.com



0.11%

Conversions



1.82%

CTR

Dynamic Lifecycle Campaigns

By utilising real-time data to identify opportune moments, businesses can improve conversions via of web push by 20X!



Waze

Avoid traffic from Zombie Walk!

notify.waze.com



2.34%

Conversions

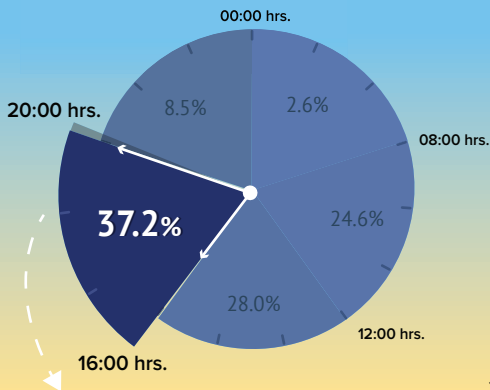


3.62%

CTR

Engagement trends by time of the day

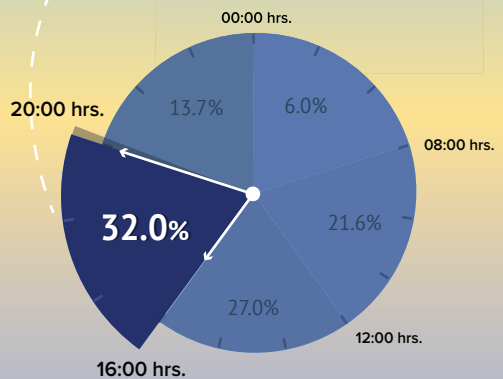
Views



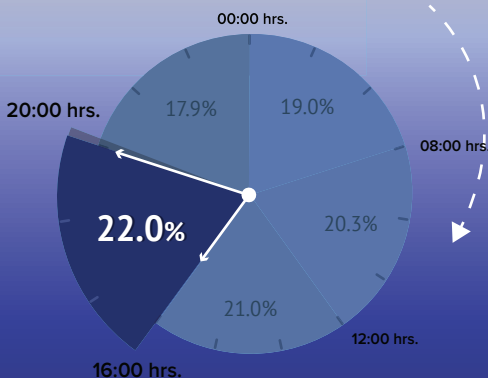
Early evenings is when a tired mind wanders for distractions, making it an ideal time for luring subscribers with engaging web push notifications.

The same trend is observed here as well as the 4pm to 8pm slot gets maximum engagement in terms of clicks.

Clicks



Conversions

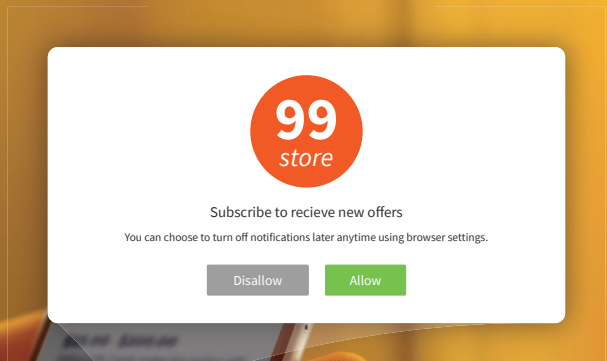


As a result maximum conversions happen in the 4pm to 8pm time slot.

WEBSITE NOTIFICATIONS

Standalone Campaigns

One-time interaction with users create short-term brand familiarity with limited long-term implications.



NA

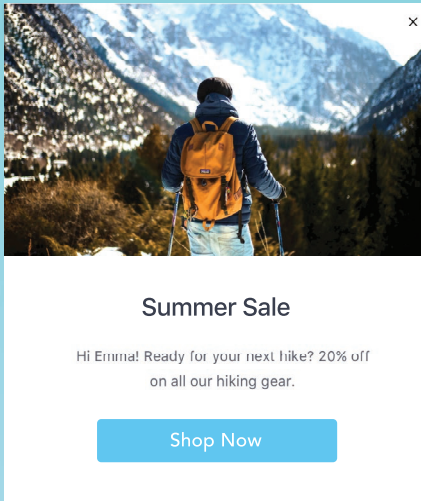
Conversions



3.59%
CTR

Dynamic Lifecycle Campaigns

Web messaging moves the needle, but cross-channel lifecycle engagement changes the game!



6.97%

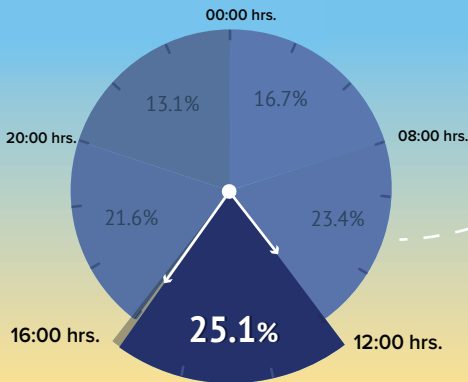
Conversions



14.11%
CTR

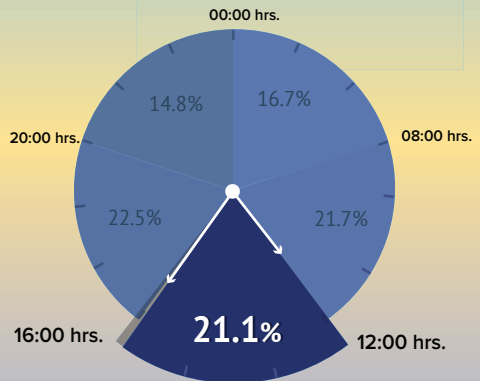
Engagement trends by time of the day

Views



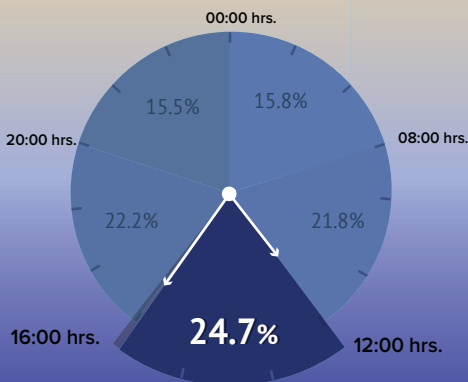
Our data suggests that most amount of attentiveness in terms of website browsing occurs between 12pm to 4pm.

Clicks



More number of users browsing websites automatically brings the highest number of clicks during this time slot.

Conversions



As a result maximum conversions happen in the 12pm to 4pm time slot.

IN APP NOTIFICATIONS

Standalone Campaigns



Engage users in real-time to launch new features and onboard new users.



×

Our Recommendations

Check out these popular places of interest based on your travel plans



Discover More



3.50%

Conversions




15.69%
CTR

Dynamic Lifecycle Campaigns

Lifecycle campaigns help you craft powerful responses using factors like response to previous campaigns, past transactions, etc resulting in in-app notifications that fetch upto 50% more conversions.

Flight to London ×

Hi **Mark**. Your preferred **Air France** flight from **Paris to London** on **1 Dec** is in high demand and might get sold out. Book now!



Book Now



5.15%

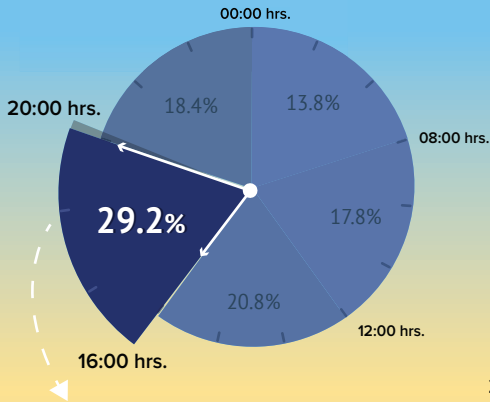
Conversions



13.59%
CTR

Engagement trends by time of the day

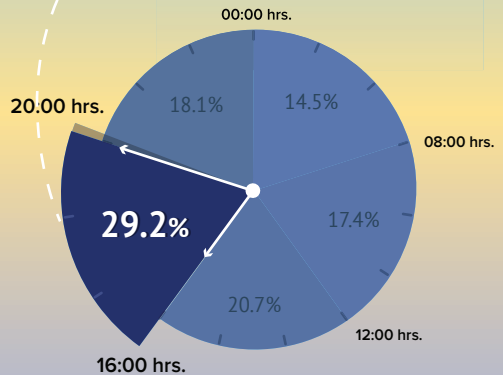
Views



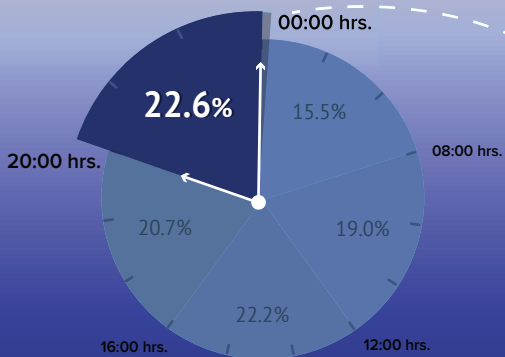
Our data suggests the 4pm to 8pm time slot to be ideal for in-app message views.

The resultant in-app click data shows the 4pm to 8pm time slot to have the highest hit-rate.

Clicks



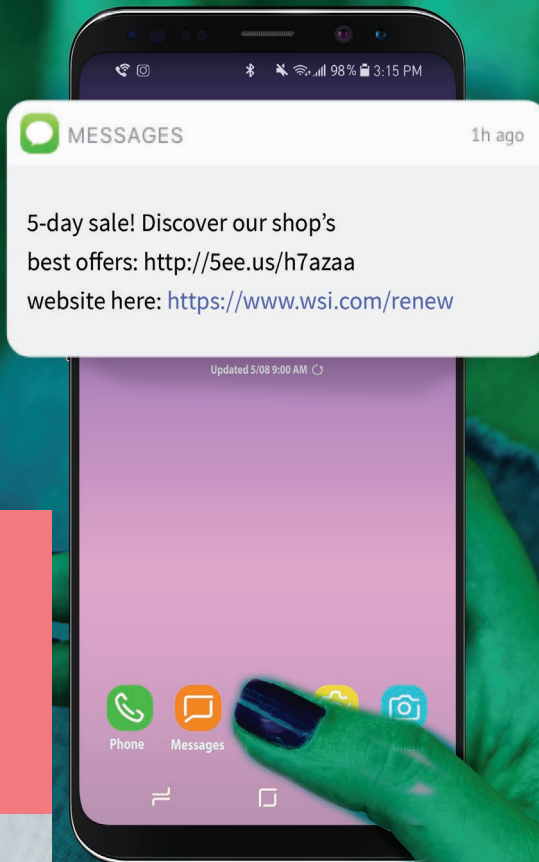
Conversions



The 8pm to midnight time slot is reserved for leisure resulting in higher conversions from the users.

Standalone Campaigns

SMS allows you engage users offline, but a non-personalized approach can become a major barrier in creating a seamless brand experience.



0.29%

Conversions



1.82%
CTR

Dynamic Lifecycle Campaigns

WebEngage utilizes your data to find the sweet spot of sending the right message to the right audience at the right time, often resulting in a 400% conversion uplift.



MESSAGES

1h ago

Western State Insurance

Hi Emma. Your health insurance policy is due for renewal on 1 Dec 2018. Renew it today on our website here: <https://www.wsi.com/renew>



1.10%

Conversions



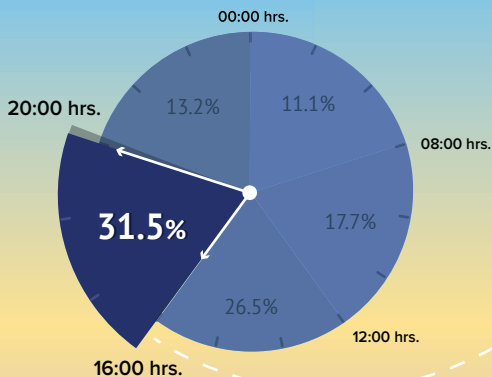
3.62%

CTR



Engagement trends by time of the day

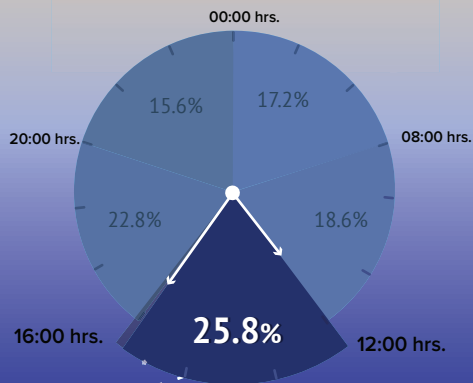
Clicks



The 4pm to 8pm time slot is commercially viable which is why SMS engagement is at its highest.

Conversions

Our data surprisingly suggests that 12pm to 4pm is the best time to get maximum conversions.



Trusted by 45,000+ Brands



Flipkart



goibibo.com



make my trip

wego

wadi

ebay

BajajCapital

simplilearn

netmeds.com

toppr

eazydiner*

testbook

Saltside

DSP MUTUAL FUND

LENDINGKART
Think Cash, Think Lendingkart Group

bankbazaar.com

SHRIRAM
Commercial Insurance

VOGUE

yatra

Shuttl

BAJAJ
FINSERV

chaayos

intuit

HDFC
Life

zivame

PLURALSIGHT

shawacademy

ALT
BALAJI

JUNGLEE
GAMES

RummyCircle.com

firststory.com

Dr.Batra's

اكسترا
extra

Flyin

AND

unacademy

URBAN
LADDER

Unilever

SOUQ
an amazon company

What's Next?

Consumers are increasingly exhibiting user behavior that determines their ever-evolving needs and preferences. While there's no stopping standalone campaigns, consumers still need a personal touch. Brands that continue to closely monitor and analyze their user's browsing and buying behavior to offer the most unique and satisfying experiences consistently, will be better equipped for the future.

We hope that these statistics will help you better understand and strategize your cross-channel marketing strategy.

For more information, feel free to talk to us.

[Talk to us](#)



WebEngage is a multi-channel user engagement platform which automates communication across users' life-cycle. It enables you to connect with them via. Web Messages (notification, survey and feedback), In-App Messages, Push Notifications, Emails and Text Messages.



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