

# Best practices

Engaging Your Audience To Drive People Back To Your Website

HELLO, YOU'D BE AMAZED BY THIS NEWS ARTICLE



Building an audience by creating a delightful subscription experience   
 Understanding your visitors and creating relevant segments

What's next? To create the ripple effect, you need to get people back to your website. Start engaging your audience consistently with relevant notifications to bring them back to your website. One thing leads to another and the next thing you know you have the audience flywheel in motion.

## Why Is Getting Readers Back On Your Website Important?

**Tldr – Repeat visitors, read more content. Spend more time on site. Click on ads more. Get you more revenue. This is why everyone in the media business is about repeat visitors.**

Once you have set expectations while asking visitors to subscribe to the notifications, you need to live up to them. By sending them relevant and contextual notifications you can keep your audience engaged. And when the audience is engaged, they land on your website to consume more content. Constant engagement leads to repeat traffic and builds a lasting relationship with the audience, helping you build a loyal audience base.

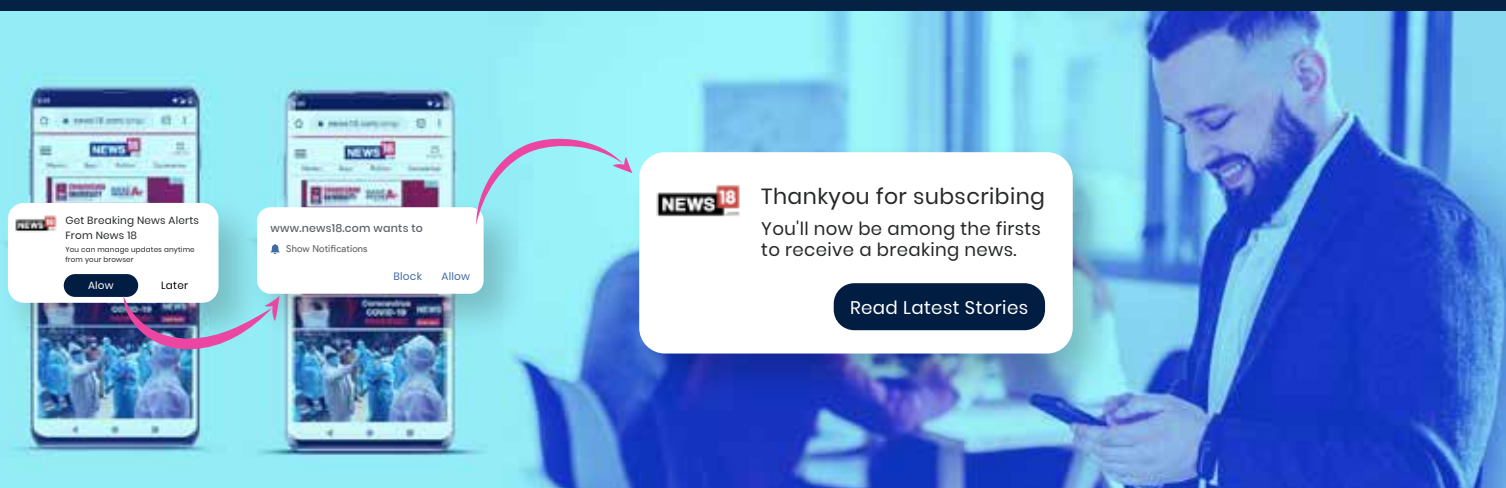
## 3 Ways To Get Your Readers Back Aka Engage Your Audience

A great starting point is broadcasting stories that you are publishing to your audience. Editors publishing stories, usually take the lead here and also share the news by sending out push notifications.



### Welcome your subscribers

Engage your subscribers from day zero. With the Welcome Playbook, make your first notification count. Send them an automated notification with the popular article once or point them to the latest article published once they subscribe, and encourage them to give it a read. You can also make use of the Welcome Notification Playbook to redirect the subscribers to your subscription page.

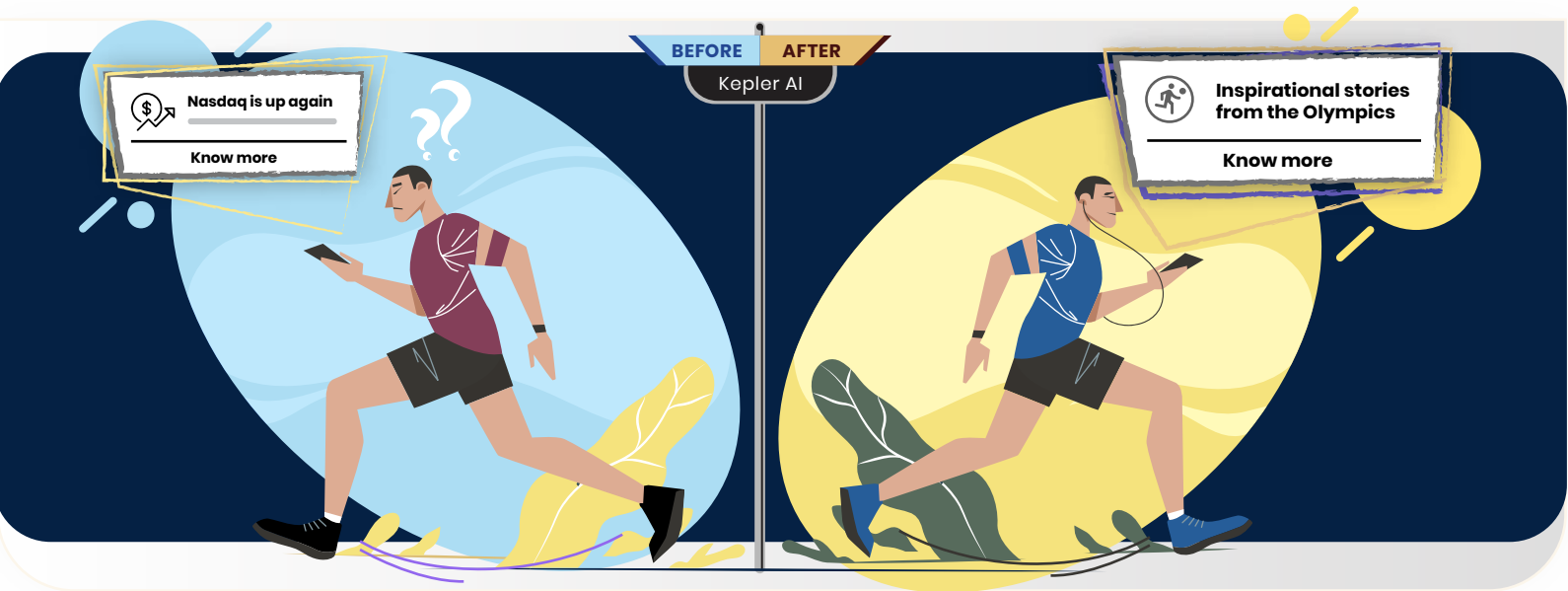


- Herway has set up a series of welcome notifications for their recent subscribers. The 1st one goes after 10 mins of visitors subscribing in on which they get **CTR of 8.6%**.
- The 2nd notification goes after 1 day of the 1st notification and the 3rd notification goes after 1 day of the 2nd notification.
- They are redirecting the subscribers to 3 different landing pages through these notifications.

## 2. Story Recommendations

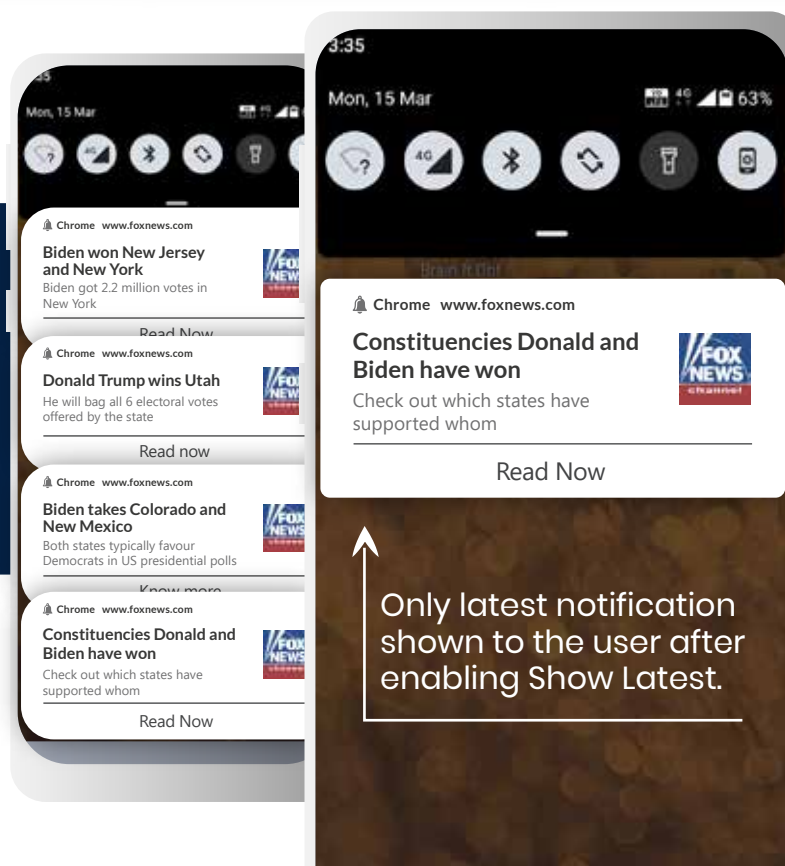
With iZooto's Content recommendation Playbook, send the most relevant stories to readers based on the articles they have consumed. Notifications are automatically curated for readers and sent to them at the time they are most likely to interact.

Sportsnaut gets a **17% CTR** with the Content Recommendation Playbook.



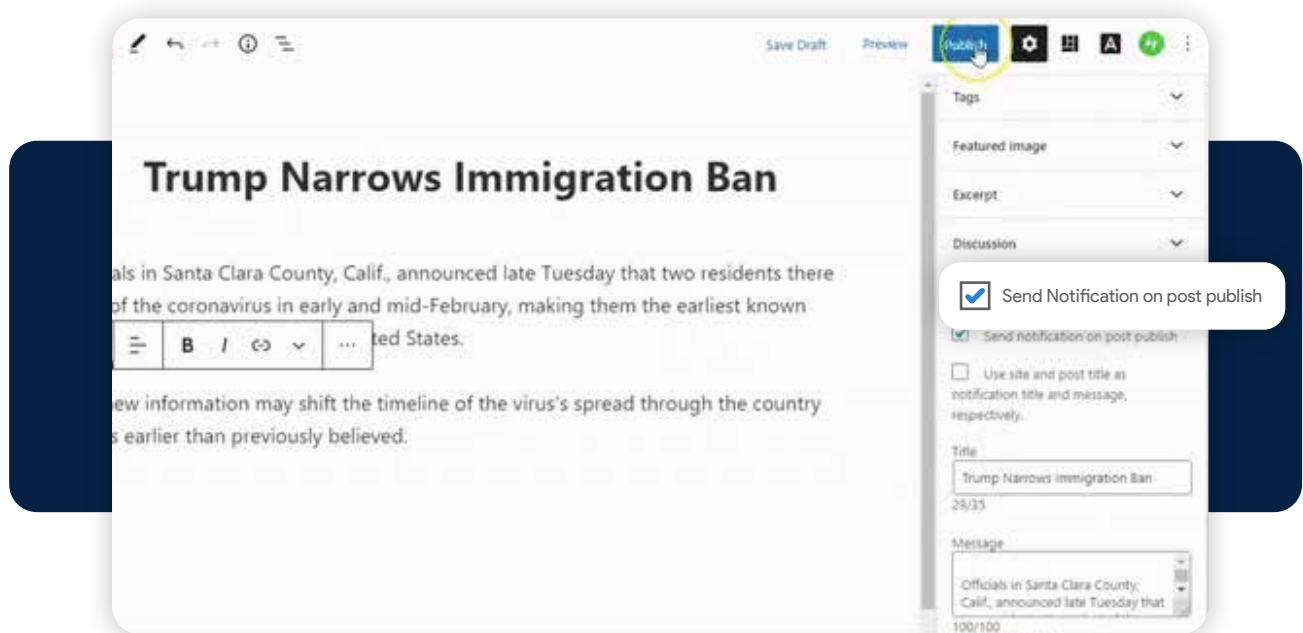
## 2. Live Events on Notifications

By enabling 'Show Latest' on the panel, you can replace the old notifications with the new ones, making sure the user gets only the latest update, rather than numerous notifications. Get more clicks and fewer swipes by providing readers with a better user experience. Make it easier for the visitors to read the notification on the notification tray and take action.



## Is Your Website On Wordpress?

If you are on WordPress, you can leverage iZooto's WordPress plugin that auto-fetches the content and sends out a push notification, every time you hit publish. This ensures that you are able to break the story quicker to your readers - timing is what matters the most.



## Thumb Rules And Good To Knows

### Frequency of notifications

Set a cap on the number of notifications by sending 6-8 campaigns on an average per day in the time gap of at least half an hour.

### Timing of the notifications

Reach out to your audience at the right marketable moment. Check Google Analytics to know when your visitors interact with you the most. You can also set triggered notifications to bring them back to the website.

### Age of the subscriber

Newly acquired subscribers usually interact and engage more, giving you more clicks, sessions, and pageviews. Feed them with relevant content from the get-go to retain them.

## Ways Editors Can Engage With Their Audience



### Engage the user from the get-go

Send a Welcome Notification when a user opts-in for notifications



### Send contextual notifications

Send relevant notifications based on reader interest, geography, behavior specific to the reader.



### Retarget your audience

Send them a notification to bring back the audience who have left an article half-read, saw a video on mute, or who have abandoned your tab.

Erem News has activated the **Recover Abandonment Tab** playbook and targets the subscribers who drop off from the article pages to bring them back on the website. They are getting a **CTR of 13.8%** with this Playbook.



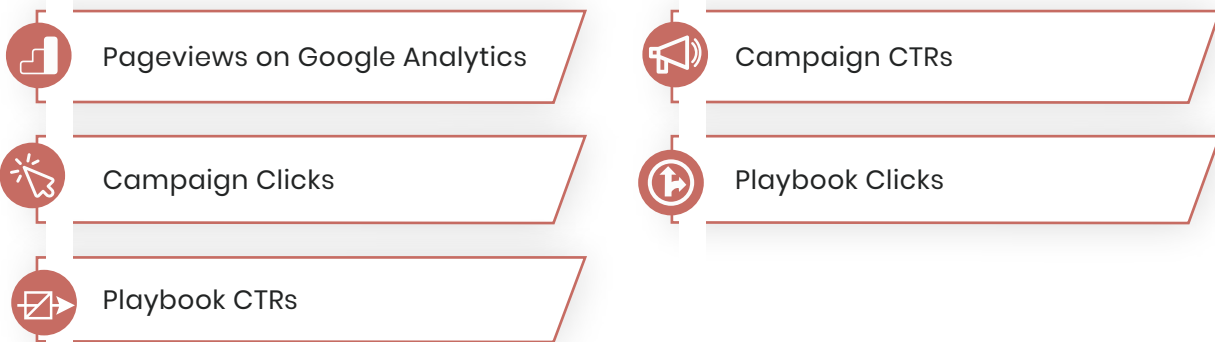
You can also send a notification if the reader abandons a video and does not watch it till completion. Did you know that 35% of your online viewers abandon your videos in <30 seconds? Get them back to your website to resume the video and spend more time on your website using the **Increase Video Watch-time** Playbook.

Media publishers are now **recovering up to 6% of their abandoned video sessions** using the **Increase Watch-time** Playbook.

Dimsumdaily leverages the **Increase Video Watch-time** Playbook and gets a **CTR of 11.77%**.



## How Should They Measure Engagement?



Engagement can be measured by tracking the clicks and the CTR generated on the campaign and by tracking the traffic and the sessions generated on the website from the particular channel

## What Is The CTR And Churn Rate Customers Usually Get?

- Publishers usually receive **CTRS** anywhere between **0.1% to 1.5%**
- CTR is usually high ranging from 3%-5% when customers start acquiring subscribers. With an increase in subscriber base, it tends to go down and ranges between 0.2%- 1%. **It further drops down when the subscriber base reaches millions.**
- Dailythanthi experienced the highest CTR of 4% in their first month with iZooto. Today their **average CTR ranges between 0.2%-0.4%**

**Already using push notifications** but not an iZooto customer? Know how you can bring your audience back to your website with these Playbooks.

**New to push notifications?** Know everything about push notifications and how you can engage with your readers like never before.



[Schedule A Call](#)