PropellerAds

FULL Statistics

PUSH TRAFFIC

Market Analysis & Trends 2019-2021

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Introduction

The Push Notification technology was introduced to the market in the early 2000s and remains the principal channel of communication between the app/website and the user.

The status quo was challenged in 2017 when PropellerAds first released a Native Push Notification technology designed for advertising and for the purpose of marketing to a much wider audience than any mobile app could ever collect.

The initial launch of the new product happened in May 2017 and allowed premium advertisers to test the innovative advertising format. Once all the data essential for the public launch was gathered, the ad format was opened to all advertisers on PropellerAds' Self-Serve platform.

Since then the Web Push traffic has become one of the fastest-growing segments of the advertising paid traffic market. In 2018, we witnessed both an explosive and sustained growth of the Push traffic market, which reached approximately $300 million.

This report provides estimates for the Web Push traffic market 2019, as well as analysis and forecast until 2021.

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PUSH STATISTICS AND BENCHMARKS 2018-2019

Web Push traffic statistics provides a picture of the market and opportunities for marketers, based on what has been showing the best performance and what's being underutilized.

This part is based on reports and statistics provided by the in-house analytics department of PropellerAds.

Geographics

Although PropellerAds has traffic from 195 countries, some regions and countries have a higher percentage of Push users and more rapid database growth rates.

Top GEOs

Country	Number of users
India	50 Million
Brazil	16 Million
Indonesia	15 Million
Philippines	13 Million
United States	9 Million
France	2.8 Million
Germany	2.5 Million
Italy	2.1 Million

By region, India, being the second largest online market, held a dominant share of the global Push market in 2018 and is anticipated to continue its dominance over the coming years.

Push traffic is poised to see even more stunning gains. Statista is forecasting the retail e-commerce revenue in India to reach $33 billion by 2020, and Push ad format will definitely be in the vanguard of this growth.

Average CTR per country

Please note that we did not differentiate between verticals, device types, and other targeting options at this point. We were aiming to provide a general overview of how Push CTR rates vary from country to country and allow you to compare your results with industry benchmarks.

The data clearly shows that Web Push Notifications as an ad format have high engagement rates across all GEOs, and only go higher when proper targeting settings are applied.

Country	Average CTR (%)
United States	0.67
Russia	1.08
India	0.53
Germany	0.53
Brazil	0.7
South Africa	0.56
France	0.68
Italy	1.1
Great Britain	0.51
Indonesia	0.47
Malaysia	0.51

Average CPC ($) per country

The average cost per click across all verticals varies greatly, depending on the tier of traffic advertisers choose to target.

The prices remain comparatively low due to the high supply, yet India stands out across the boards as this targeting offers the lowest average CPC worldwide, which can be beneficial to advertisers aiming to explore Indian market.

Country	Average CPC ($)
United States	0.05
Russia	0.03
India	0.005
Germany	0.05
Brazil	0.01
South Africa	0.04
France	0.03
Italy	0.03
Great Britain	0.04
Indonesia	0.01
Malaysia	0.02

Average CPM ($) per country

The CPM rates remained steady throughout 2018 and the first quarter of 2019. Although there are significant differences in CPM rates, we can observe certain patterns, where North America and Europe had a higher average CPM, while Asia and LATAM countries showed lower average CPM.

Country	Average CPM ($)
United States	0.33
Russia	0.33
India	0.02
Germany	0.27
Brazil	0.05
South Africa	0.24
France	0.23
Italy	0.32
Great Britain	0.22
Indonesia	0.04
Malaysia	0.09

OS & Platforms

Android holds the dominant position in the list of mobile OS, while Windows is an absolute leader on the desktop field. This fact might be surprising taking into consideration the tremendous market share of Apple products. Currently, there are multiple complications developers and publishers face, when it comes to web Push Notification technology on iOS.

Yet the picture is about to change as Apple is planning its expansion to the Push market. We are talking about how Apple is going to rival Google technology in detail in the "trends" part.

Now, let's see the performance parameters for each platform across all GEOs and excluding specific targeting options.

Yet the picture is about to change as Apple is planning its expansion to the Push market.

Android

CTR	CPM ($)	CPC ($)
0.57	0.06	0.01

Windows

CTR	CPM ($)	CPC ($)
1.81	0.26	0.01

MacOS

| CTR	CPM ($)	CPC ($)
0.48	0.28	0.06

Top verticals

What kind of CPA offers work best with Push traffic? We've analyzed the top affiliate verticals in regards to Push Notifications. Here are the most profitable ones, ranged by the click-through rate (%). Please note that these are the average values across all GEOs.

Most popular verticals & Average CTR

The data confirms that Push traffic is suitable for nearly every affiliate vertical, albeit the CTR was in direct dependence with the difficulty of conversion and value of the offer.

|	Vertical	CTR
	Dating	1.23
	eCommerce	1.07
	Software	1.02
	Gaming	0.82
	Utilities	0.66
	Finance	0.58
	Sweepstakes	0.58
	Betting	0.49
	Cinema & TV	0.41
	Gambling	0.37

Average CPC ($) per vertical

The CPC prices did not fluctuate significantly throughout the year, remaining steady across all verticals.

	Vertical	CPC
	Dating	0.01
	eCommerce	0.005
	Software	0.04
	Gaming	0.01
	Utilities	0.005
	Finance	0.01
	Sweepstakes	0.02
	Betting	0.02
	Cinema & TV	0.01
	Gambling	0.03

Average CPM ($) per vertical

The highest CPM rates were observed in Software and Dating verticals; other industries enjoyed rather inexpensive CPMs. Yet it's important to mention that certain verticals are more affected by seasonal traffic spikes, for example, Finance, Betting, and eCommerce.

♡	Dating	0.16
🛒	eCommerce	0.04
✎	Software	0.38
🎮	Gaming	0.11
⚒	Utilities	0.02
💵	Finance	0.07
🎁	Sweepstakes	0.09
🎲	Betting	0.1
▷	Cinema & TV	0.06
◎	Gambling	0.1

User activity targeting

This targeting option was a new addition to PropellerAds's advertiser toolbox and had a serious impact on the results affiliates and brands were getting.

Advertisers have an option to target one of three user activity groups or target all users. These groups are: High, Medium, Low.

Here is the statistic for each activity group:

User activity group	High	Medium	Low
CTR (%)	7.11	1.49	0.94
CPM ($)	0.43	0.17	0.09
CPC ($)	0.015	0.012	0.010

In full accordance with its name, "High" activity group was an absolute leader in terms of click-through rate, other two groups lagged behind; at the same time, there was no significant gap in CPC or CPM prices - the only difference were the available traffic volumes.

PUSH MARKET TRENDS

There's a lot of debate around the future of Push Notifications: whether the format is going to continue smashing records or whether Google's ban is indeed being on the horizon, as some fear.

We have analyzed the Push Notification trends, many of which have persisted for several years, while others are just gaining momentum.

1. Push market moves towards regulation

Started as a wild market, Push Notifications strongly reminisce the email market in its infancy – lots of low-quality service providers, spam, and dubious methods of database collection.

Now the Push market is on the verge of a global shift because the problem is already here: low-quality networks are increasing the unsubscribe rates and disrupt the user experience by uncontrolled bombarding of users with ad messages.

Apart from the users, the biggest victims are advertisers, who are losing their marketing budgets and get negative feedback from potential customers.

The situation is slowly turning to the better. The most aggressive players are pushed out of the market by regulation tightening: the opt-in process is getting more complex, and the opt-out, at the same time, simplifies. In the long term, it will allow to boost the LTV (Customer lifetime value), increase the lead quality, and maintain the overall effectiveness of the ad format.

The opt-in process is getting more complex
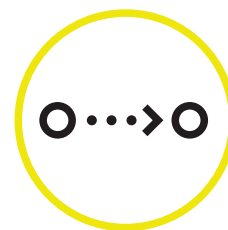
The opt-out gets more simple

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2. Google to be rivalled by Apple's iOS Push technology

Google, the biggest player on the Push market, took what might seem like a waiting attitude. What lies behind a calm façade is the intensified capacity expansion – the number of servers continues to grow because the soaring global user database needs more technical resources to accommodate requests.

Nevertheless, Google policy updates that concern Push Notifications remain the wildcards in 2019 and could potentially derail the Push market. We do not expect this scenario to play in 2019.

This year, we are about to see another heavyweight entering the multi-billion Push advertising market – iOS, which is finally ready to embrace the Push technology and capitalize on opportunities it opens.

That move will open up a large chunk of the advertising market for brands and affiliates who were waiting to promote their products and services to iOS users. All that should make Push Notifications a universal advertising tool.

Advertisers to discover a new part of mobile Push market

Pie chart showing: 77%, 19%, 4%

- ☐ Android
- ▨ iOS (yellow)
- ▧ Other
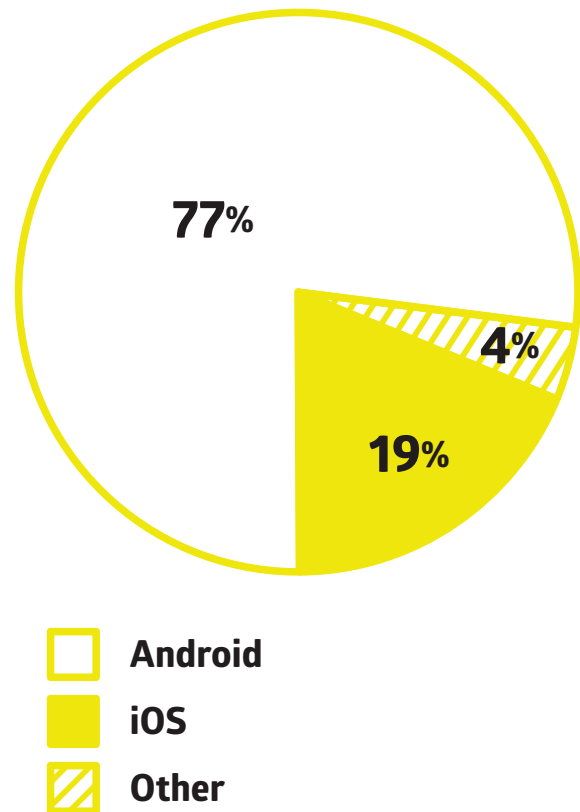
*Hootsuite Report. July 2018

This year, we are about to see another heavyweight entering the multi-billion Push advertising market – iOS, which is finally ready to embrace the Push technology and capitalize on opportunities it opens.

3. Focus on cross-channel integration

Push notifications are moving all the way towards cross-channel integration. There is work already underway to integrate Push with some tested and approved technologies, like email, display ads, native ads, and in-app Push Notifications.

The cross-channel integration will allow to use large volumes and diverse types of data to discover more customer behavior data and better predict the outcomes of marketing campaigns.

Naturally, it will lead to the creation of multichannel campaigns that are proven to have a tremendous effect on users.

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Native Ads

in-app Push Notifications

PUSH
TECHNOLOGY

E-mail

Display Ads

# 4. Push Notifications to get classic display ad instruments

Push market continues its winning ways into 2019, but to develop further the technology should acquire the instruments of the classic banner ads, which marketers are accustomed to.

Among those instruments:

• **RTB (Real-time bidding)**
• **Retargeting**
• **Advanced customization**

Obviously, these additions can increase the effectiveness of Push ads, but can also attract bigger players – global brands, top advertisers, who were avoiding Push due to lack of familiar instruments.
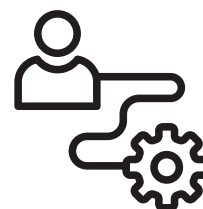
Altogether, these tools are foreseen to expand the Push market dramatically over the coming years.
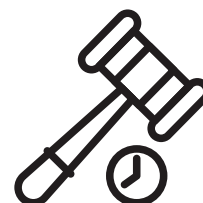
Real-Time Bidding

**Retargeting**

Advanced customization

WHAT'S NEXT

The market outlook for Push Notifications remains attractive and extremely promising for both advertisers and publishers.

As Push market is moving towards regulation, we are anticipating policy tightening across the board that will inevitably lead to higher content quality. As a result, more publishers can potentially enter the market and expand the daily volumes even further.

Based on last year's figures and financial trends, we are expecting the average daily market volumes to reach **$5 Million**; growing through new markets (for example, iOS entering the Push market) and fresh product offerings (advanced integrations and instruments).

Daily market volume ($)

Year	Daily market volume ($)
2017	~700 000
2018	~1 000 000
2019	~2 500 000
2020	~4 000 000
2021	~5 000 000
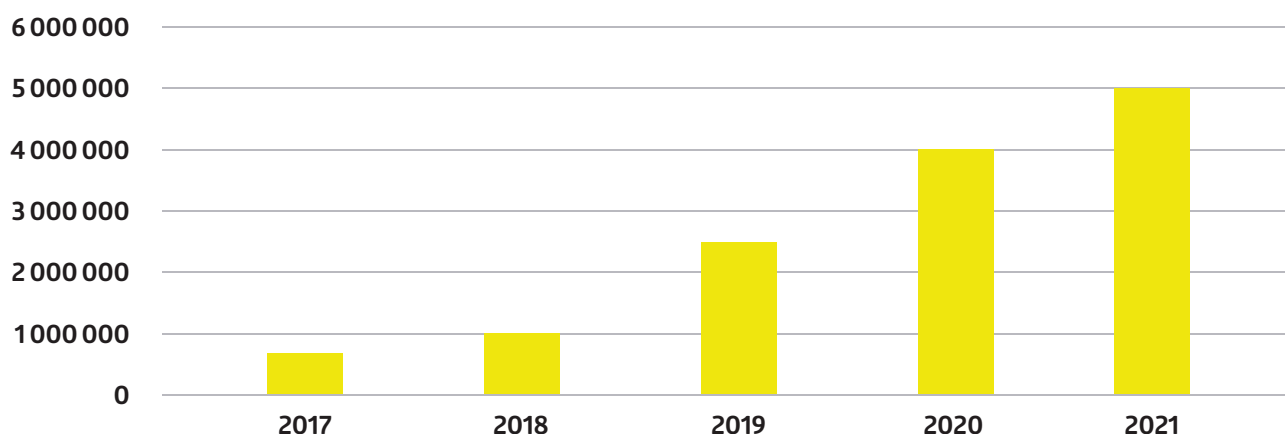
Push Notification is an ad format that represents the future of digital advertising because it combines the benefits of display ads, email and SMS marketing.

With impressive benchmarks, wide GEO range and an extensive feature package, Push traffic has everything it takes to hit the new records and continue to grow year by year.

We hope our report will contribute to a better understanding of how Push market functions and will help to stimulate the adoption of this exciting new ad format.