PUSHWOOSH

DATA STUDY:
How News & Media Apps Send Push Notifications

CTR

Frequency

Opt-in rate

iOS vs. Android

Benchmarks & Tips for 2023

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The current study is based on exclusive data researched and analyzed by Pushwoosh Team

Anonymized per-platform statistics of **110 active news & media apps**, powered by the Pushwoosh platform, were taken for three months: from January 1, 2023 to March 31, 2023.

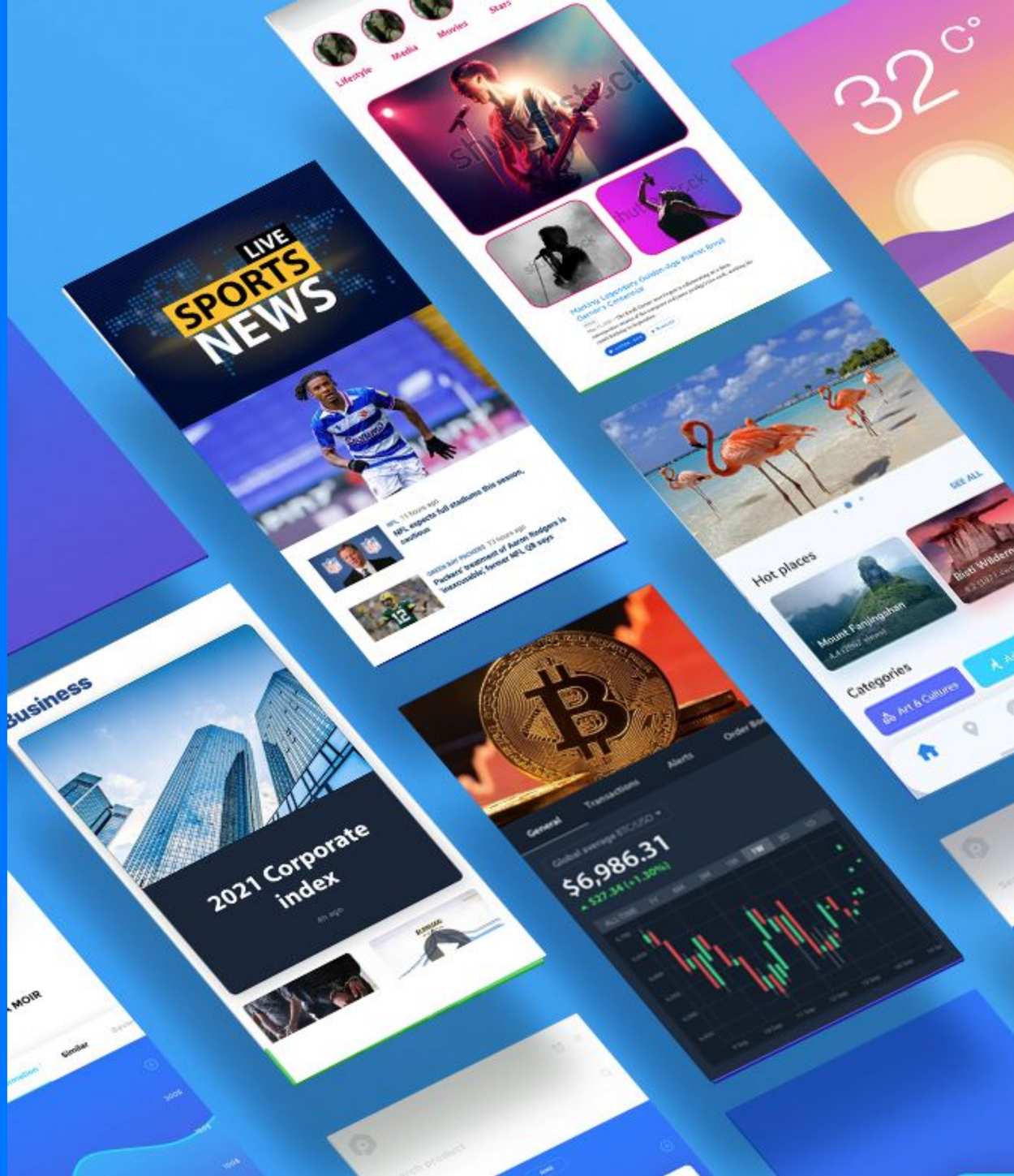
News & media apps' audiences vary from **under 10k up to 10M+ active subscribers**.

The study highlights push notifications performance on two main mobile platforms: **iOS and Android**.

Geographically, the study covers the following countries: **Belgium, Canada, Estonia, Germany, India, Israel, Poland, South Africa, and the USA**.

CTR, **opt-in rate**, and **frequency** (the average number of push notifications an app sent per day) were chosen as the core metrics for push notification campaigns.

NEWS & MEDIA APPS' METRICS



An average news & media app

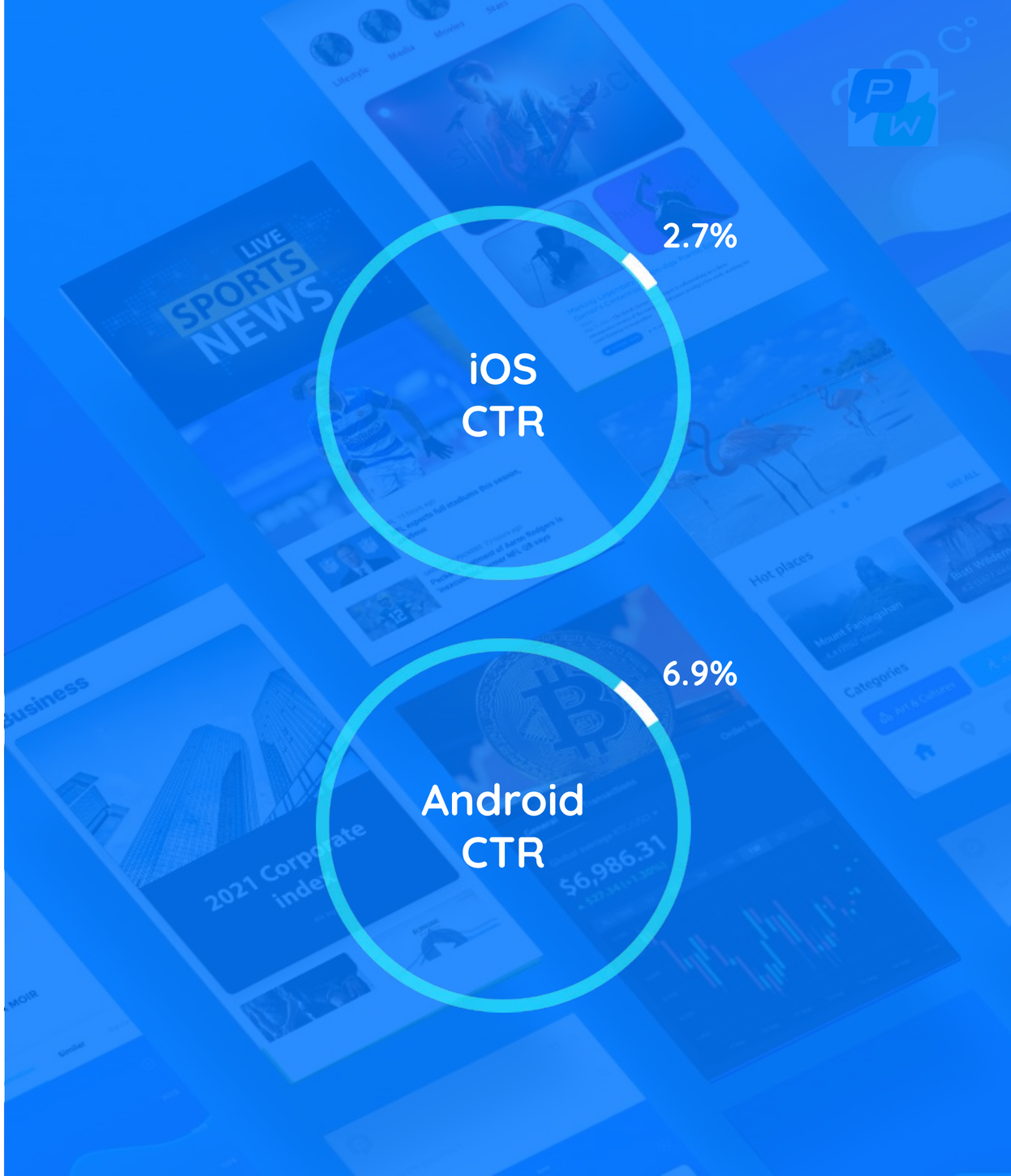
sends 8 pushes a day

iOS CTR (%)
2.7

ANDROID CTR (%)
6.9

iOS OPT-IN RATE (%)
49.9

ANDROID OPT-IN RATE (%)
72.2



How we calculate CTRs and opt-in rates

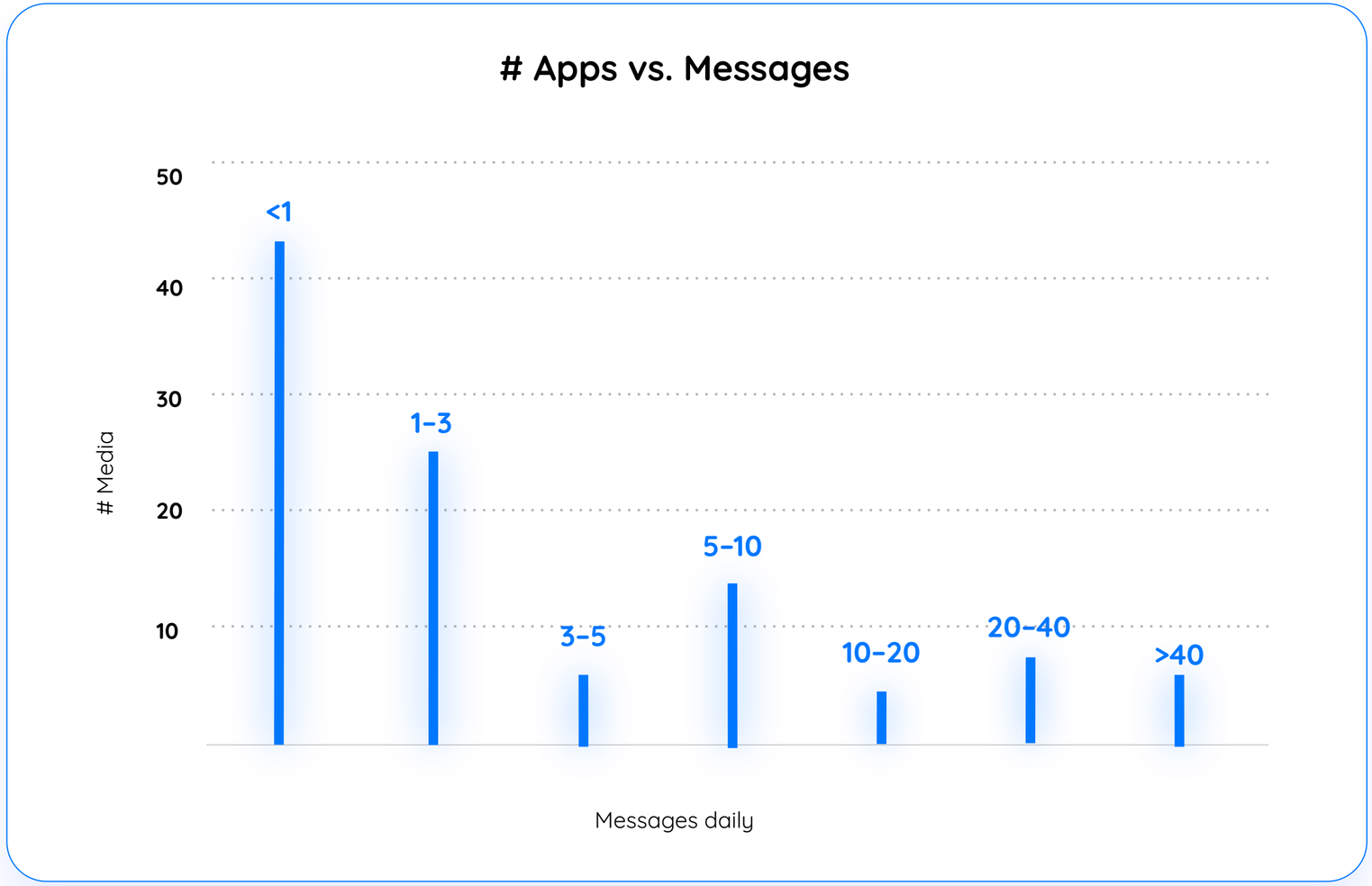
$$\text{CTR} = \frac{\text{users who } \textbf{opened} \text{ a push}}{\textbf{push-enabled} \text{ users}} * 100\%$$

To calculate push notification **CTRs** for our customers at Pushwoosh, we divide the number of users who opened a single push by the number of push-enabled users – users who *potentially* received a push.

$$\text{Opt-in rate} = \frac{\textbf{push-enabled} \text{ users}}{\textbf{all} \text{ the app users}} * 100\%$$

To calculate an app's **opt-in rate**, we divide the number of push-enabled users by the overall number of app users.

Number of push notifications sent per day varies from one news & media app to another



According to the Pushwoosh data, a large part of publishers sends **0 to 1** push notification daily.

At the same time, there are as many publishers who send **1 to 10** pushes daily.

And then, there are apps that send **10 to 40** (or even more!) pushes per day.

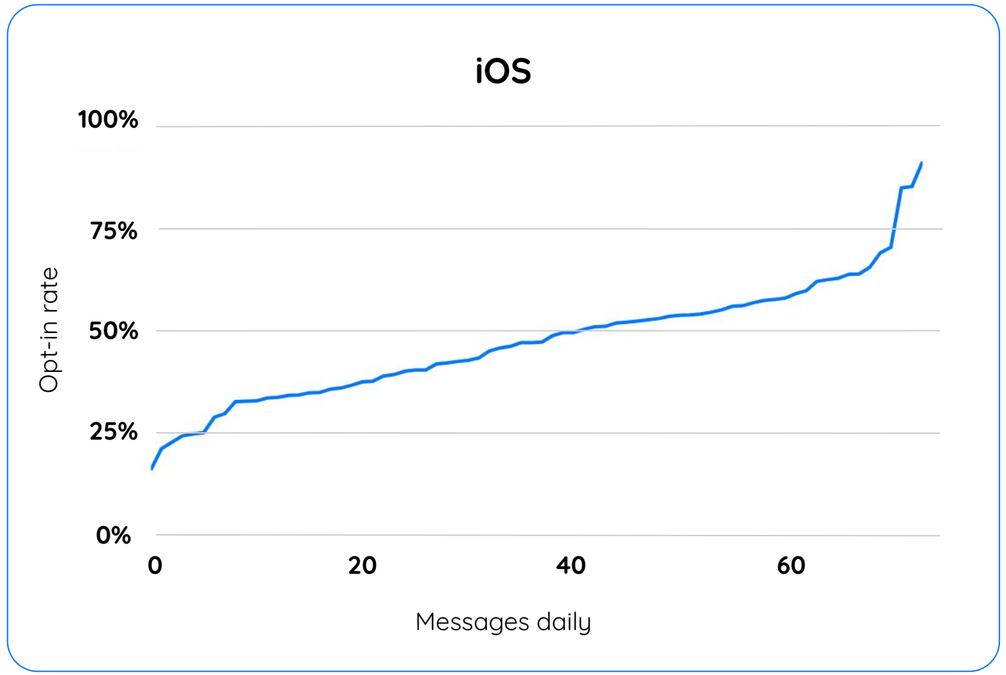
Apparently, each news & media app has to derive its own ideal frequency.

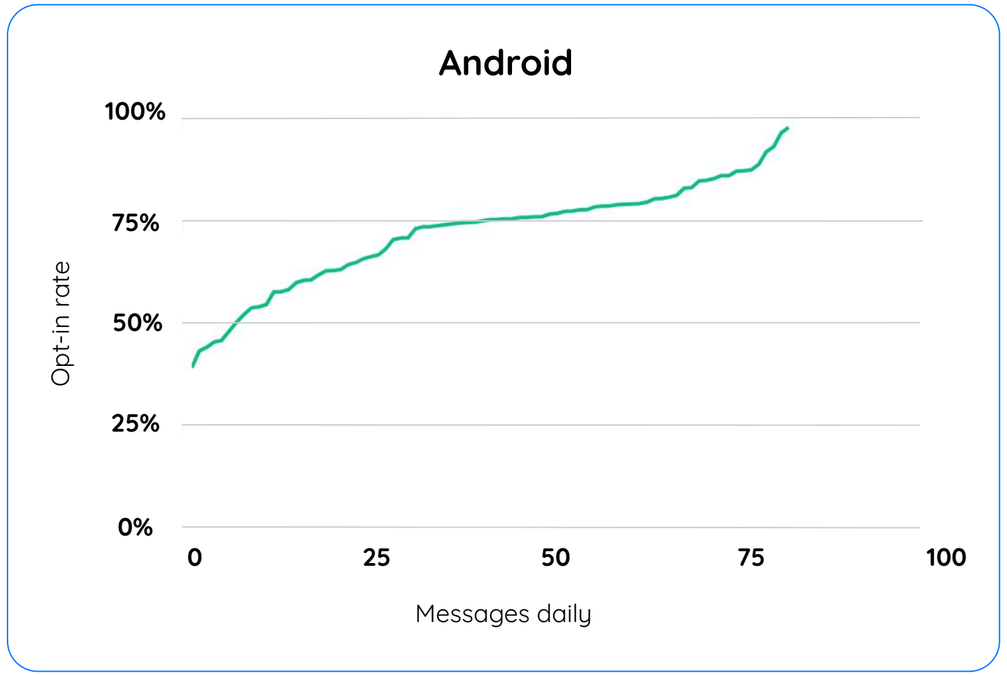
A hint from Pushwoosh: the number of pushes per day will depend greatly on whether you use segmentation or not.

Sending more pushes per day keeps users opted in

News & media apps sending the highest number of pushes per day are also the ones with the highest opt-in rates.

 # Pushes per day vs. Opt-in rate



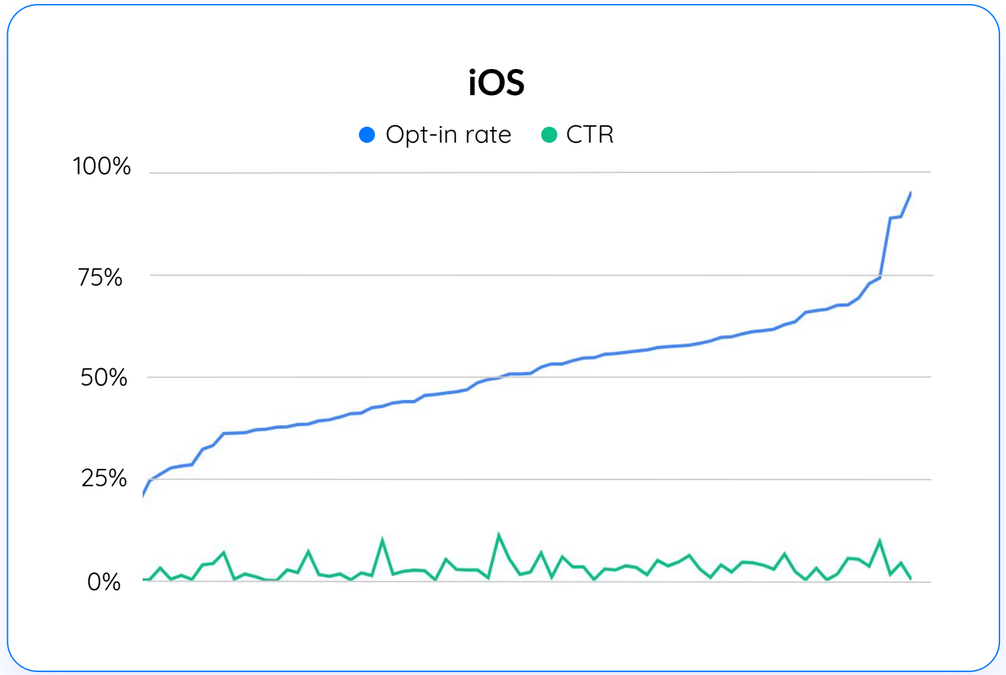


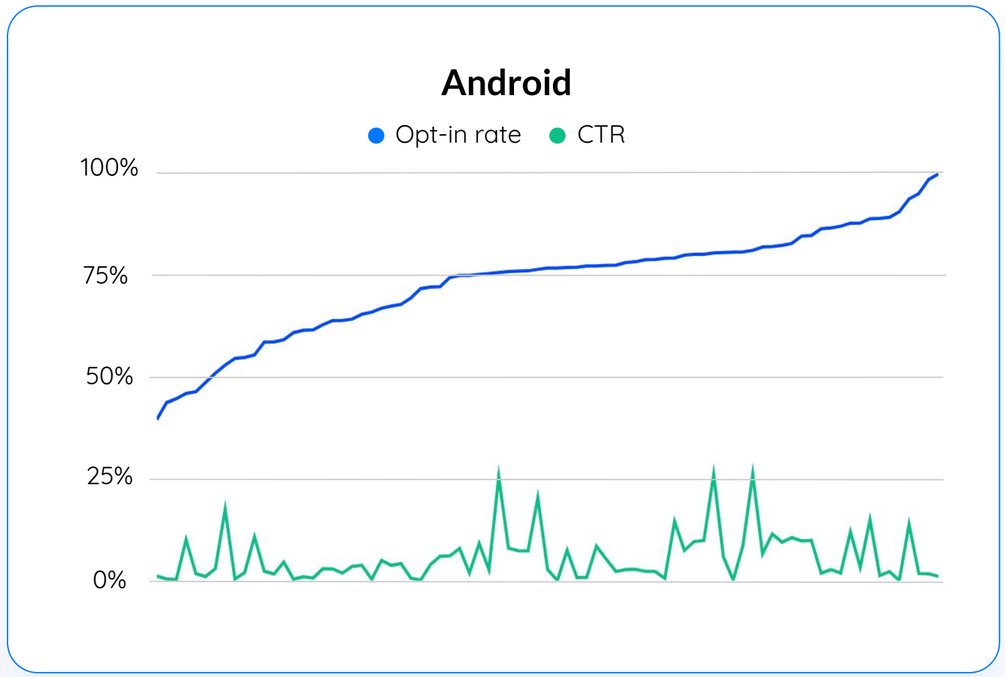
Prompt alerts are a common reason why users install news & media apps in the first place. So it’s little wonder users stay opted in for push notifications when an app sends many of them daily.

A high opt-in rate doesn’t guarantee a high CTR

Without looking at the graphs, we could have assumed that a media app successfully promoting an opt-in would be capable of sending engaging pushes (and vice versa).

In the reality, this is not always the case. Our data shows no strong correlation between an app’s opt-in rate and the CTRs its push notifications receive.

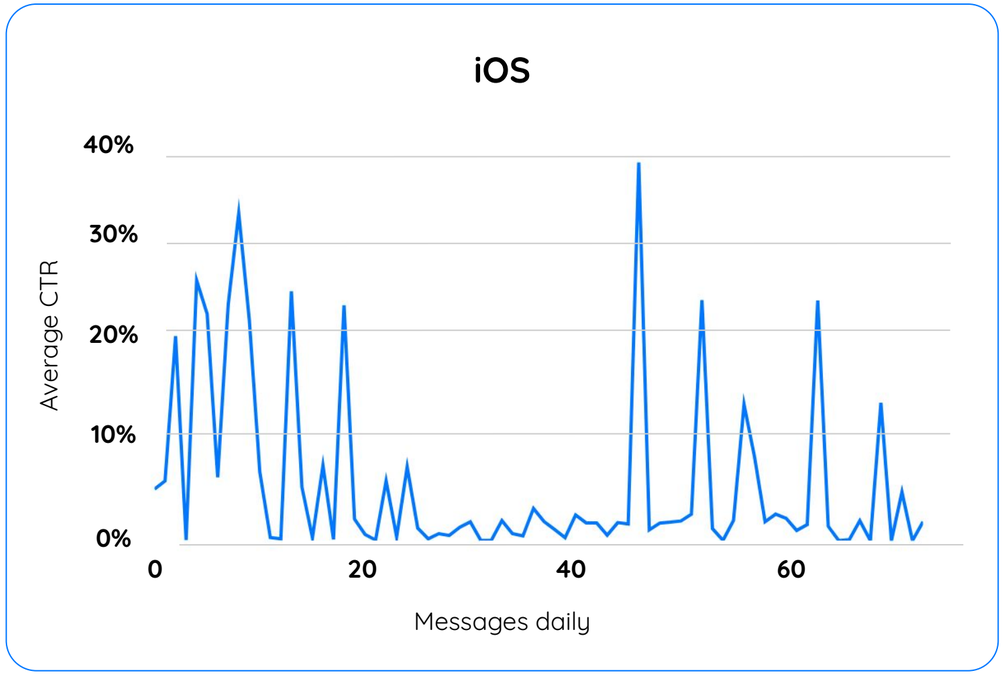


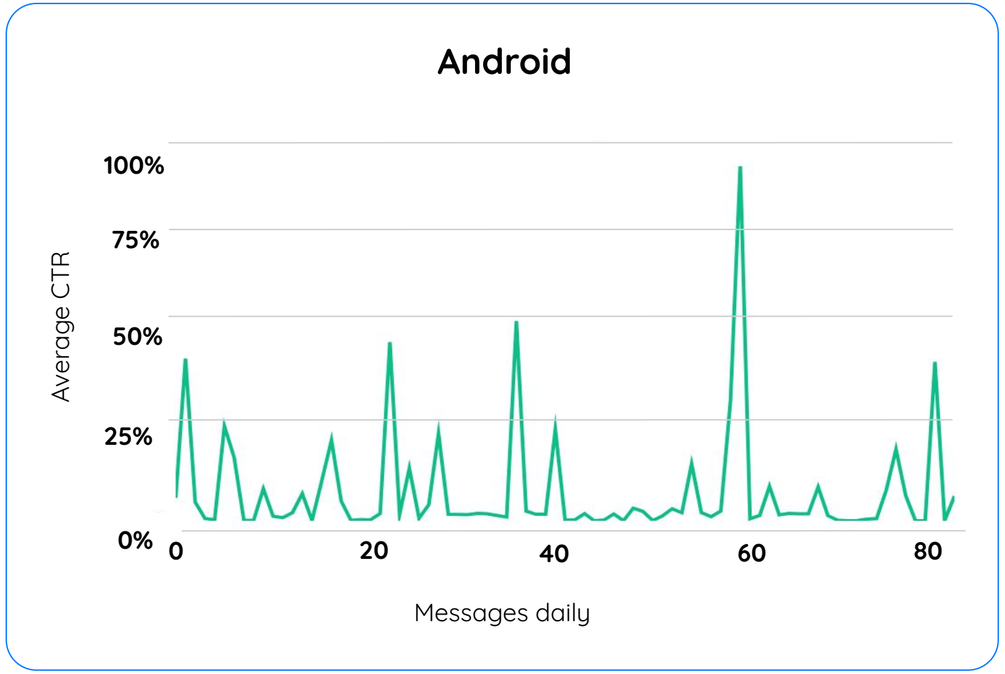


High CTRs may come to those who send a lot of pushes per day

There isn’t one magic number of pushes that guarantee high average CTRs. Leaders in CTRs on Android send either less than 20 or more than 40 messages per day, while on iOS, there is an interesting peak in CTRs for the apps sending around 60 messages daily.

 # Pushes per day vs. CTR





How is it possible for an app to send an impressive load of news & content daily and achieve high CTRs? The answer is: **segmentation**.

Essential segments for news & media apps

High-speed segment

Why use it:
To enable Pushwoosh's High-Speed Push Notifications delivery. It allows sending **up to 500k pushes per second**, meaning you will be the first to spread the news on the decisive goal or the winning candidate.

How to use it:
Ensure you have High-Speed Push Notifications included in your Pushwoosh package. If not, please contact our team.

Segments by interest

Why use it:
To send relevant updates to the users subscribed to receiving news & content on their preferred topics: breaking news, world or local news, and thematic updates (politics, culture, etc.).

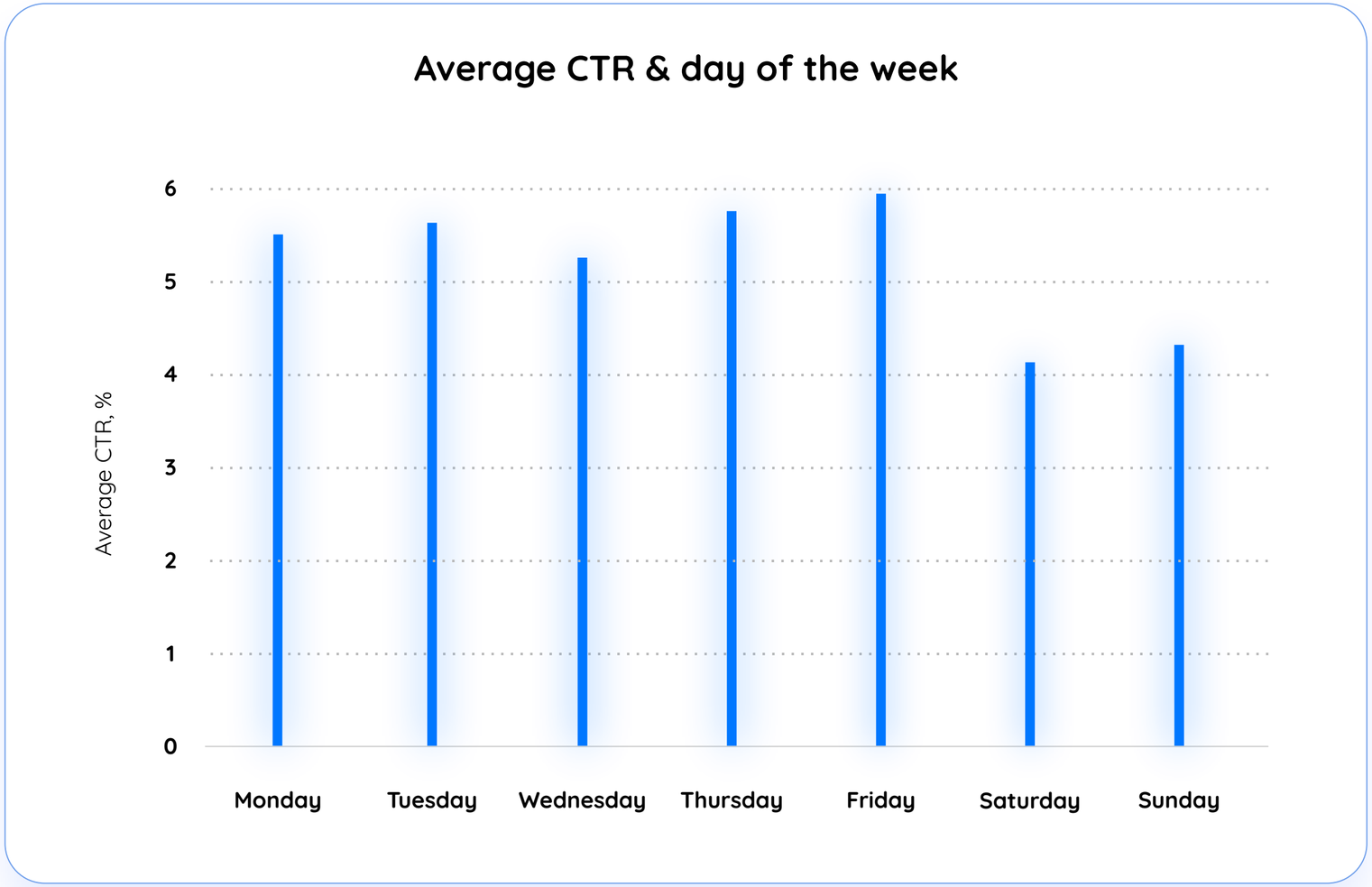
How to use it:
1. Display an in-app message suggesting to opt in for notifications from certain news & content categories and update user profile with this preference.
2. Send pushes on the selected topic to determined user segments.

Segments by subscription

Why use it:
To differentiate the content you deliver to free users and premium subscribers. Also, to promote upgrades eventually.

How to use it:
Keep track of your (non)subscribed readers with Pushwoosh's RFM Segmentation or regular segmentation based on events and attributes.

Does it matter when a push notification is sent?



According to the Pushwoosh data, push notifications sent on **weekends** have the lowest CTRs.

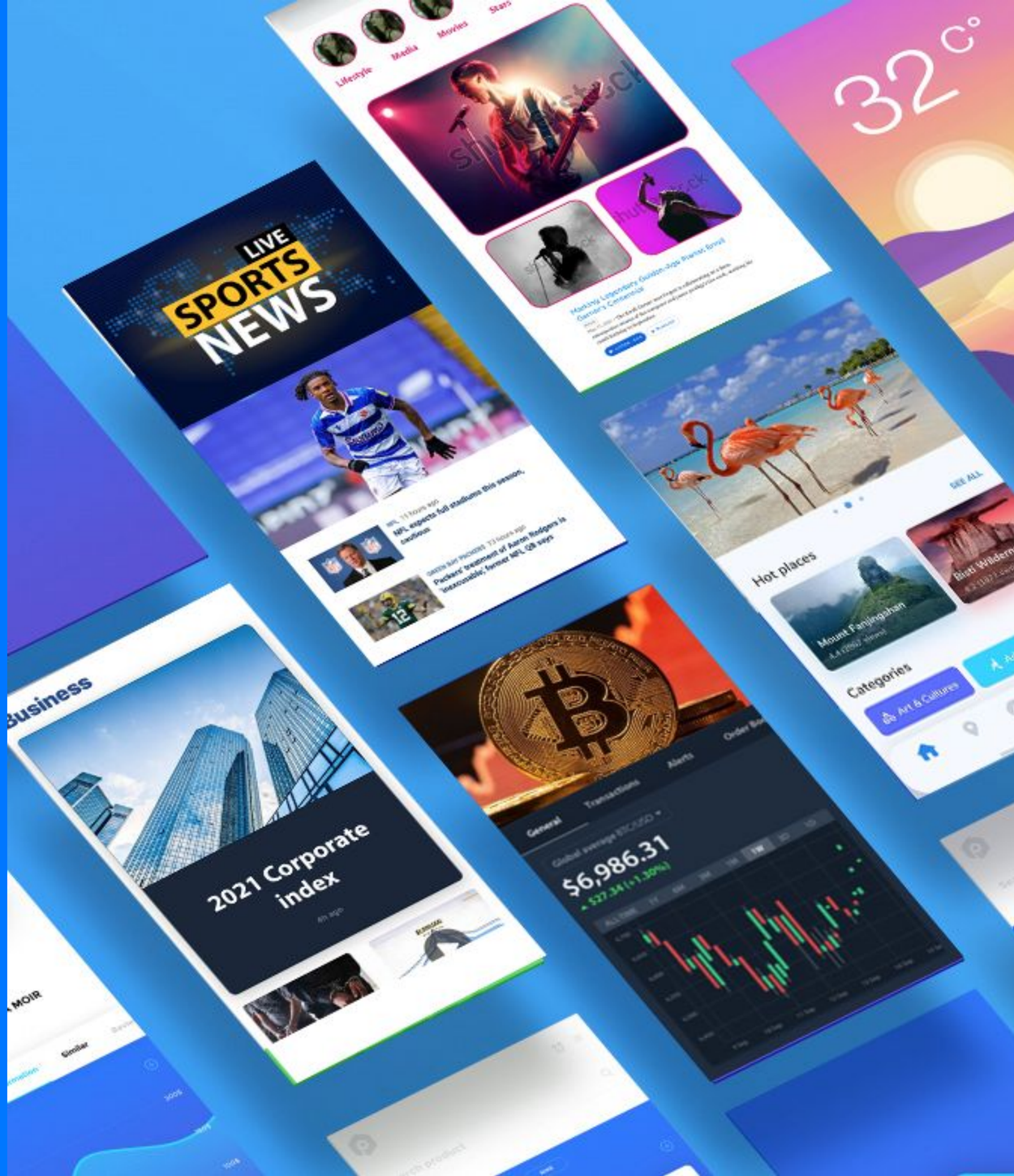
On **weekdays**, CTR fluctuations are less significant.

As for the **exact time** when pushes receive the highest CTRs, it depends on the promoted content.

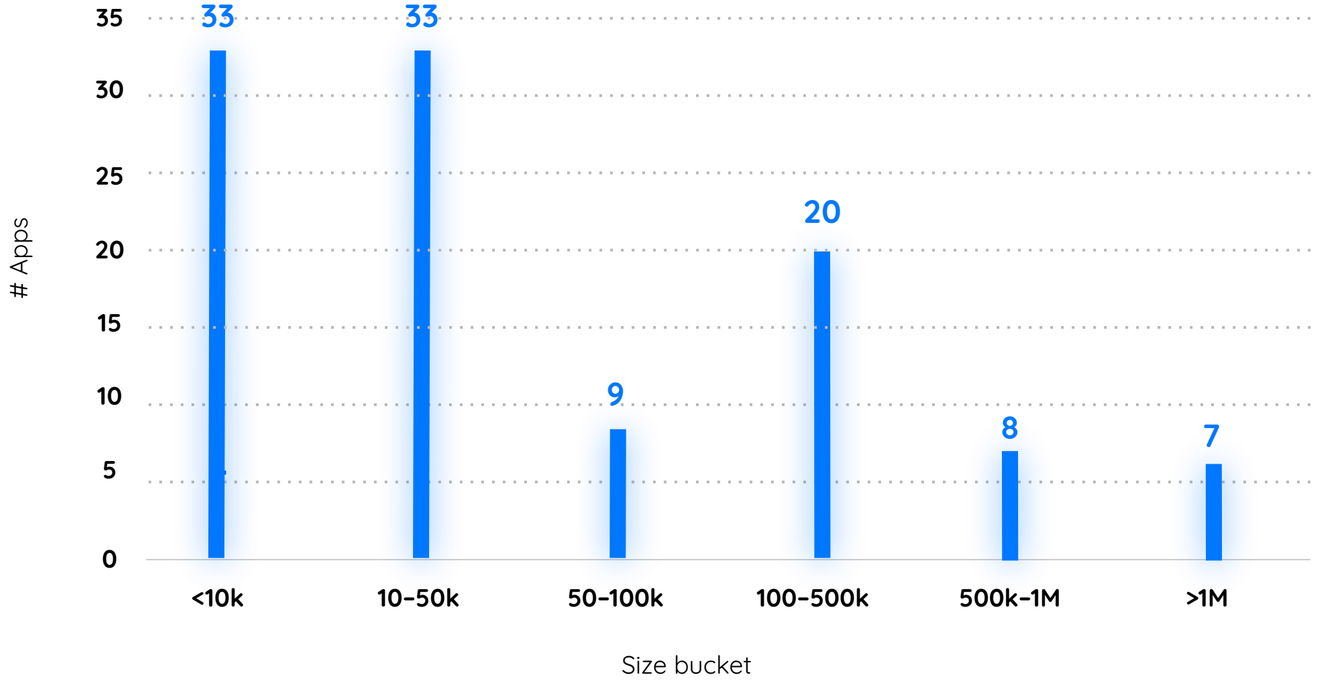
For breaking news, obviously, the best time is as soon as possible + sooner than other media.

For regular digests and op-eds, you can rely on the **Optimal time to send** feature in Pushwoosh.

BENCHMARKS BY AUDIENCE SIZE



Do average metrics depend on the size of the news & media app audience?



To give you a data-driven answer, we've broken down the statistics and derived the averages for small publishers and established media apps separately.

In our sample, the majority of apps are small (0–50K subscribers) and medium-sized (100–500k subscribers), so you may find the benchmarks for this group the most common.

Nevertheless, the trends we've observed for other app sizes, less represented in the sample, still look solid, as our data analysts confirm.

MEDIA APP

< 10k subscribers

4 pushes a day

iOS CTR (%)
4.2

ANDROID CTR (%)
17.7

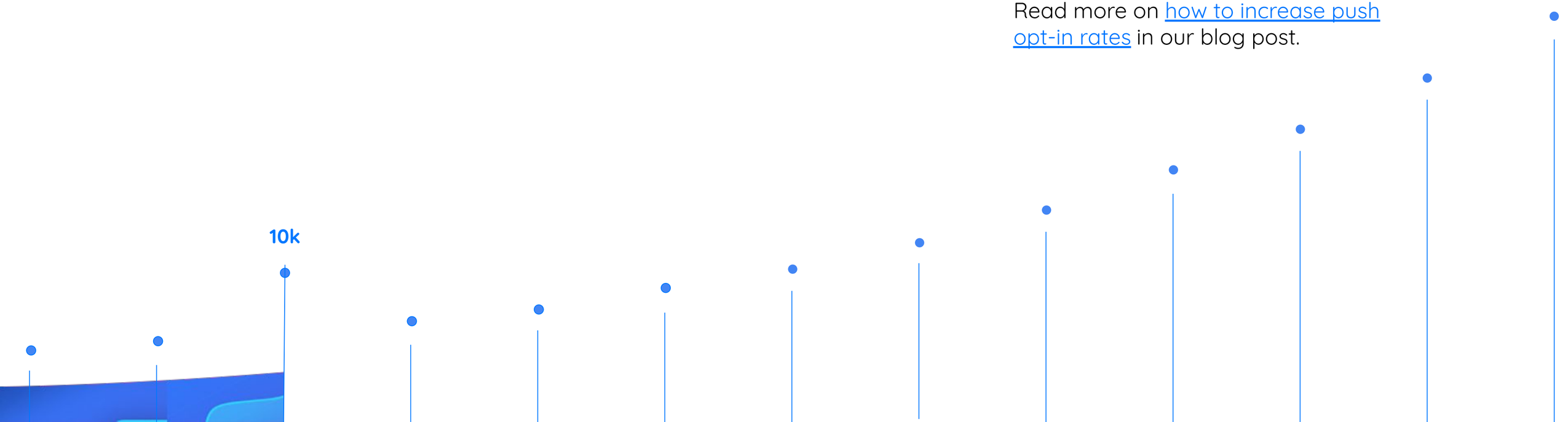
iOS OPT-IN RATE (%)
59.8

ANDROID OPT-IN RATE (%)
75.1

Media apps with a small audience usually send a limited number of pushes per day. However, the CTRs they achieve are comparable to the overall averages.

The small publishers analyzed in this study have higher opt-in rates than most media apps have.
There are several tactics they may be using to extend their subscriber list.

Read more on how to increase push opt-in rates in our blog post.



10–50k subscribers

3 pushes a day

iOS CTR (%)
3.9

ANDROID CTR (%)
9.7

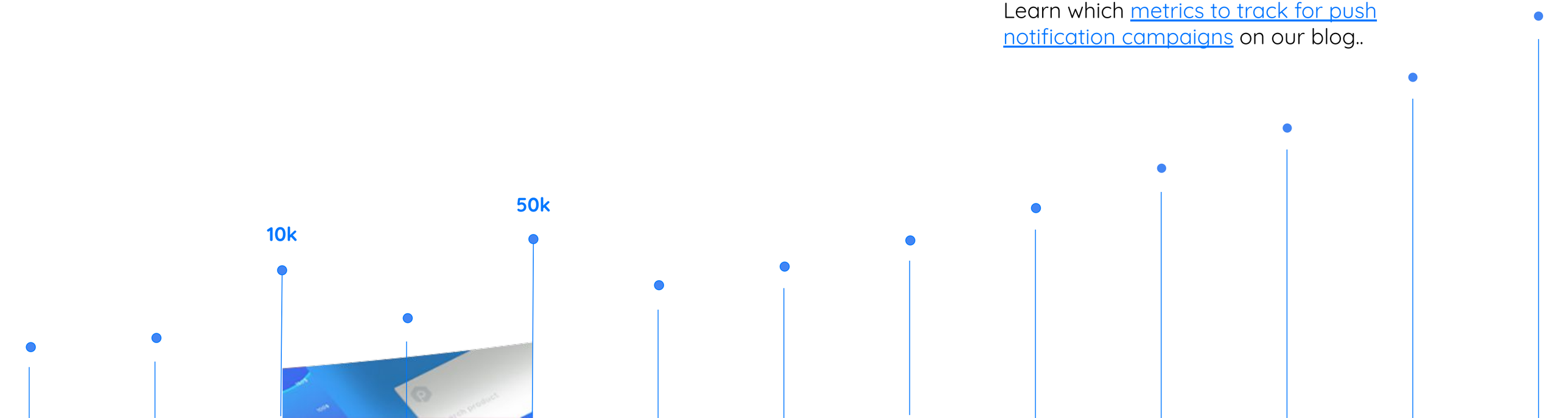
iOS OPT-IN RATE (%)
54.8

ANDROID OPT-IN RATE (%)
79.5

Publishers with growing readership appear to apply more effective methods for both user activation and user engagement.
High CTRs and opt-in rates indicate this clearly.

However, you may need to get into more detail when assessing your push campaigns' effectiveness.

Learn which metrics to track for push notification campaigns on our blog..



50–100k subscribers

12 pushes a day

iOS CTR (%)
2.96

ANDROID CTR (%)
3.7

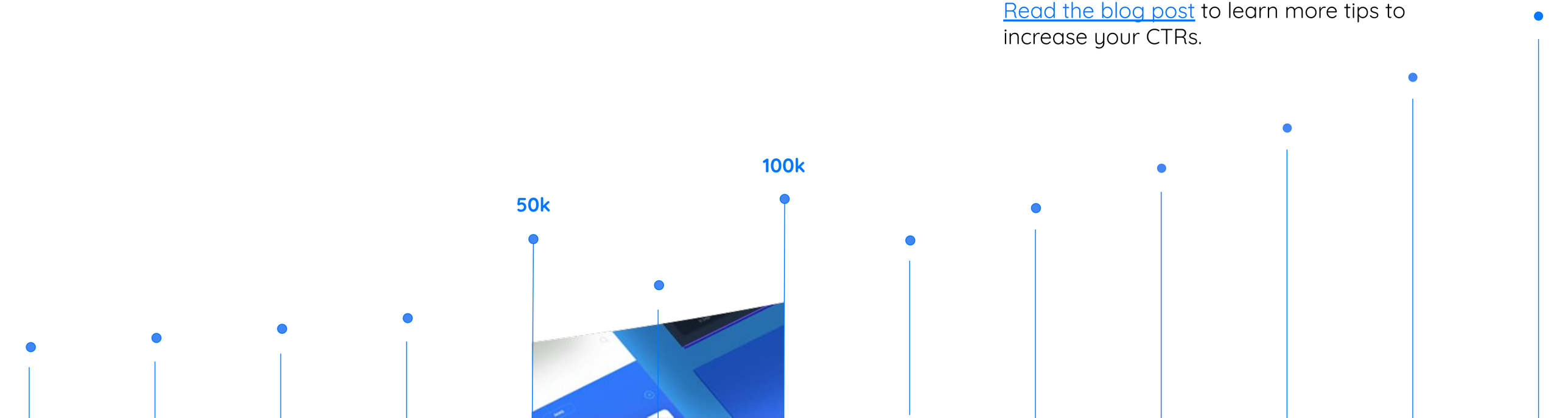
iOS OPT-IN RATE (%)
47.3

ANDROID OPT-IN RATE (%)
73.77

At the growing stage, media apps tend to be focused on *acquiring* subscribers rather than keeping them engaged with relevant communications.
As a result, CTRs may show a decline.

To raise the numbers, a publisher needs to gain an unguessed knowledge of its audience. This is possible with A/B testing.

Read the blog post to learn more tips to increase your CTRs.



100–500k subscribers

8 pushes a day

iOS CTR (%)
4.22

ANDROID CTR (%)
1.8

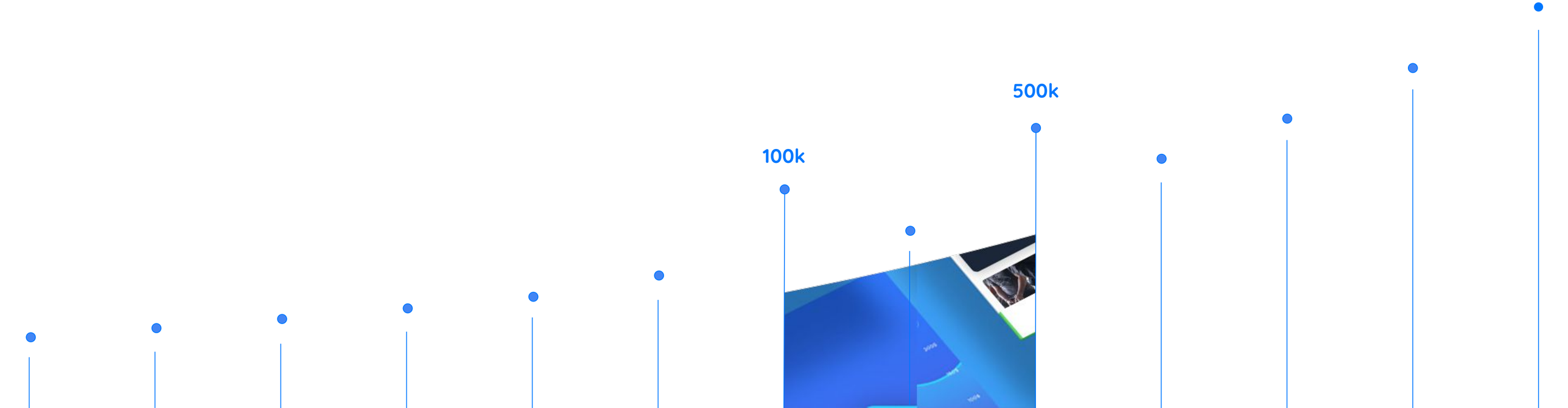
iOS OPT-IN RATE (%)
56.1

ANDROID OPT-IN RATE (%)
71.5

Medium-sized publishers need to keep the balance between the quantity and the quality of the content they're pushing.

A useful idea is to find a way to speed up and ease up the editorial routine.

Learn how you can promote news in two clicks from our blog post.



500k–1M subscribers

32 pushes a day

iOS CTR (%)
0.8

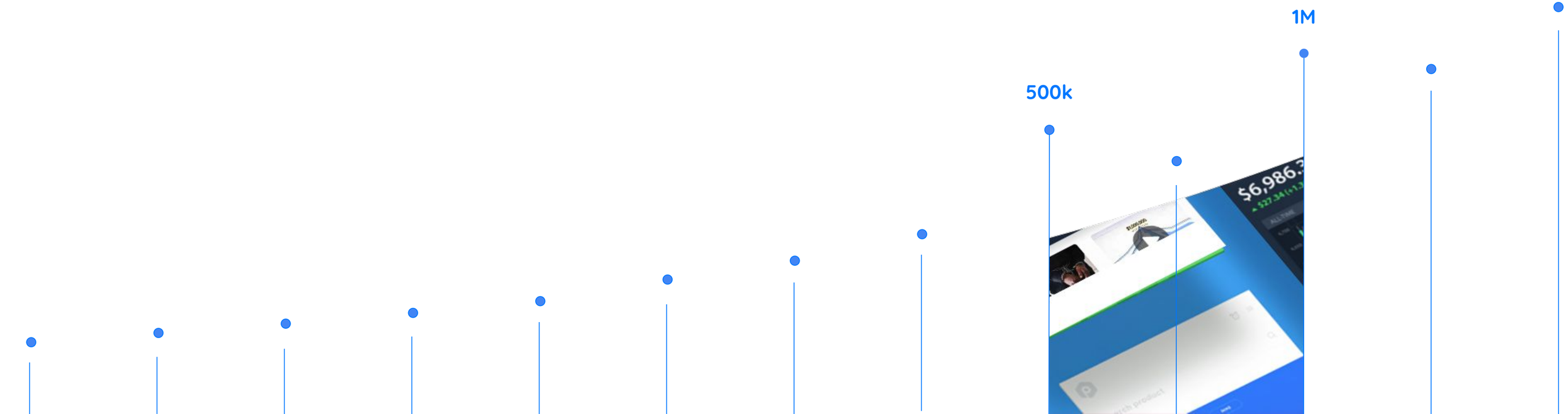
ANDROID CTR (%)
0.8

iOS OPT-IN RATE (%)
38.9

ANDROID OPT-IN RATE (%)
59.6

From our experience, large media usually send a great number of pushes daily. Breaking news, updates, and opinion pieces — to deliver them in time, both the editorial team and the technology should run like clockwork.

Learn how a media app can send 300k+ pushes per second and even break this record without breaking their editorial or business processes.



> 1M subscribers

15 pushes a day

IOS CTR (%)
2.7

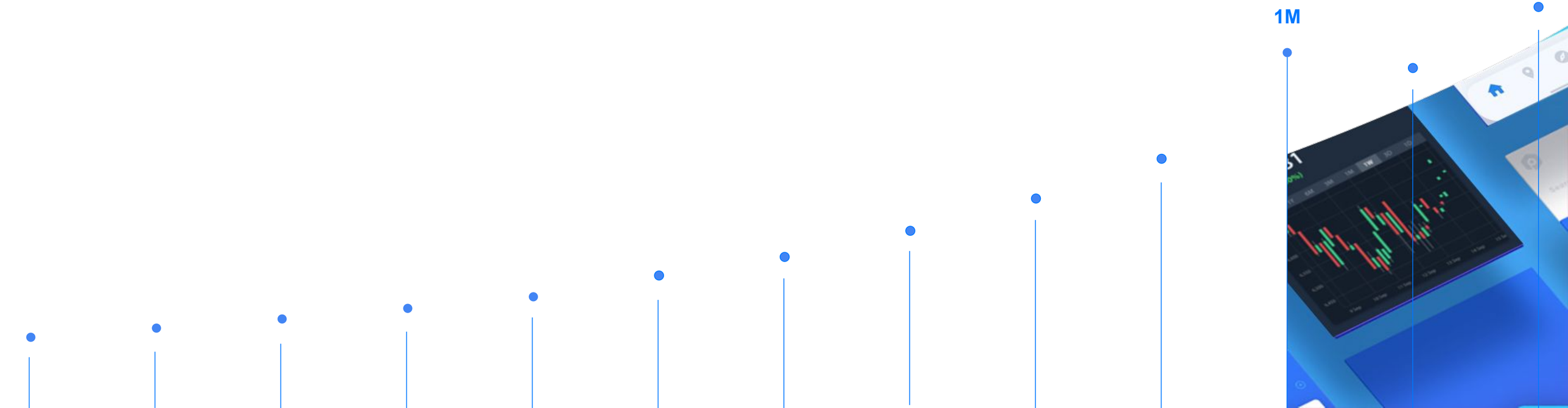
ANDROID CTR (%)
5.1

IOS OPT-IN RATE (%)
66.0

ANDROID OPT-IN RATE (%)
79.1

To keep readers engaged, major media apps have to be granular in segmentation and personalization. At this scale, event-triggered marketing automation is a must to track various user paths.

Learn how to segment subscribers by their preferences and real-time behavior to send them the updates they will be the most interested in.



Average numbers are good to know, but surely, you don’t want to be an average

The best-performing news & media app on iOS

sends 1 push a day

iOS CTR (%)
11.0 — 4× the average

iOS OPT-IN RATE (%)
49.4 — = the average

... its Android version is as effective:

Android CTR (%)
9.7 — 1.4× the average

Android OPT-IN RATE (%)
84.0 — 16%+ the average

The best-performing news & media app on Android

sends 10 pushes a day

Android CTR (%)

26.0 — 3.8× the average

Android OPT-IN RATE (%)

80.4 — 11%+ the average

... its iOS version is not far behind:

iOS CTR (%)

7.0 — 2.6× the average

iOS OPT-IN RATE (%)

38.1

What helps the top news & media apps engage their readers effectively

Pushwoosh can accommodate the needs of news & media apps of all sizes and help publishers up their game:

Spread the news across the platforms in a couple of clicks with the Promote News › feature.

Tell the stories your audience wants to hear: let readers opt in for the topics of *their* choice.

Alert your audience of the content they are most likely to click on: segment your app users based on their attributes, real-time behavior, and RF(M) segmentation ›

Be the first to deliver news, even when you scale up. Send up to 500k notifications per second with the High-Speed Push › delivery.

Communicate with your subscribers like *you are* their fan: personalize your messages with Dynamic Content › to increase push open rates and app engagement.

Avoid spamming: set Frequency Capping › in your automated messaging workflows.

“Pushwoosh was essential in bringing fans to our official World Cup apps”

Benjamin Gallais, Digital Product Manager, FIBA

The first to deliver sports news to its Hebrew-speaking audience.

+250k
active userbase growth/year

60k+
unique readers/day

5–25M
notifications daily

350k+
unique MAU

Read the success story ›

wetter.com

Updates its multi-million audience on the weather conditions users care about the most.

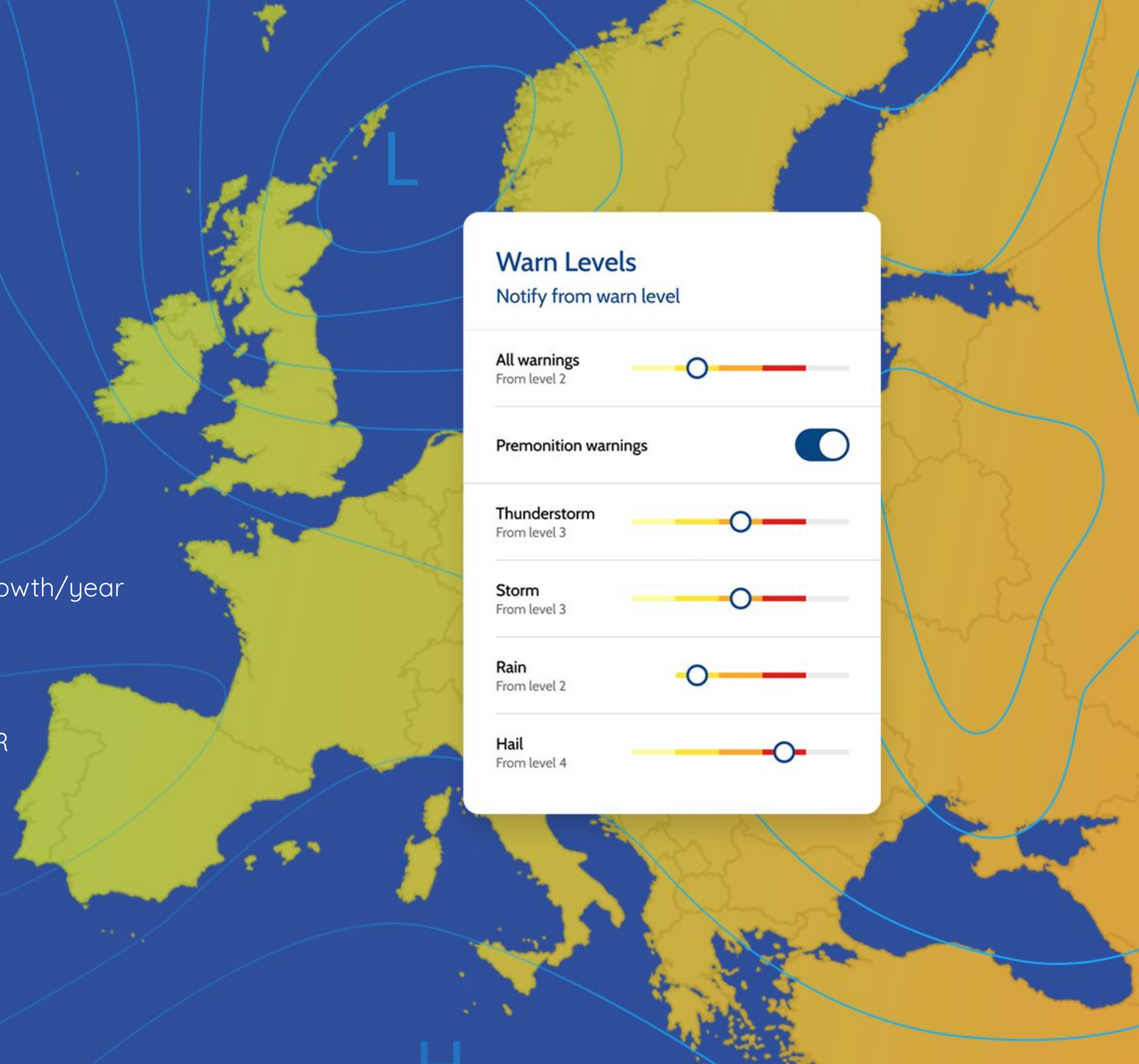
6M
push subscribers

3×
audience growth/year

70M
pushes/month

7–9%
average CTR

Read the success story ›



The good news?
We can help you grow your news & media app metrics too.

REQUEST A DEMO

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