

# 7 Questions to Ask Your Push Notification Partner

The right partner can help publishers create a more effective and profitable audience growth program.



## Implementation

### 1. Free Trial

Is there a free trial period to understand how this platform will perform for our site?

### 2. Set-up Time

If we adopt this platform, how quickly can we start sending notifications and subscribing users?

### 3. Push Personalization

Can we target audiences with content down to the user-level, such as how frequently and recently they have visited certain content?

### 4. A/B Testing

To meet our KPIs, can we leverage multivariate testing to learn what content and/or action button combinations are more effective?

### 5. Customization Options

To what degree can we customize and personalize our push notifications at scale?



## Capabilities

### 6. Internal Resources

If we choose a web push notification platform, what internal resources will we need?

### 7. Customer Support

Will we get a dedicated Account Manager who can assist us any time, any day with troubleshooting or new feature tutorials?



## Support