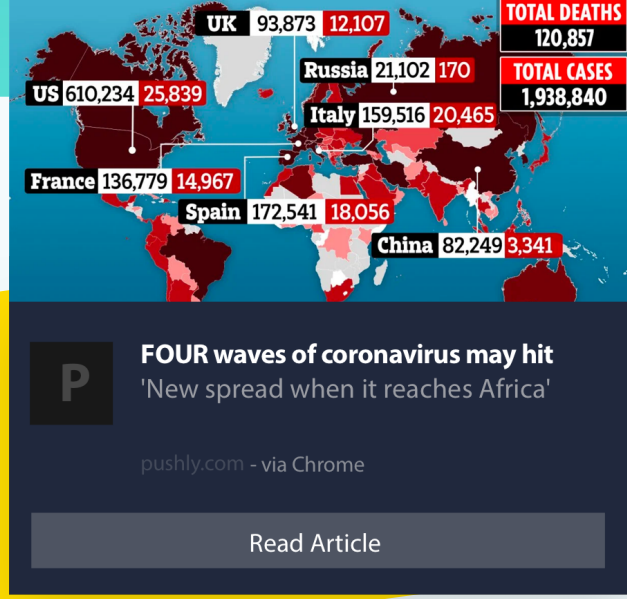# Pushly

In a Time of Crisis, Web Push is Breaking News

News publishers are experiencing surges in web traffic as consumers seek COVID-19 updates. Pushly data shows significant increases in web push notification engagement for coronavirus-related content from January to March 2020.

UK 93,873 12,107
Russia 21,102 170
US 830,234 25,839
Italy 159,516 20,465
France 156,779 14,967
Spain 172,541 18,056
China 82,249 3,341

TOTAL DEATHS 120,857
TOTAL CASES 1,938,840

P FOUR waves of coronavirus may hit
'New spread when it reaches Africa'

pushly.com · via Chrome

Read Article

What is Web Push?

Alert-style messages from a website delivered ad-free on desktop and mobile devices even when visitors are off the site.

Coronavirus Effect on Web Traffic

When consumers want coronavirus news, they want it straight from trusted news sources

51%
increase in traffic to news sites from February to mid-March*

58%
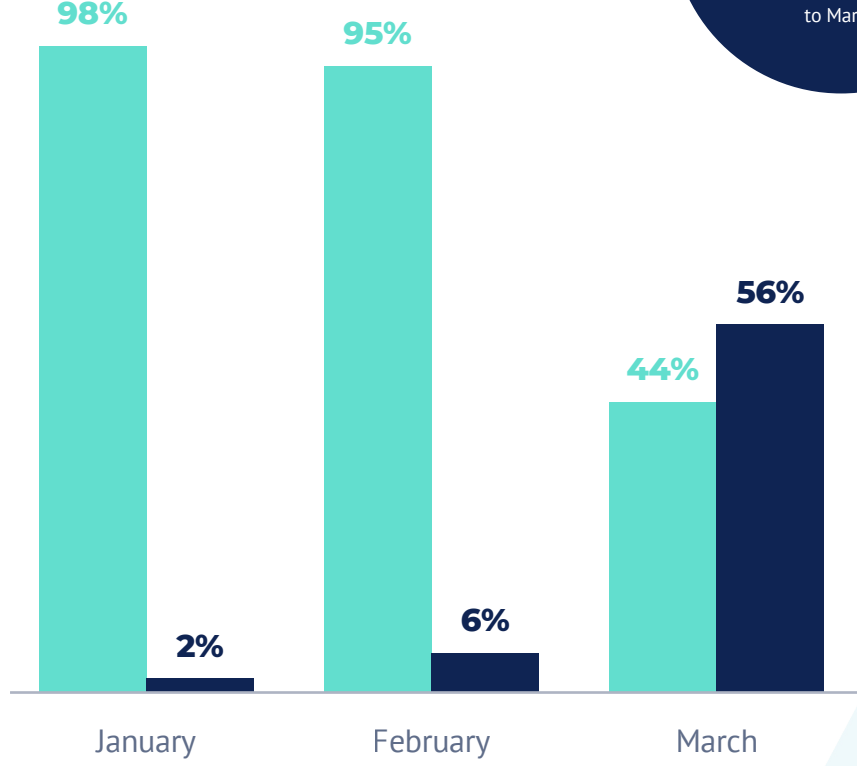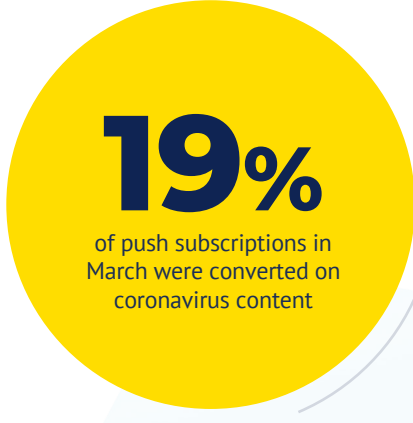prefer to get updates from online news sources directly*

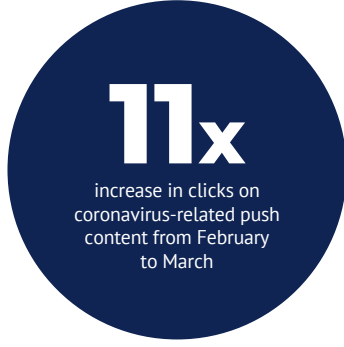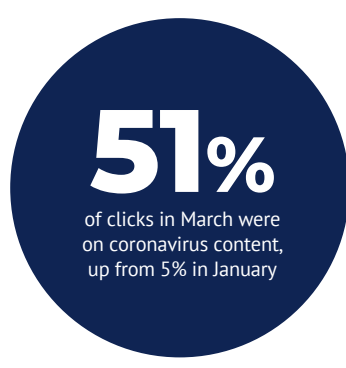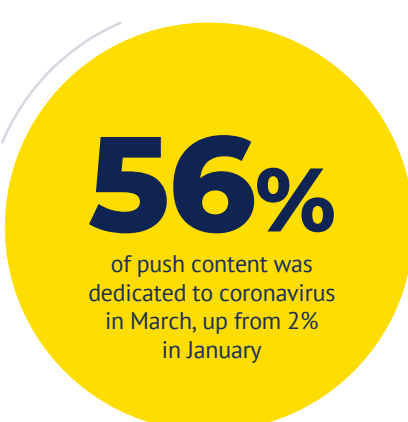**46**%
increase in minutes spent by readers on news sites YoY in March*
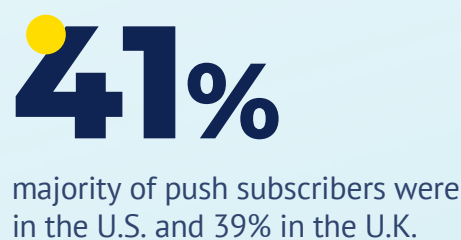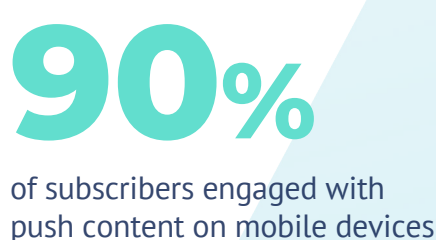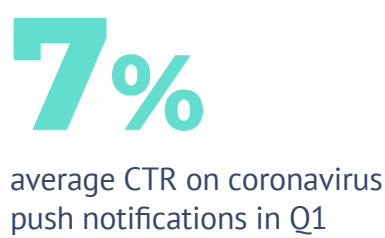
A New Way of Consuming News

Consumers are leaning into coronavirus news at a rapid rate - and requesting to receive updates after they leave the publisher's site.

Publishers using push notifications to share coronavirus news saw staggering growth in consumer engagement from January to March.

56%
of push content was dedicated to coronavirus in March, up from 2% in January

51%
of clicks in March were on coronavirus content, up from 5% in January

11x
increase in clicks on coronavirus-related push content from February to March

19%
of push subscriptions in March were converted on coronavirus content

% of Push Notifications Sent

Other News
Coronavirus

January: 98% / 2%
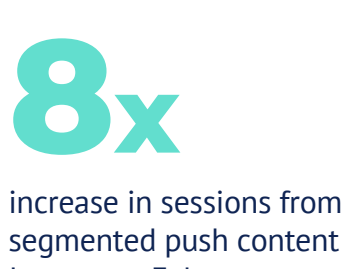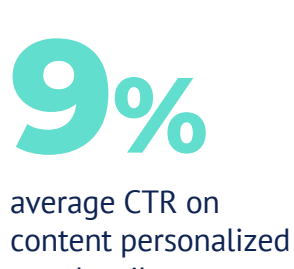February: 95% / 6%
March: 44% / 56%

Converting Breaking News Interest Into Repeat Visitors

The volume of coronavirus-related push notifications in the first quarter translated directly to increased clicks and, as a result, site traffic for publishers from mainly mobile devices.

7%
average CTR on coronavirus push notifications in Q1

3x
the CTR of email and 7x that of social media

90%
of subscribers engaged with push content on mobile devices

41%
majority of push subscribers were in the U.S. and 39% in the U.K.

39%

41%

Push notifications segmented to subscribers based on site behavior and content interactions amplified response.

9%
average CTR on content personalized to subscribers

8x
increase in sessions from segmented push content January to February

25x
increase in sessions February to March

In Summary: Push Breaks Through

- Publishers can better own their audiences with consistent and relevant communication

- Push is trusted to deliver content outside of crowded social channels and email inboxes

- Push offers 1:1 engagement to interested consumers - turning one-time visitors into loyal audiences

- Targeting breaking news content specific to users based on site behavior delivers more impactful ROI

Schedule a demo today to see how Pushly can help your team win audience engagement when it matters the most. We've worked with many of the Comscore Top 50 publishers to build a massive subscriber base and 2X growth in return visitors year over year.

REQUEST DEMO