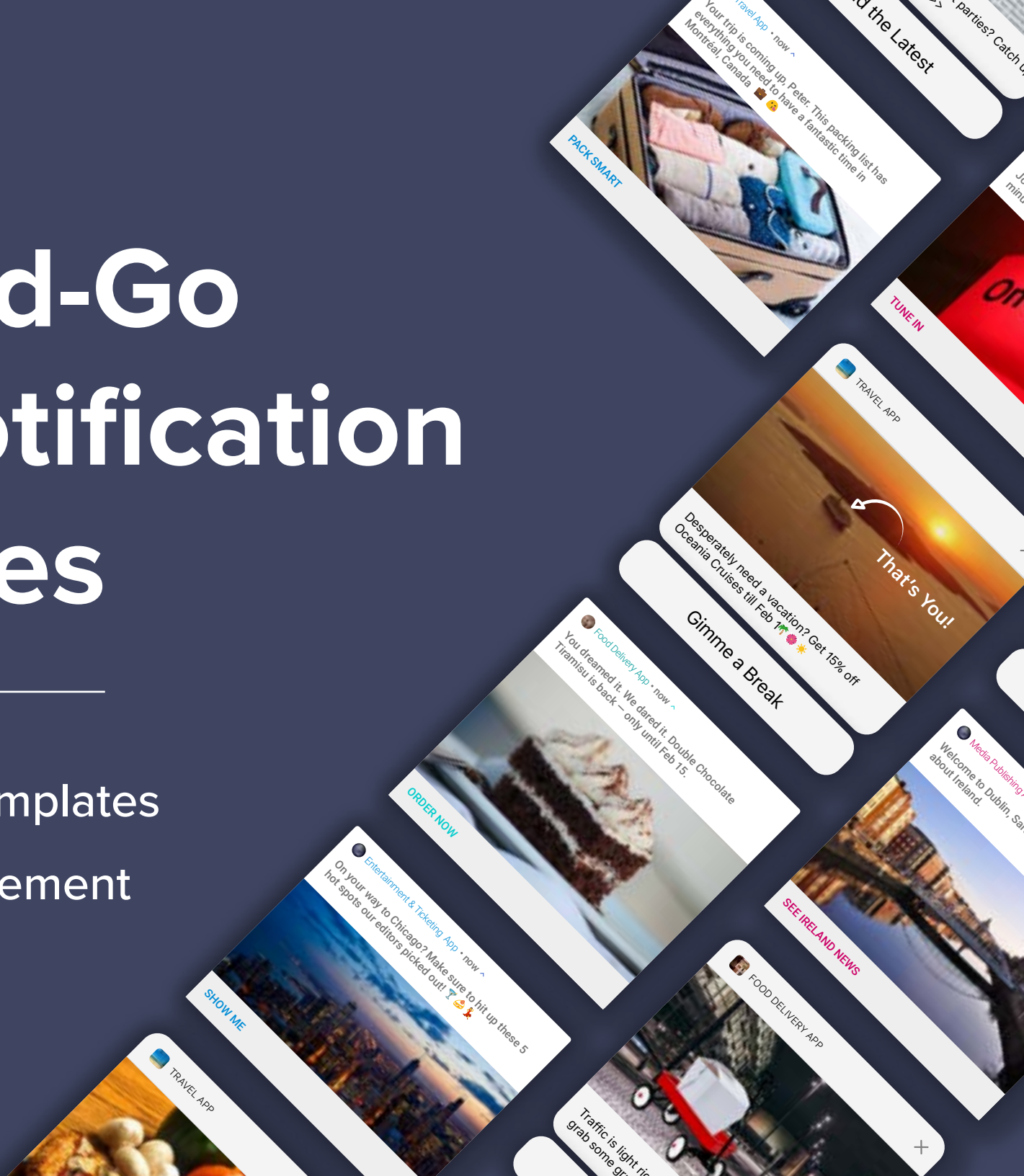
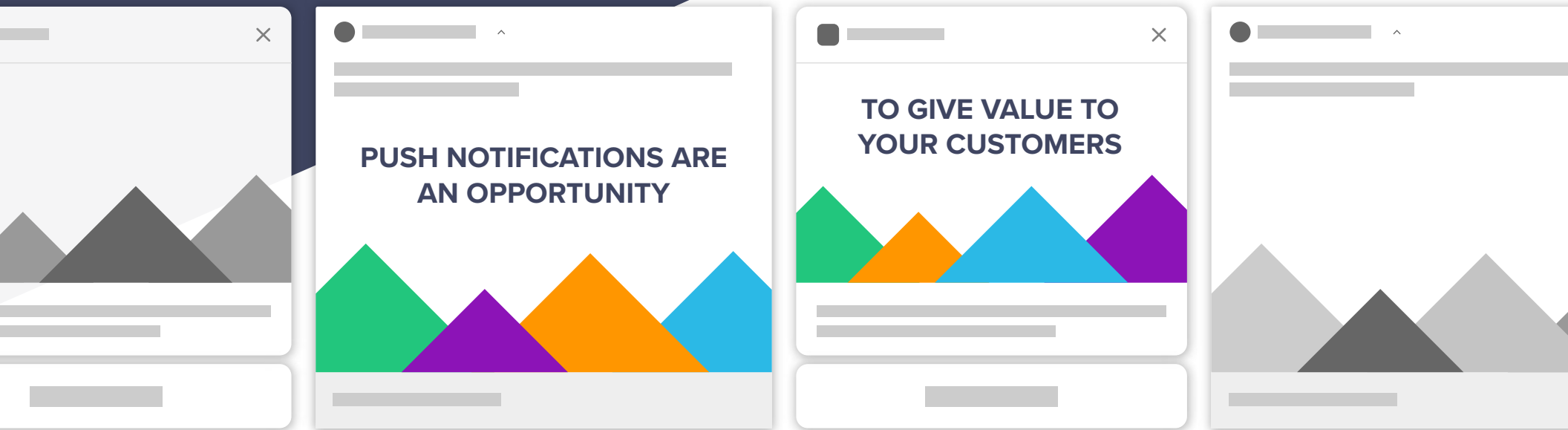


Grab-and-Go Push Notification Templates

40+ Ready-Made Templates
to Boost App Engagement



What if your app could influence users when their phones were off?



Imagine what would happen if you helped your users form better habits, feel more prepared, and reduce their stress. That's the **power of push notifications**. Think of push notifications as your app's retention extensions. It's loyalty built on value that allows your product to stay top of mind, becoming a habitual part of a user's day.

The 3 Traits of an Effective Push:



**A REASON
TO ENGAGE**



**CLEAR
VALUE**



**PERFECT
TIMING**

If you hit all three, your app will have the potential to become an indispensable part of your user's life. What stops mobile marketers from harnessing this opportunity and pushing their best foot forward is not knowing what to write and how to present the push. Don't let that happen to you!

In an effort to save you time and headspace, we put together a list of grab-and-go push notification templates that you can swipe and edit. In them, we included suggestions for rich media and pre-designed calls to action. To make your life even easier, we added triggers and timing recommendations for each push.

Table of Contents



TRAVEL

5



SHOPPING

14



FOOD & DELIVERY

23



MEDIA & PUBLISHING

30



ENTERTAINMENT & TICKETING

36



MUSIC

42



UTILITIES & PRODUCTIVITY

52

TRAVEL



Inform Airline Passengers of a Gate Change	6
Share Flight or Rental Deals	7
Suggest Destinations for a Holiday	8
Recommend a Visit when User Arrives at a Location	9
Welcome User to a New Country	10
Welcome User to a New Country: Italy	11
Help User Pack for a Trip	12
Reference User's Local Airport and Suggest Trips	13

Inform Airline Passengers of a Gate Change

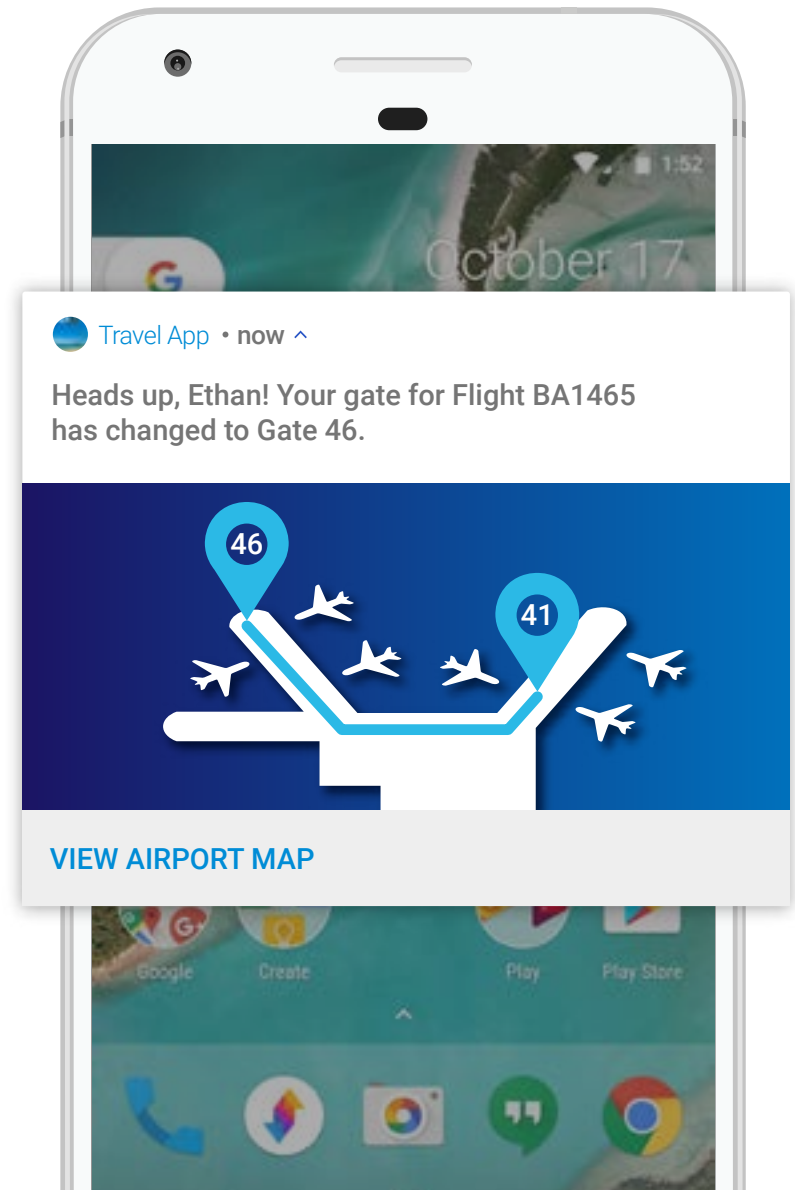
TIP

You can send this push as soon as you learn about the gate change. For the image, you can either skip it or add a simple graphic or GIF showing an arrow connecting point A to B.

Template:

BODY: Heads up, [FIRSTNAME]! Your gate for Flight [FLIGHT NUMBER] has changed to [NEW GATE NUMBER].

CTA: View Airport Map



TRAVEL

Share Flight or Rental Deals

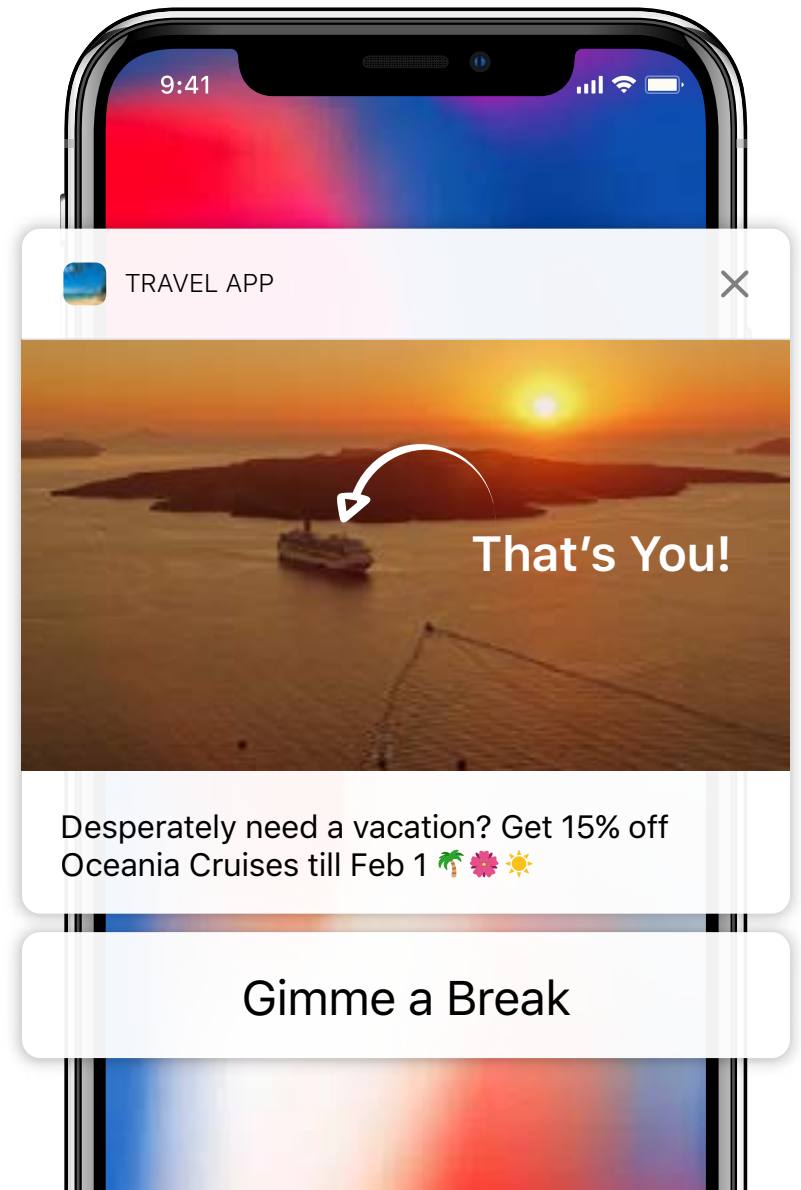
TIP

For this push, include a photo of a cruise ship or a beach, with a silhouette captioned: This is You! Good one to send within a day of deal/offer release.

Template:

BODY: Desperately need a vacation? Get [DEAL/OFFER] [COMPANY NAME] till [DATE].

CTA: Gimme a Break



Suggest Destinations for a Holiday

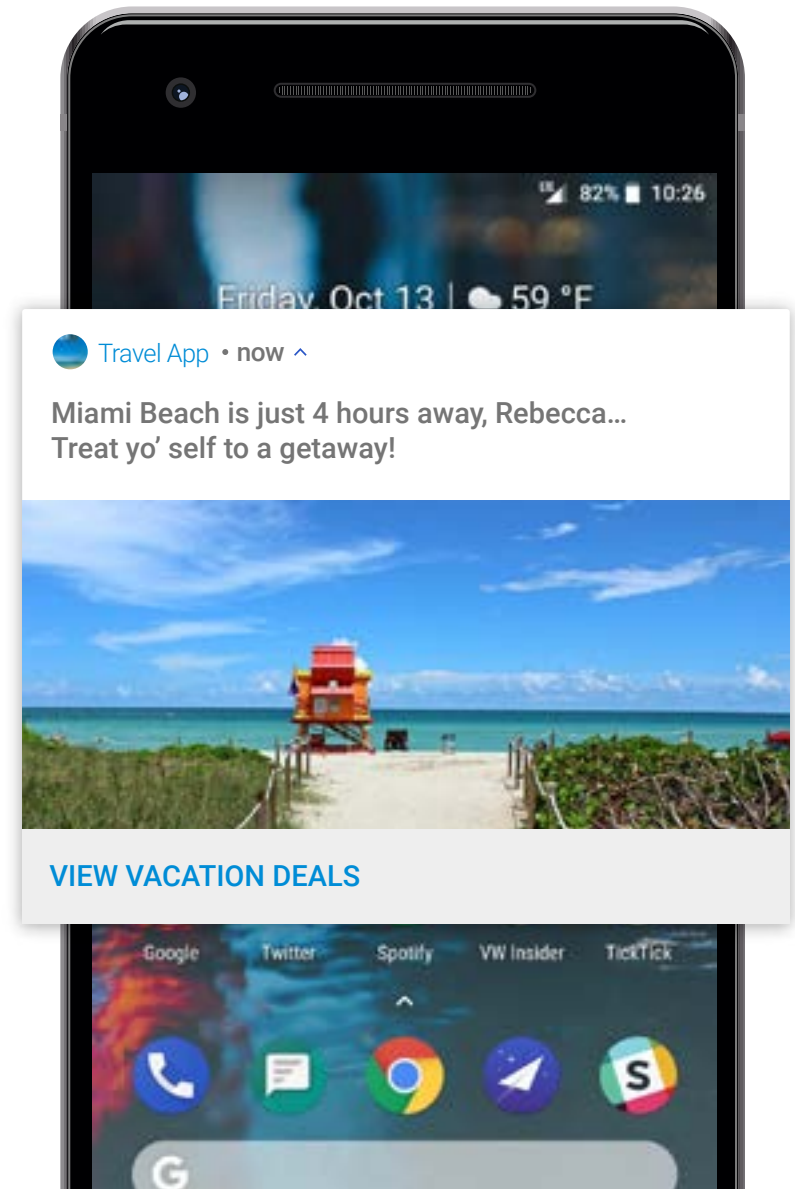
TIP

Display the text along a captivating Parks & Rec GIF or an image highlighting the features of that destination. Sending this push on a Wednesday or a Thursday gives users time and incentive to plan a quick getaway.

Template:

BODY: [NEARBY DESTINATION] is just [X] hours away, [FIRSTNAME]... Treat yo' self to a getaway!

CTA: View Vacation Deals



Recommend a Visit when User Arrives at a Location

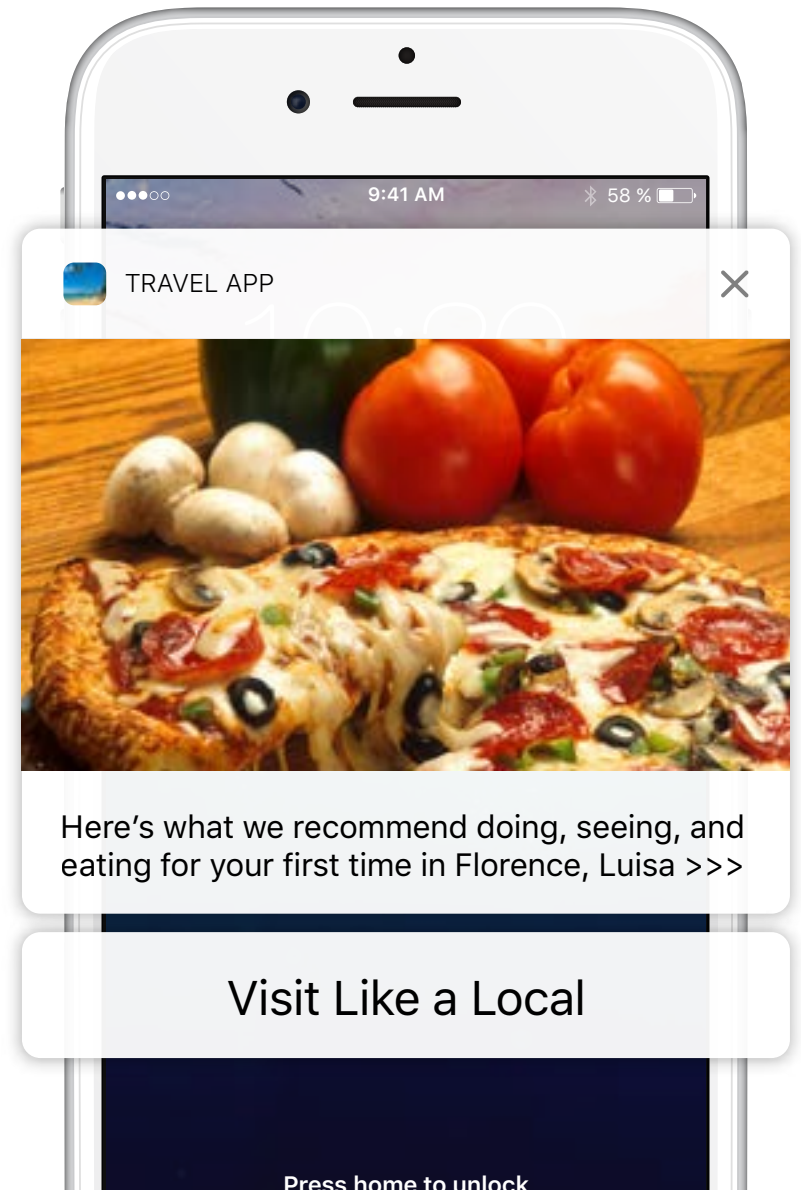
TIP

Once the user arrives in their destination, or soon after an in-app purchase of a ticket or offer in that location, send this push along with a GIF of hands or silverware digging into that region's signature meal. It may just whet their appetite for more!

Template:

BODY: Here's what we recommend doing, seeing, and eating for your first time in [CITY/STATE/COUNTRY], [FIRSTNAME] >>>

CTA: Visit Like a Local



Welcome User to a New Country

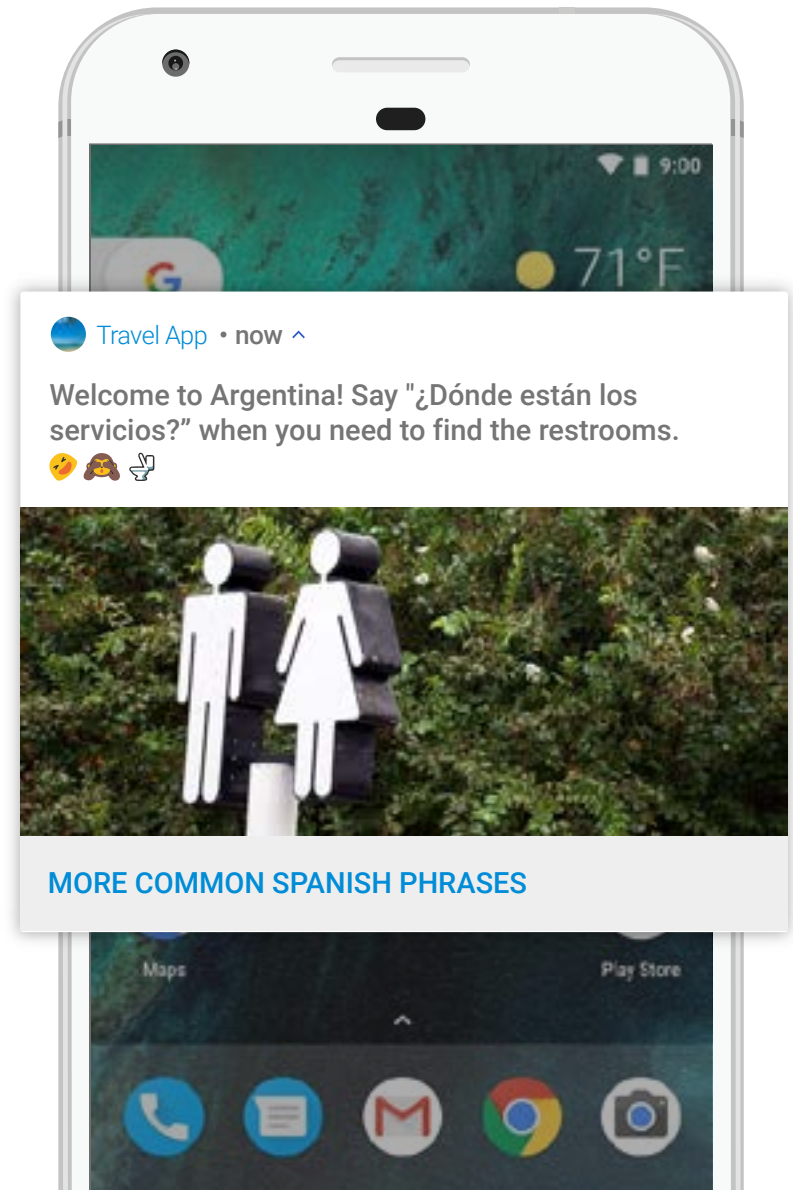
TIP

For an image, add a photo of a door with a restroom sign in the country's language. Send this push the moment you detect that the user has arrived.

Template:

BODY: Welcome to [COUNTRY]! Say "[PHRASE]" when you need to find the restroom.

CTA: More Common [LANGUAGE] Phrases



Welcome User to a New Country: Italy

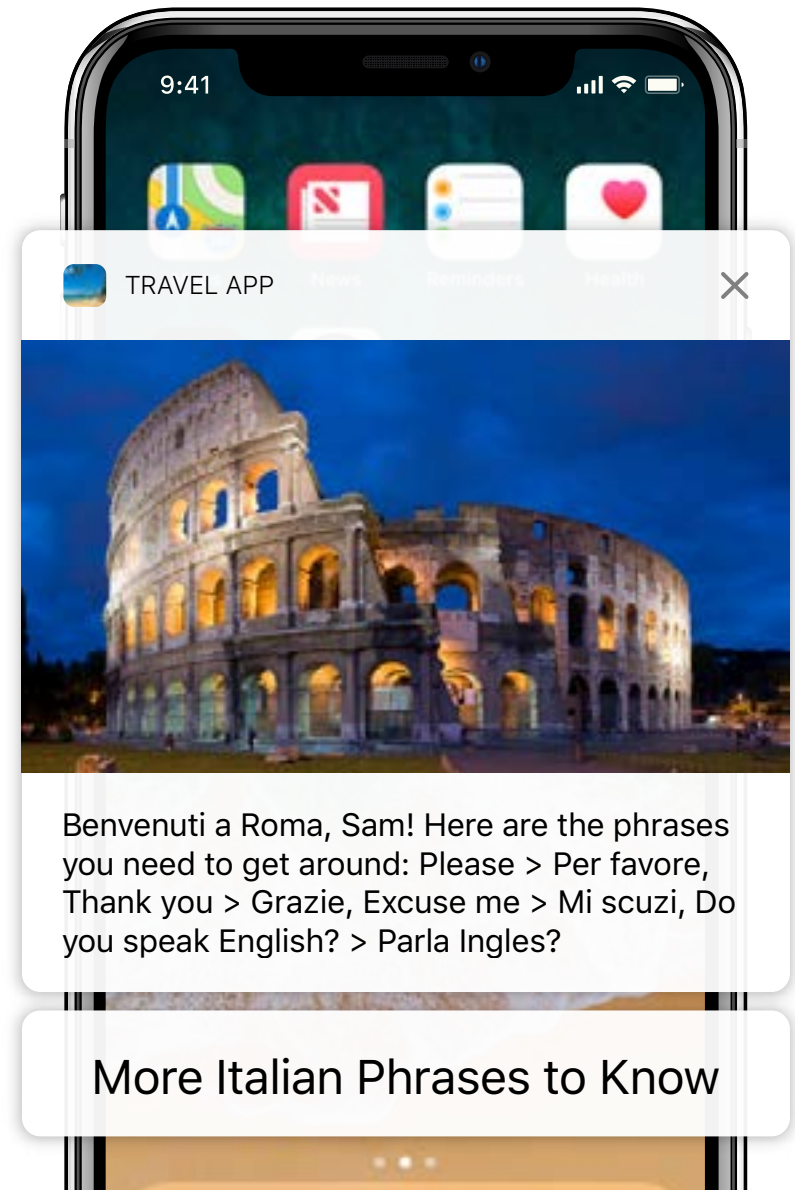
TIP

Showcase a photo of St. Peter's Basilica or Rome's another famous landmark and 'push' immediately upon user's arrival in the country.

Template:

*BODY: Benvenuti a Roma, [FIRSTNAME]!
Here are the phrases you need to get around: Please > Per favore, Thank you > Grazie, Excuse me > Mi scuzi, Do you speak English? > Parla Ingles?*

CTA: More Italian Phrases to Know



TRAVEL

Help User Pack for a Trip

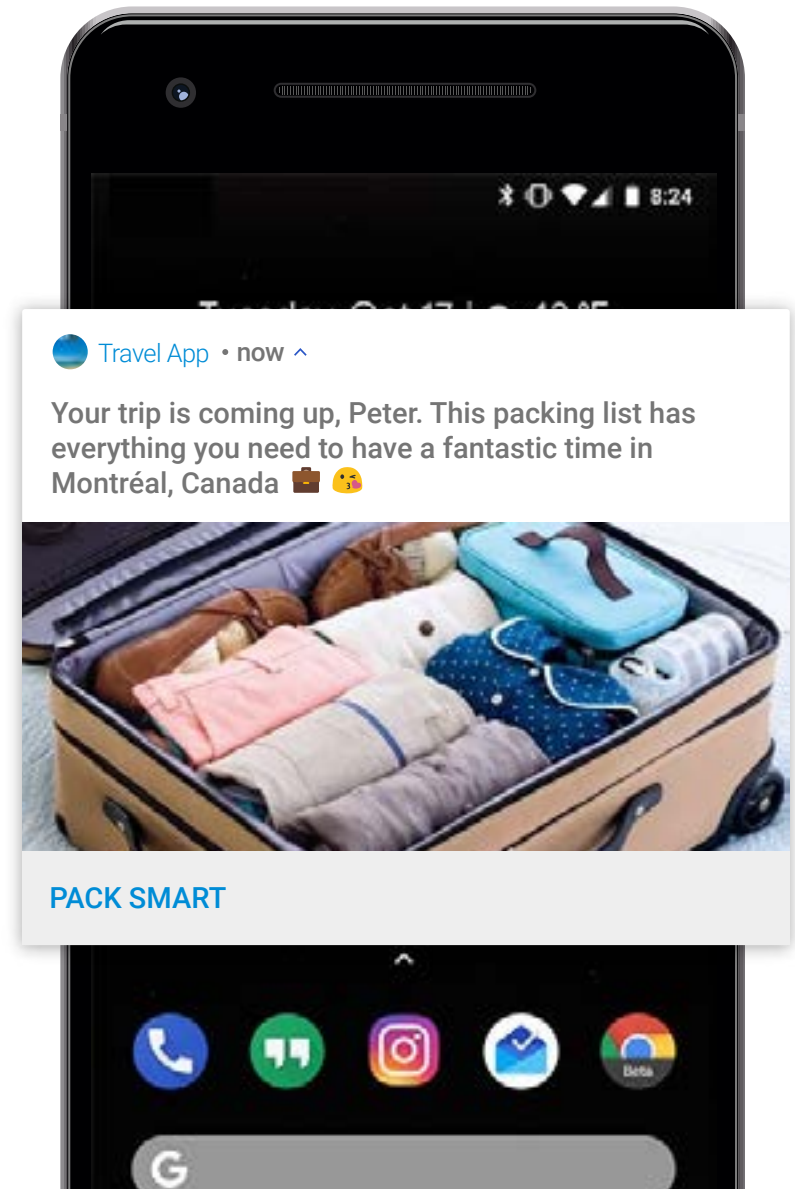
TIP

Accompany this push with a photo of an open and immaculately packed suitcase. Send 3-5 days before takeoff.

Template:

BODY: Your trip is coming up, [FIRSTNAME]. This packing list has everything you need to have a fantastic time in [CITY/STATE/COUNTRY]

CTA: Pack Smart



Reference User's Local Airport and Suggest Trips

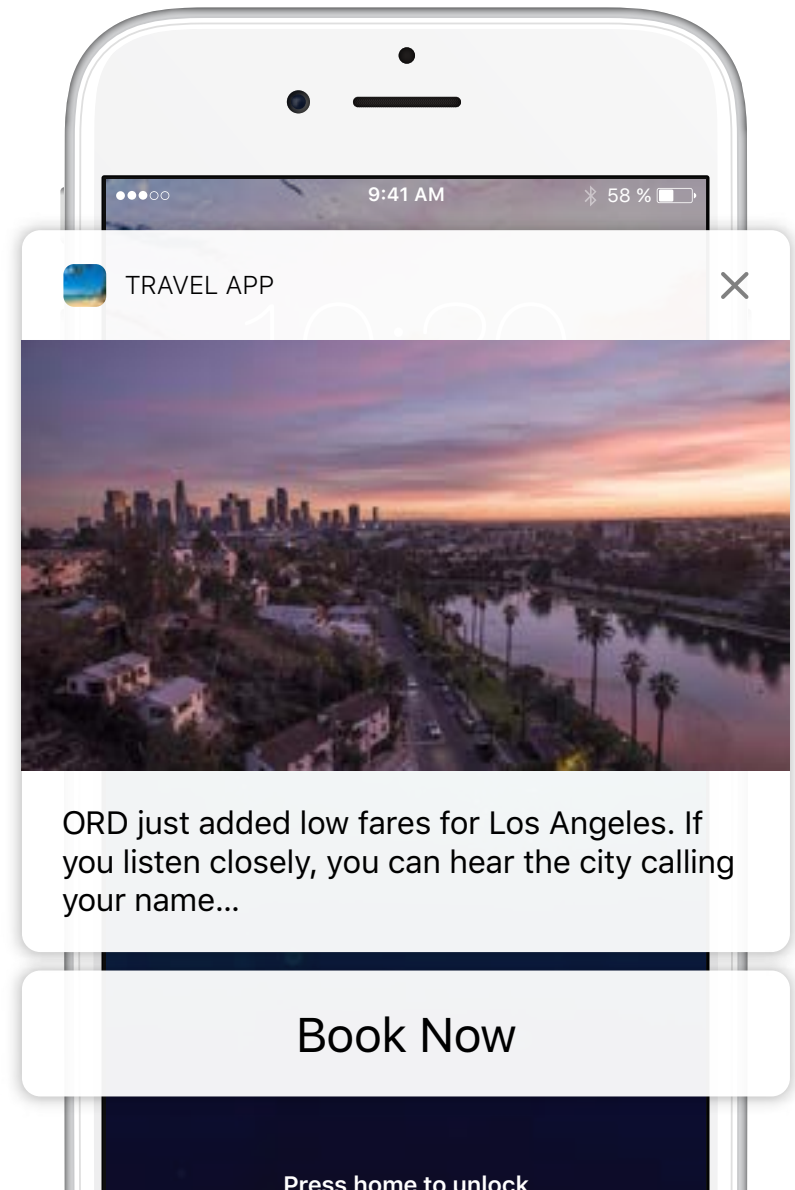
TIP

To make the push more effective, include a photo of a plane taking off, destination city skyline or a famous main street. Hit 'send' it as soon as new fares are added to hot offers.

Template:

BODY: [AIRPORT CODE] just added low fares for [CITY]. If you listen closely, you can hear the city calling your name...

CTA: Book Now



SHOPPING



Send a Birthday Offer or Discount	15
Recommend Products Based on Order History	16
Send a Holiday Discount	17
Send a Holiday Offer	18
Suggest a Weather Forecast-Specific Product	19
Suggest an Event - or Holiday - Specific Product	20
Let Users Know When a Purchase Has Shipped	21
Send a Post-Purchase Incentive	22

Send a Birthday Offer or Discount

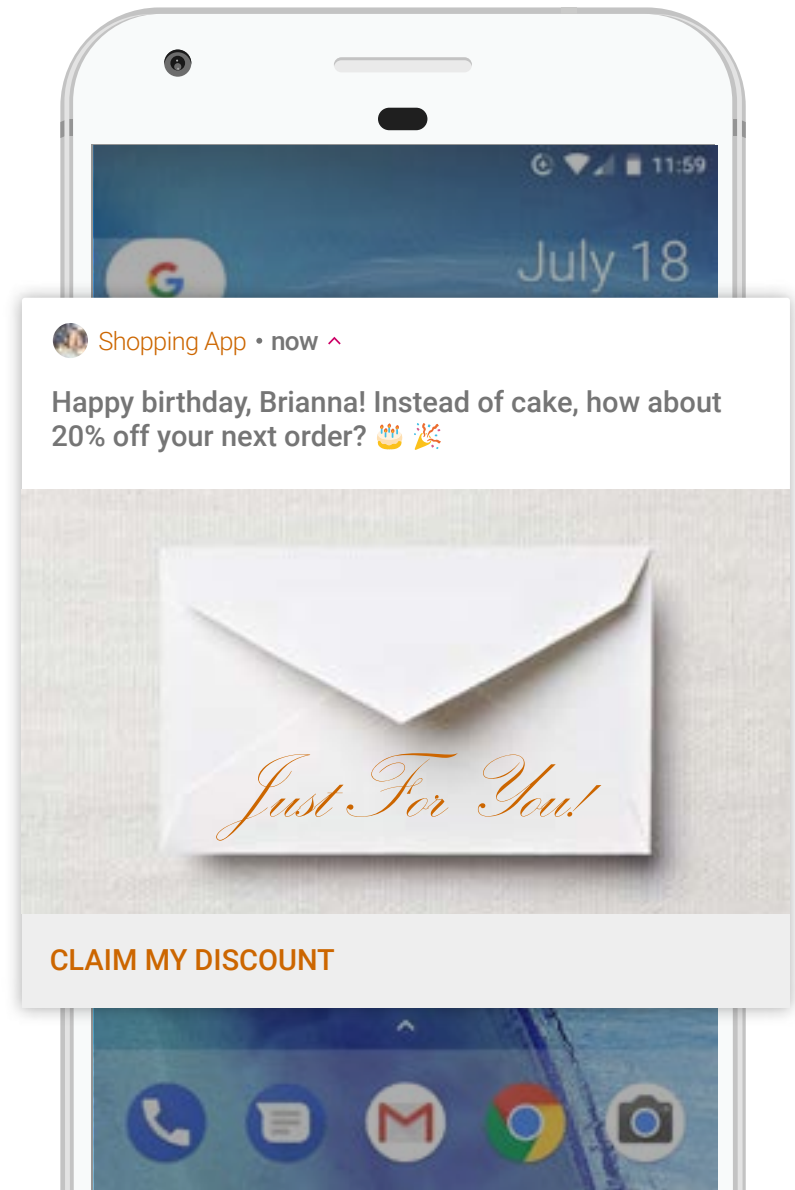
TIP

An envelope with Just for You written on it will make this push come through as that much more personal. Send it on user's birthday, soon after the clock strikes midnight.

Template:

BODY: Happy birthday, [NAME]! Instead of cake, how about [\$ OR % DISCOUNT] off your next order?

CTA: Claim My Discount



Recommend Products Based on Order History

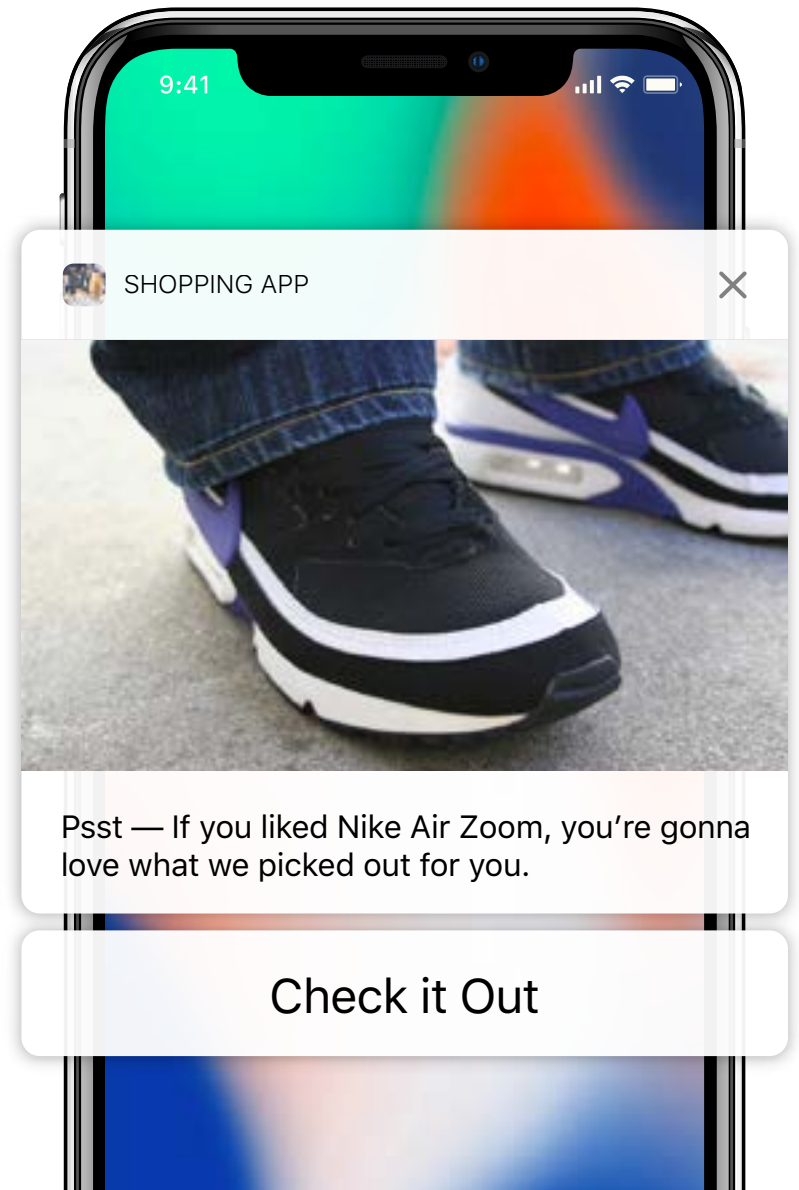
TIP

For a user who is traveling, send this push 3-5 days before their trip with an image of a product they might like based on their browsing history.

Template:

BODY: Psst — If you liked [PAST PRODUCT NAME], you're gonna love what we picked out for you.

CTA: Check It Out



Send a Holiday Discount

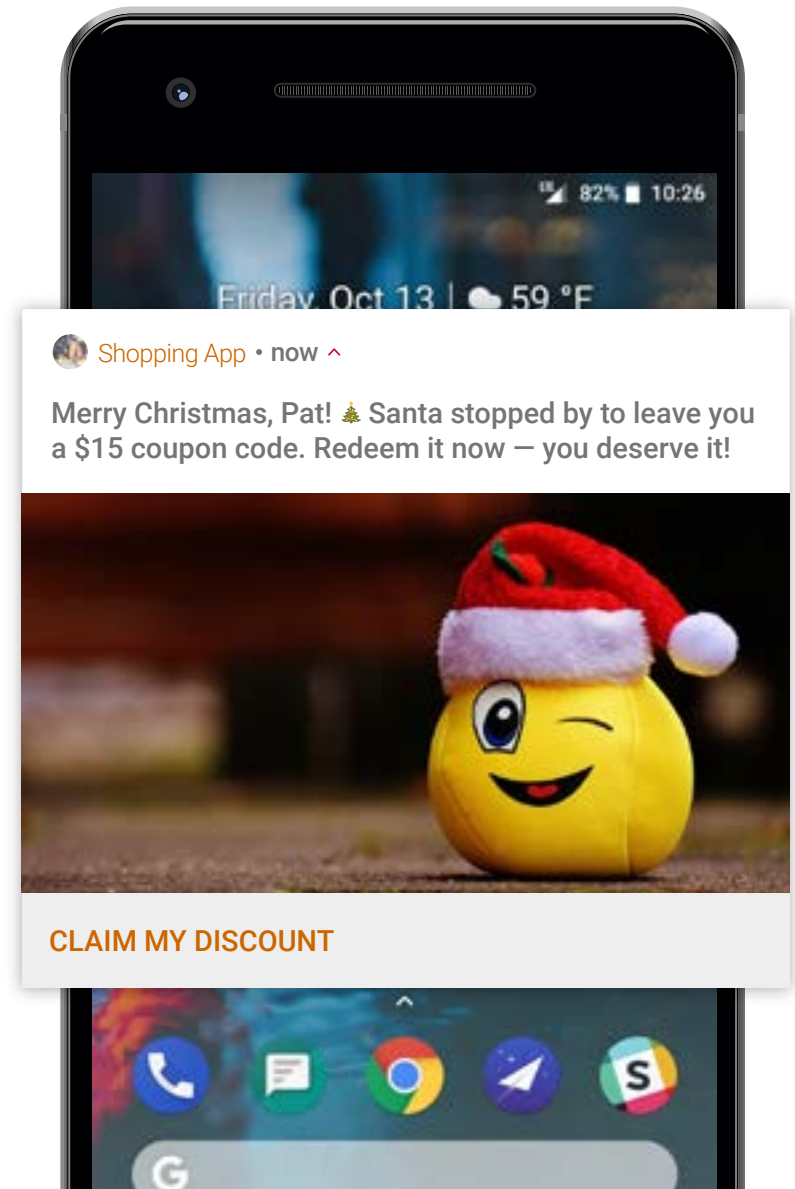
TIP

To make the push stronger (and cheekier), add a photo or a graphic of a winking Santa and send about a week before the holiday.

Template:

BODY: Merry Christmas, [NAME]! Santa stopped by to leave you a [\$ or % DISCOUNT] coupon code. Redeem it now — you deserve it!

CTA: Claim My Discount



SHOPPING

Send a Holiday Offer

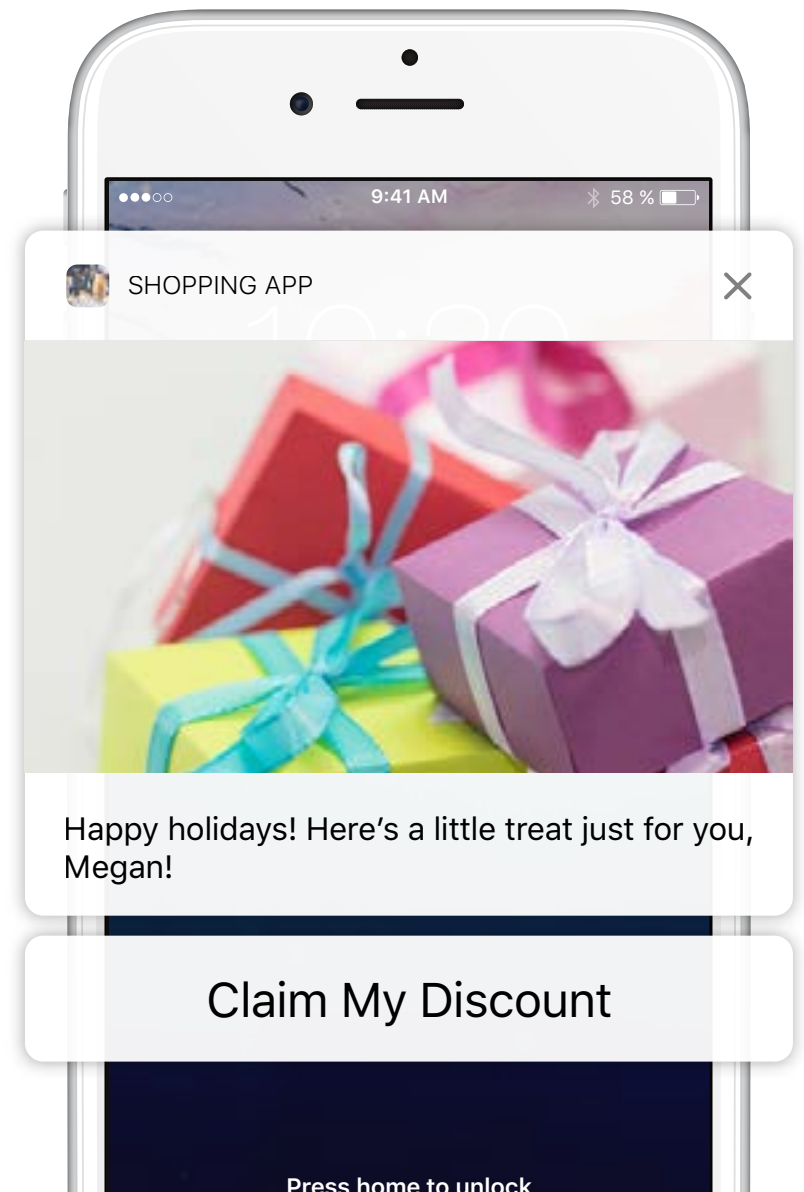
TIP

This push begs for a photo of a gift bag or a neatly wrapped present. Best to send it anytime starting about a week prior to the holiday.

Template:

BODY: Happy holidays! Here's a little treat just for you, [NAME]!

CTA: Claim My Discount



Suggest a Weather Forecast-Specific Product

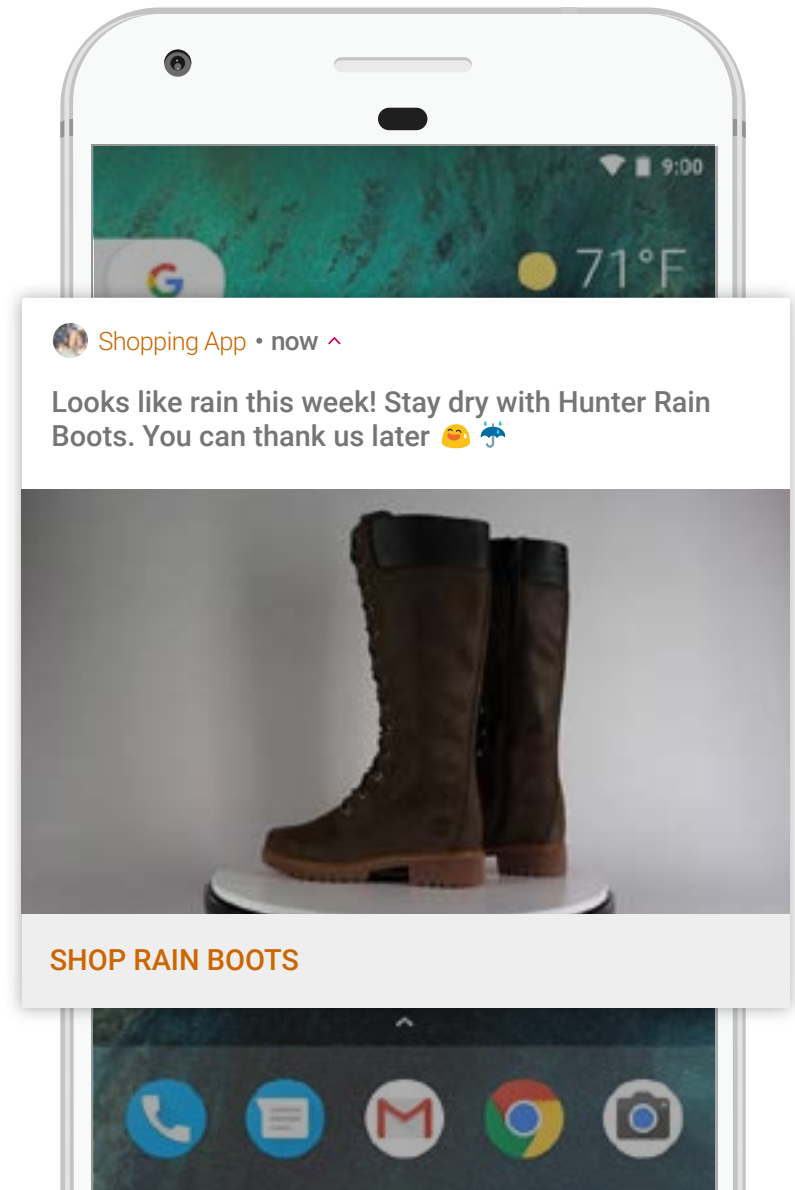
TIP

Include a photo of shoes soaked in a puddle or a GIF of an umbrella opening and 'push' it 3 days or so before the rain makes landfall.

Template:

BODY: Looks like rain this week! Stay dry with [PRODUCT NAME/CATEGORY]. You can thank us later

CTA: Shop [PRODUCT] | Browse [CATEGORY]



Suggest an Event - or Holiday - Specific Product

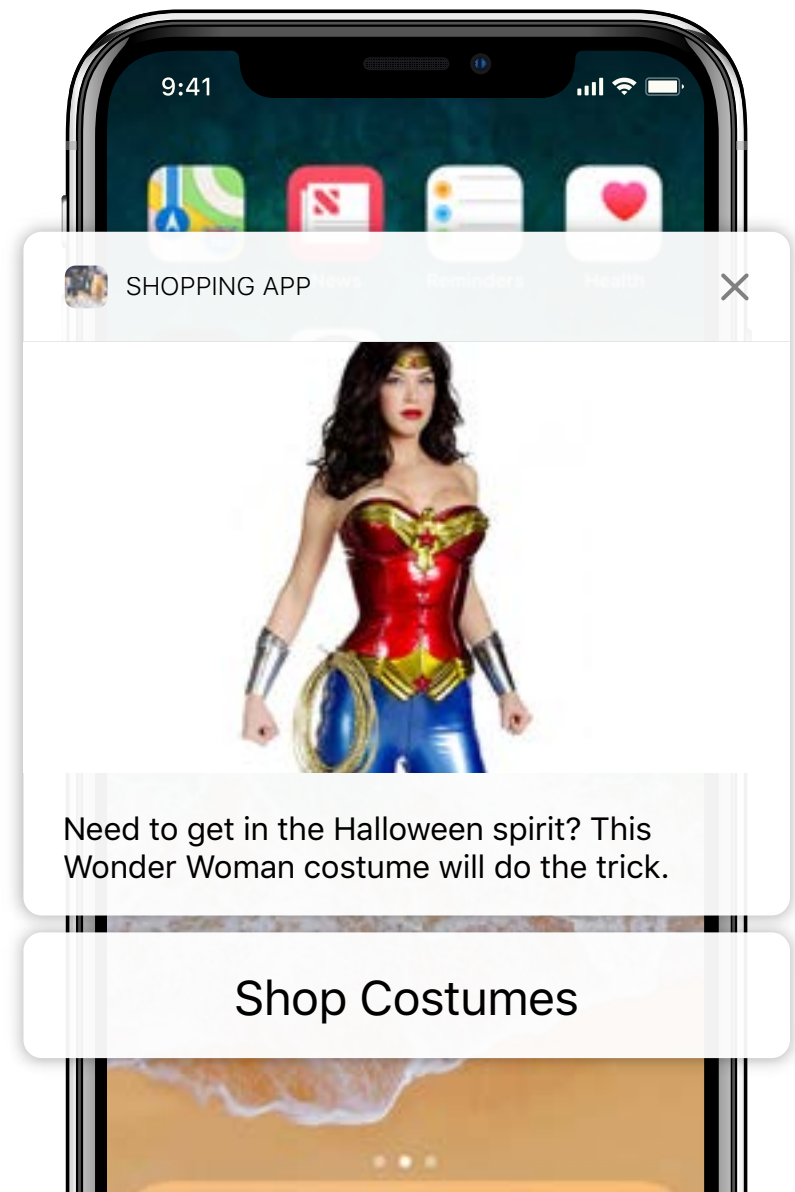
TIP

For added pizzazz, you can showcase a picture of a product, such as a Superwoman Halloween costume. It's good to send this push anytime starting two weeks before the event/holiday.

Template:

*BODY: Need to get in the [HOLIDAY] spirit?
This [PRODUCT NAME] will do the trick.*

CTA: Shop [PRODUCT CATEGORY]



Let Users Know When a Purchase Has Shipped

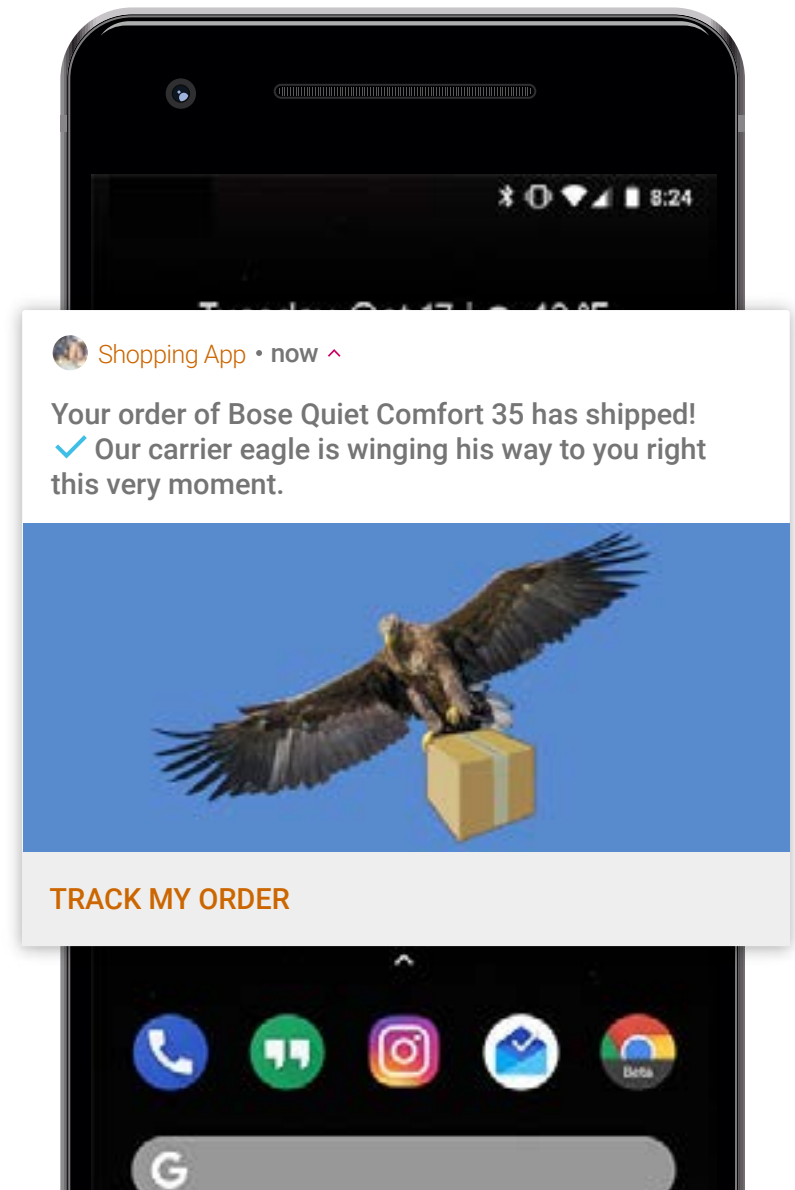
TIP

Send this push as soon as the order ships with an accompanying image of an eagle in flight, a shipping box dangling from its claws.

Template:

BODY: Your order of [PRODUCT NAME] has shipped! Our carrier eagle is winging his way to you right this very moment.

CTA: Track My Order



Send a Post-Purchase Incentive

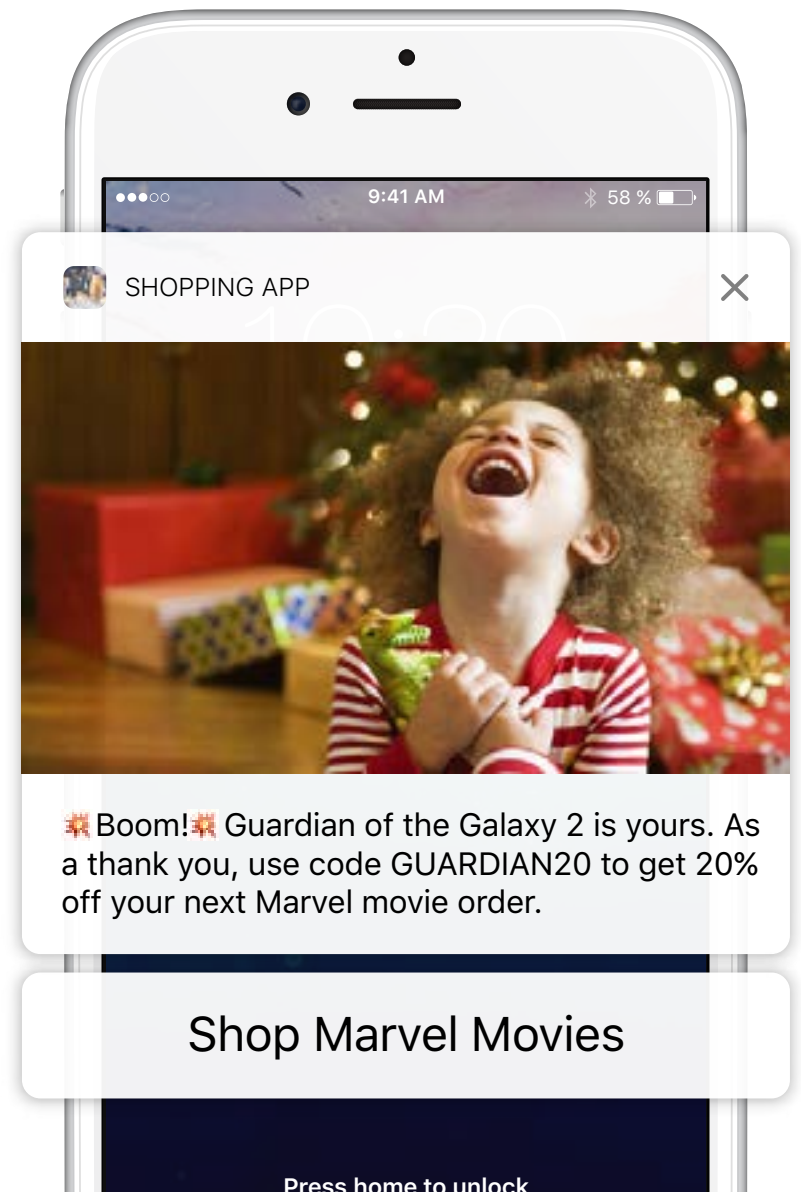
TIP

Show up on the user's phone with a GIF of an explosion or a child ripping open a present. Send this push immediately after their purchase.

Template:

BODY: Boom! [ITEM JUST PURCHASED] is yours. As a thank you, use code [CODE] to get [DISCOUNT % OR \$] off your next [CATEGORY] order.

CTA: Shop [CATEGORY]



FOOD & DELIVERY



Announce the Return of a Limited Item	24
Update User on Food Delivery Status	25
Re-engage with a Free Item or Discount	26
Send Weather-Triggered Invitations to Order	27
Send Event/Environment Triggered Invitations to Order	28
Send Time-Dependent Triggers to Order	29

Announce the Return of a Limited Item

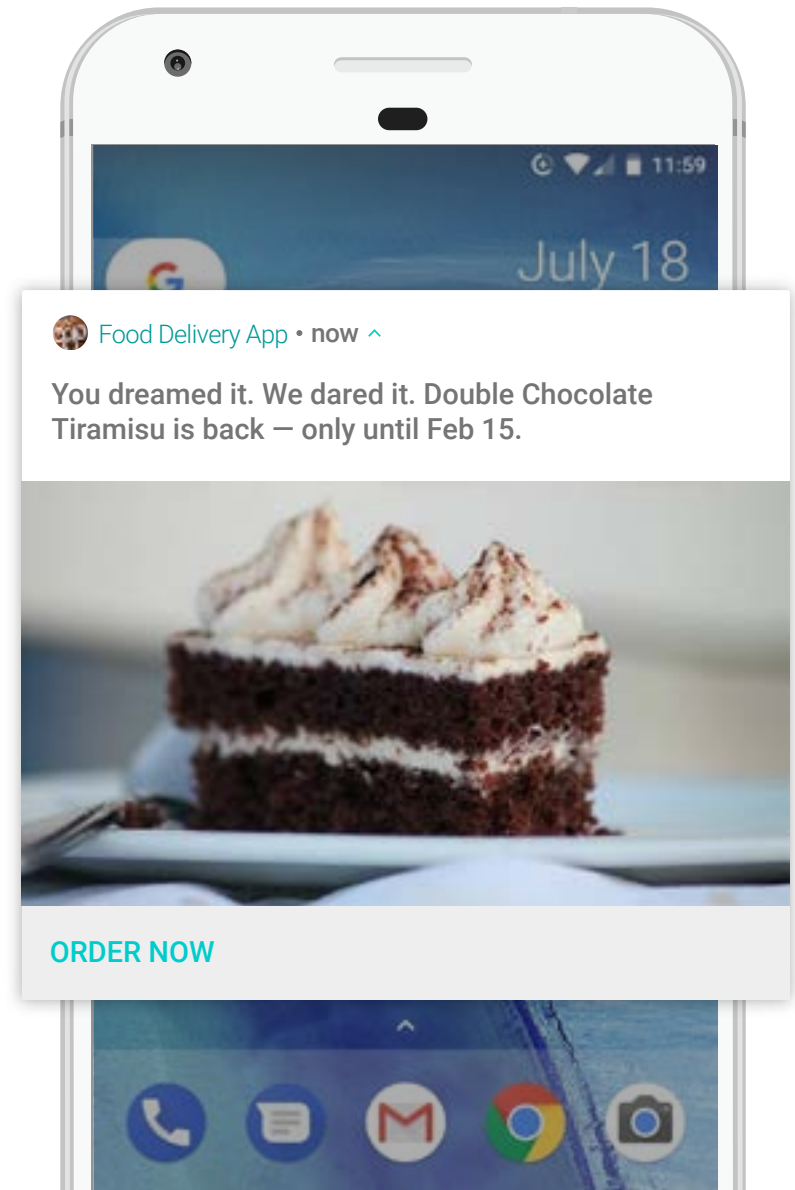
TIP

If you can, include an image of the limited item and send the notification as soon as the limited item becomes available.

Template:

BODY: You dreamed it. We dared it. [ITEM NAME] is back — only until [DATE].

CTA: Order Now OR Save My [ITEM NAME]



Update User on Food Delivery Status

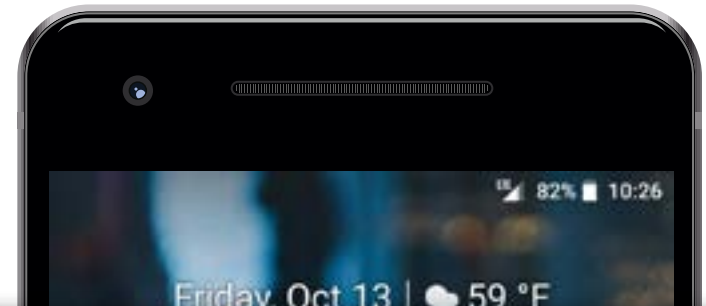
TIP

For thrills, add a GIF of an excited dog. This push can be sent at multiple route points during the purchase-to-delivery process. Just make sure you don't overdo it!

Template:

BODY: Hiya [FIRSTNAME]! [DELIVERY PERSON NAME] just grabbed your order from [RESTAURANT], so you'll have it soon.

CTA: Track My Order



 Food Delivery App • now ^

Hiya Mark! Emily just grabbed your order from Ike's Cafe, so you'll have it soon. 🙌🙌

IT'S ON THE WAY!



[TRACK MY ORDER](#)



Re-engage with a Free Item or Discount

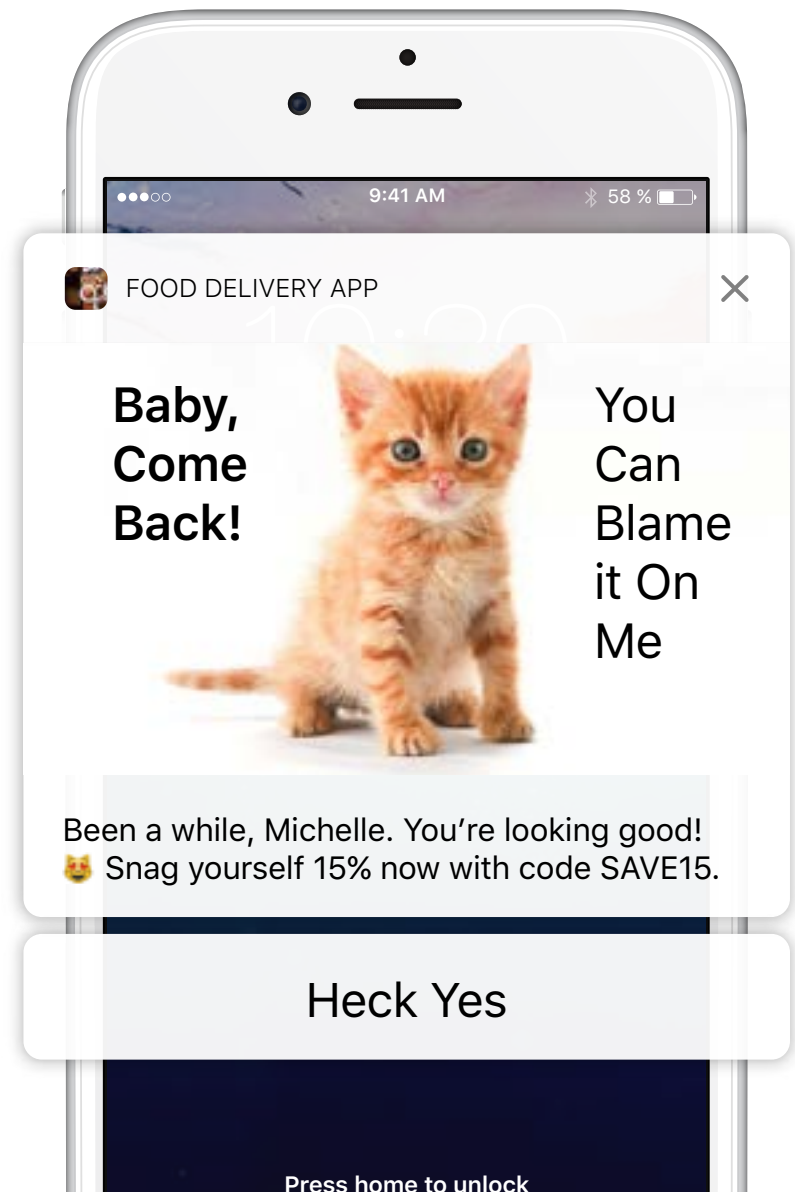
TIP

Include a clever meme asking the user to get active again. Send once the system detects lack of engagement for a number of days or weeks.

Template:

BODY: Been a while, [FIRSTNAME]. You're looking good! Snag yourself [DISCOUNT \$ OR %] now with code [CODE] >>>

CTA: Heck Yes OR Use Code Now



Send Weather-Triggered Invitations to Order

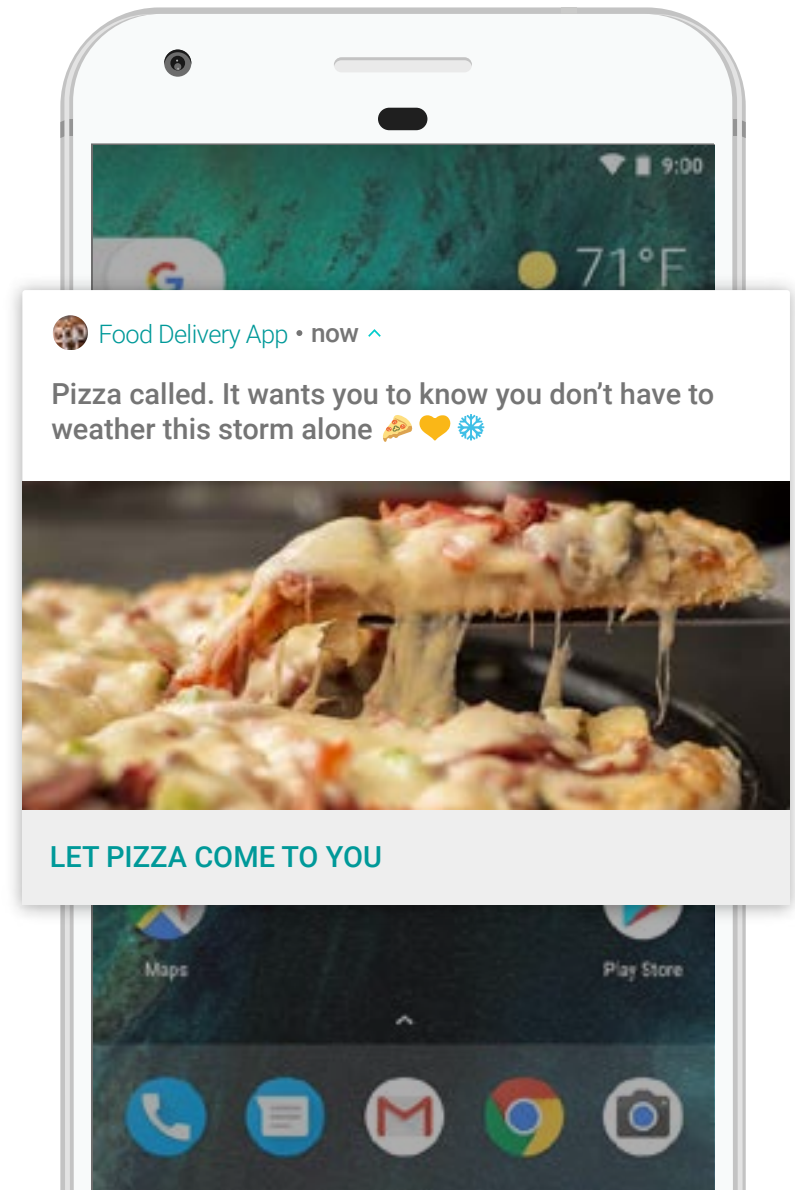
TIP

To stimulate the user's taste buds, incorporate an image of food item, such as a juicy pizza. To be sent just before or in the middle of a weather event.

Template:

BODY: [FOOD ITEM] called. It wants you to know you don't have to weather this storm alone

CTA: Let [ITEM NAME] Come to You



Send Event/Environment Triggered Invitations to Order

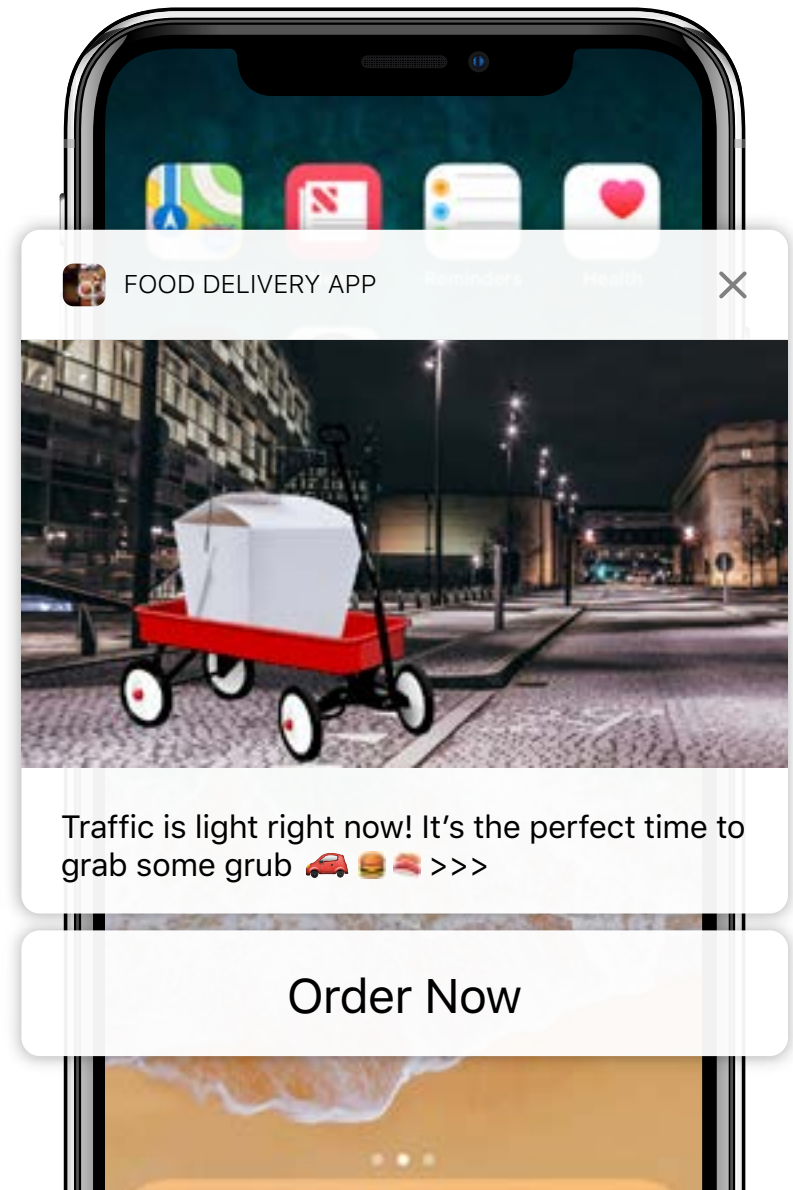
TIP

For some added merriment, insert a photoshopped image of giant takeout box on wheels. Trigger this push based on user's preference data or behavior.

Template:

BODY: Traffic is light right now! It's the perfect time to grab some grub >>>

CTA: Order Now



Send Time-Dependent Triggers to Order

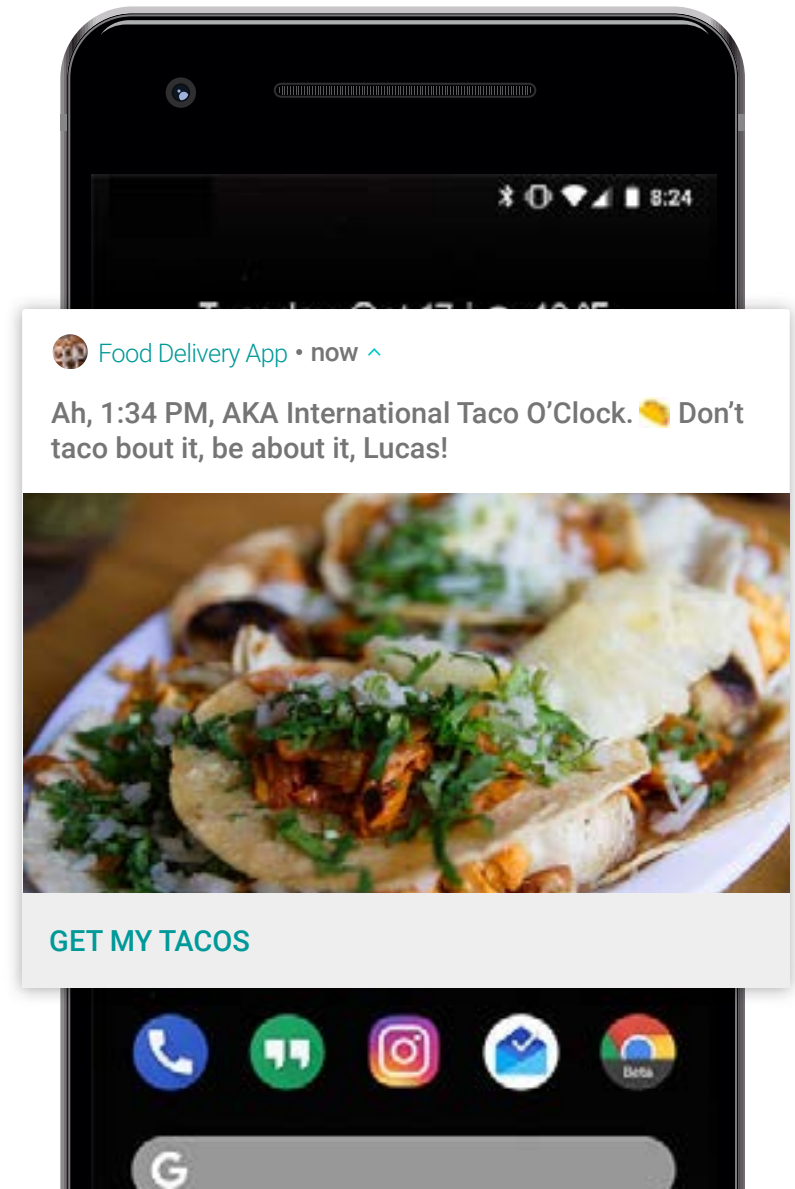
TIP

Choose a time trigger for this push based on the user's peak engagement times. For added power, add a photo of a food item to accompany the text, in this case tacos.

Template:

BODY: Ah, 1:34 PM, AKA International Taco O'Clock. Don't taco bout it, be about it, [FIRSTNAME]!

CTA: Get My [ITEM NAME]



MEDIA & PUBLISHING



Share New, Relevant Articles	31
Alert When Broadcasts Are Going Live	32
Suggest a “Sunday” Read Based on Past Browsing History	33
Share Breaking News in Their Location	34
Ask User How Often They Want to Be Updated	35

Share New, Relevant Articles

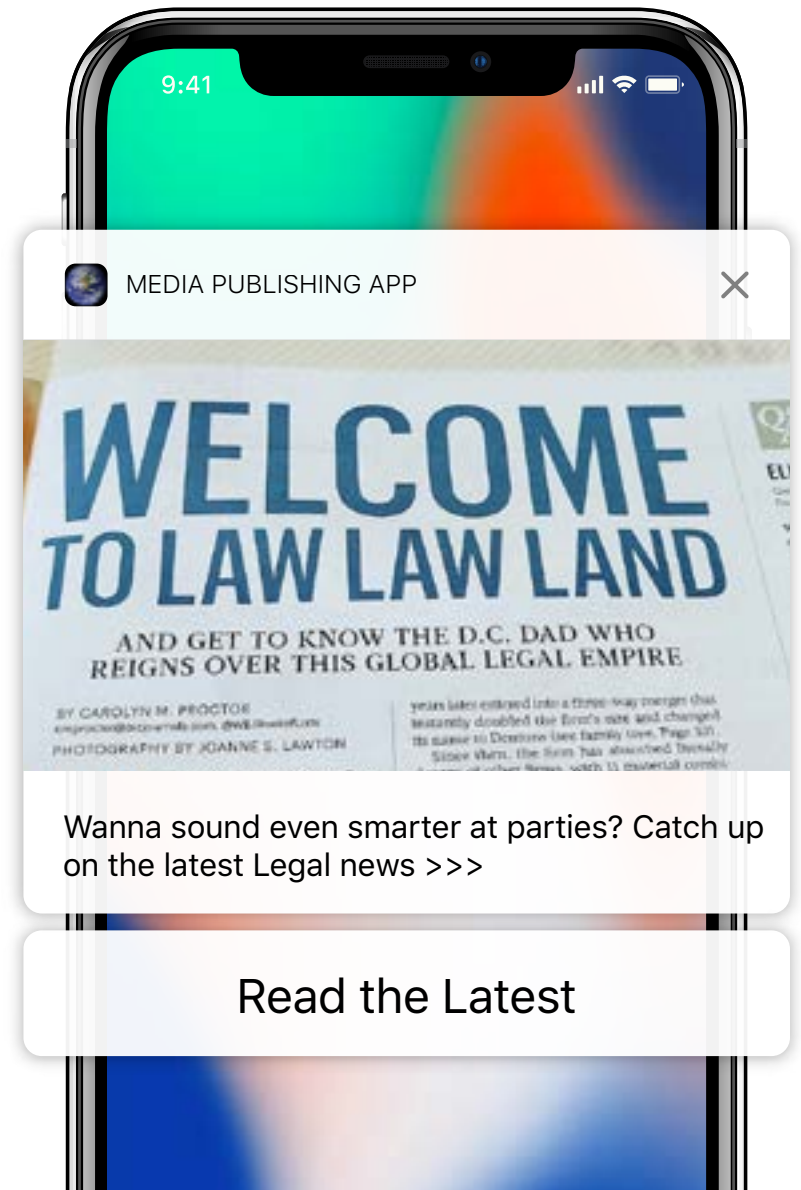
TIP

To drive engagement, showcase a headline shot of a recommended article and send after X hours or days of no user activity.

Template:

BODY: Wanna sound even smarter at parties? Catch up on the latest [TOPIC USER HAS PREVIOUSLY READ/ENGAGED WITH] news >>>

CTA: Read the Latest



Alert When Broadcasts Are Going Live

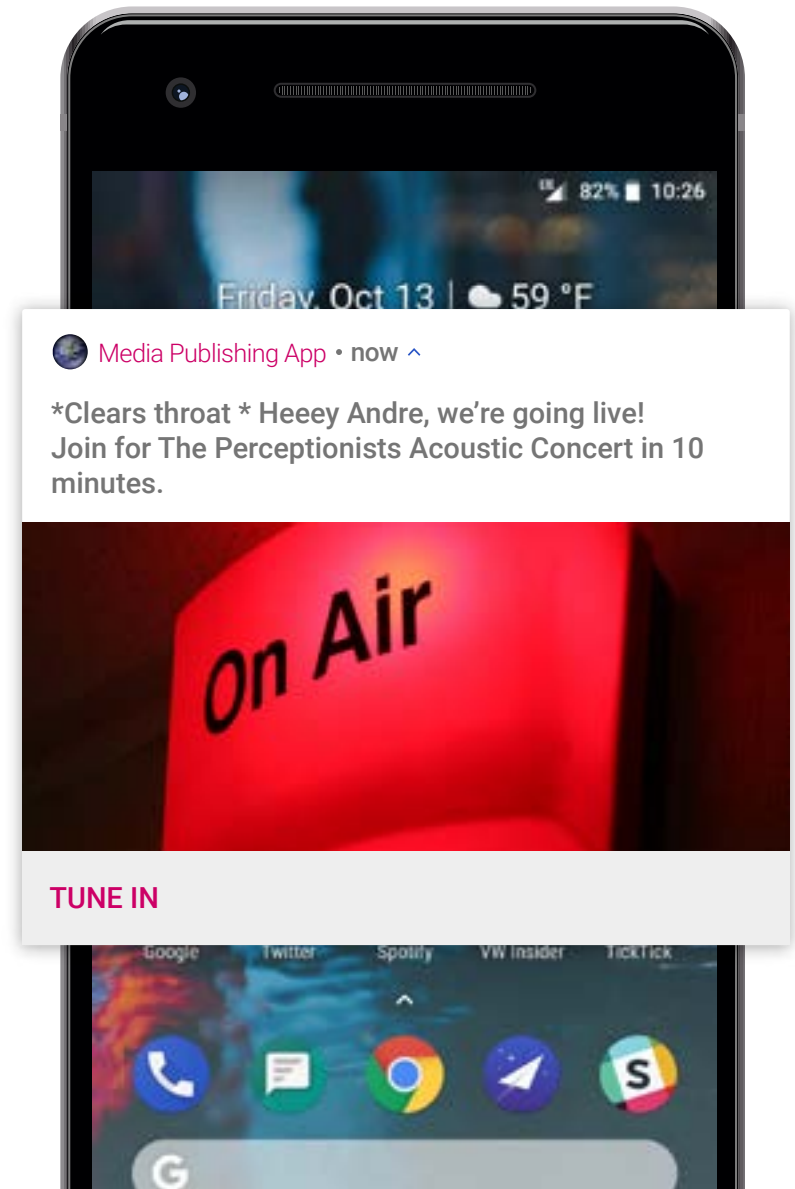
TIP

Add a lit-up 'On Air' image for more attention grabbing power. You can send it just before going live, or as soon as the broadcast commences.

Template:

*BODY: *Clears throat * Heeey [FIRSTNAME], we're going live! Join for [EVENT NAME] in [X MINUTES].*

CTA: Tune In



Suggest a “Sunday” Read Based on Past Browsing History

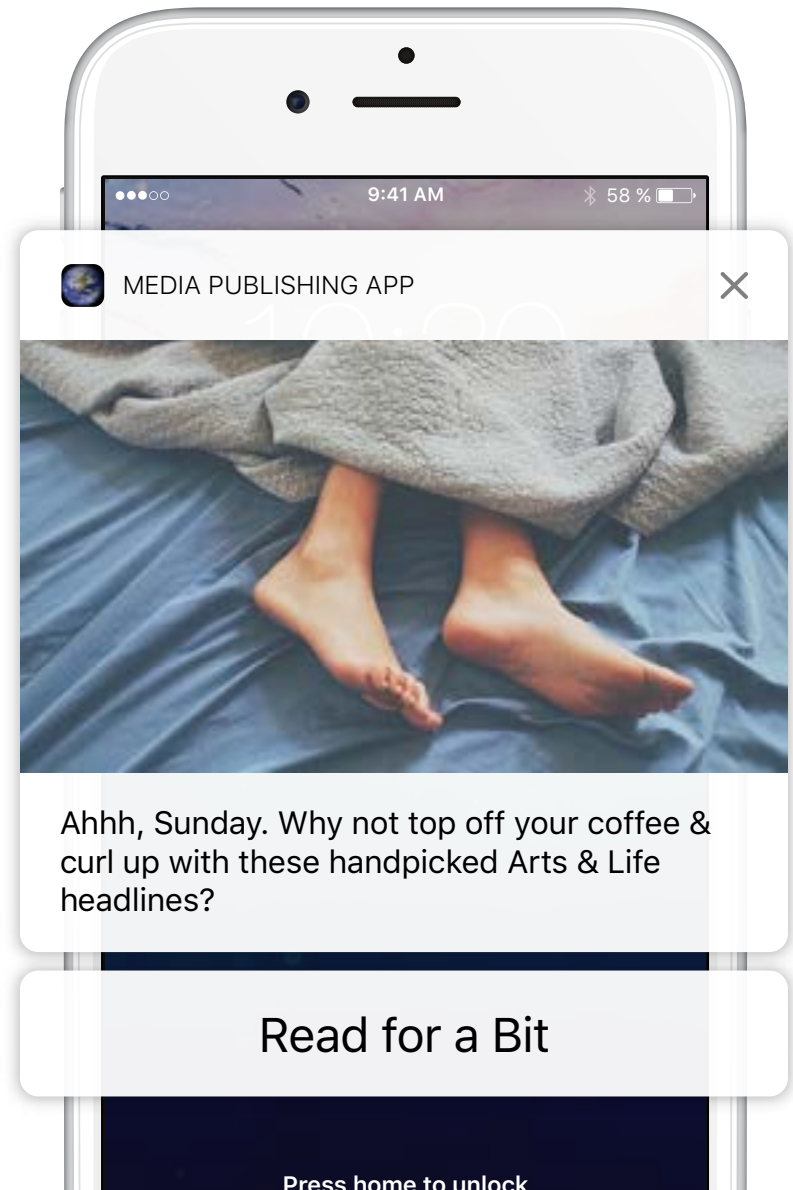
TIP

This push will get the message across better with a photo of sock feet on a footstool or peeking from under bed covers. Schedule the trigger by day of week and/or user inactivity.

Template:

BODY: Ahhh, Sunday. Why not top off your coffee & curl up with these handpicked [TOPIC USER HAS PREVIOUSLY BROWSED] headlines?

CTA: Read for a Bit



Share Breaking News in Their Location

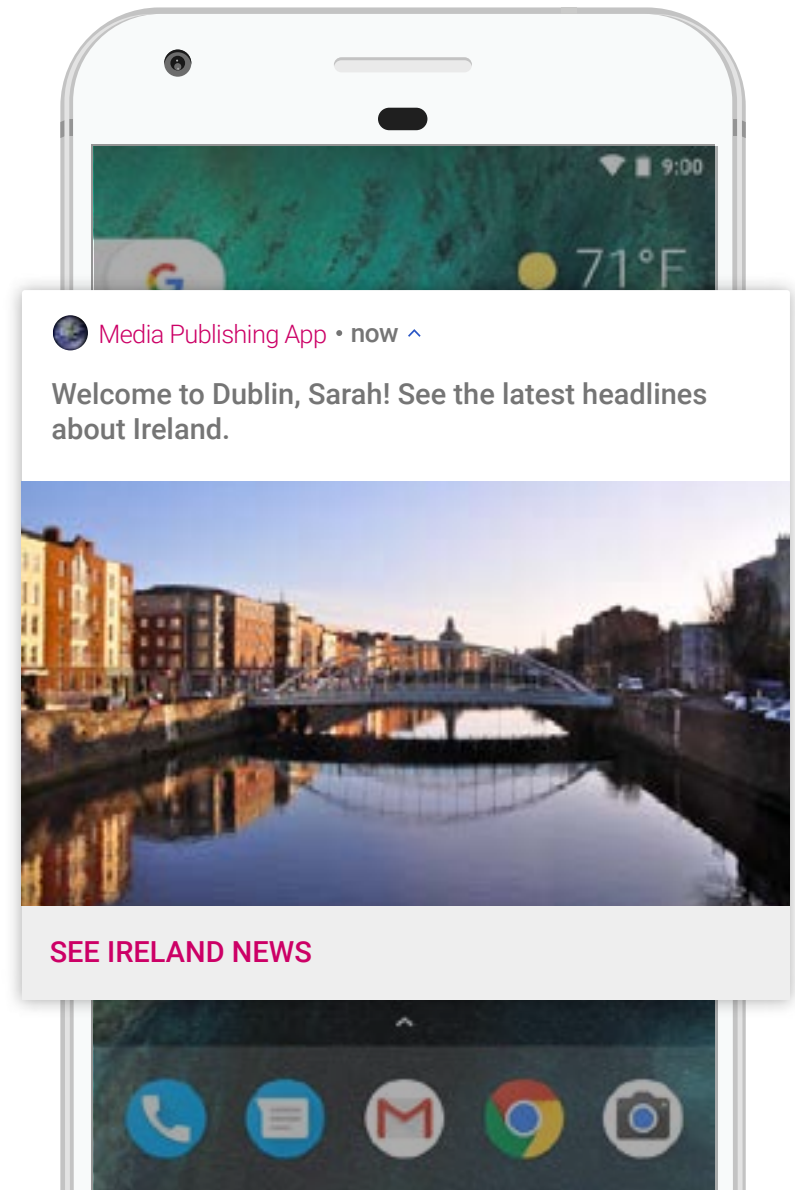
TIP

Include a photo of the skyline or a main street of or near the area. Send this notification as soon as the user arrives in that location.

Template:

BODY: Welcome to [CITY/COUNTRY/COUNTY], [FIRSTNAME]! See the latest headlines about [CITY/COUNTRY/COUNTRY].

CTA: See [CITY/COUNTRY/COUNTRY] News



Ask User How Often They Want to Be Updated

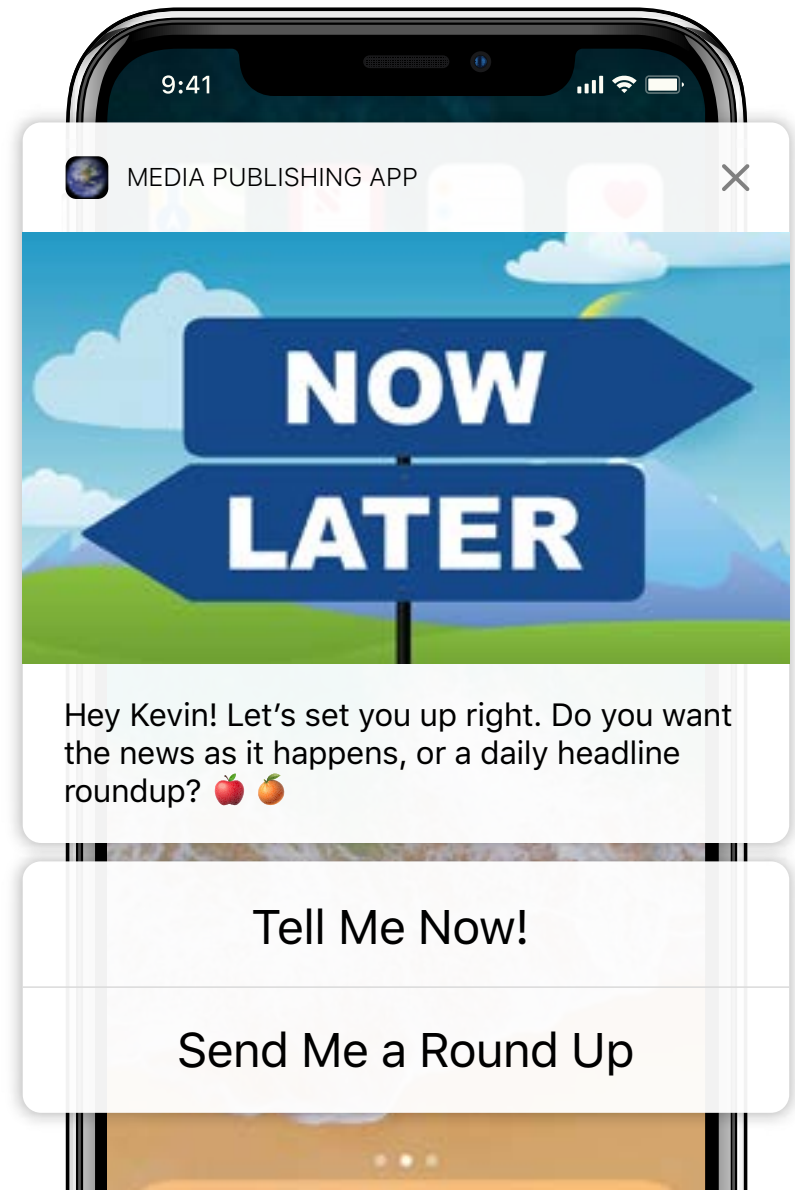
TIP

Show a photo of Now N' Laters candy wrapper, or two buttons: one labeled 'Now,' and the other 'Later.' This push would be triggered by user activity, or lack thereof, within a week of installing the app.

Template:

BODY: Hey [FIRSTNAME]! Let's set you up right. Do you want the news as it happens, or a daily headline roundup?

CTA: Tell Me Now! | Send Me a Roundup



ENTERTAINMENT & TICKETING



Alert Users When Tickets Go on Sale	37
Help Users Find Their Way to an Exit	38
Share Last-Minute Ticket Deals with Nearby Users	39
Let Users Know When It's Their Turn to Play a Game	40
Suggest Spots to Visit	41

Alert Users When Tickets Go on Sale

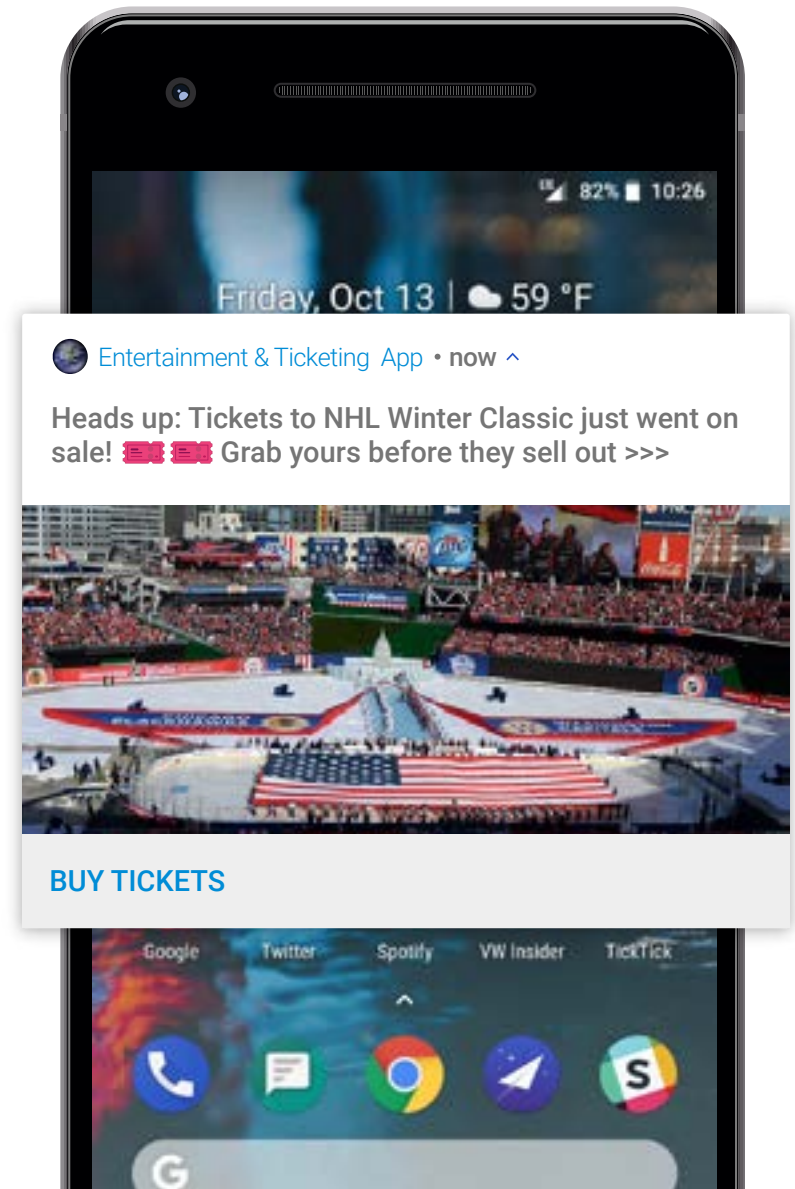
TIP

Incorporate a photo of the user's favored performer/act into the notification. Set the trigger so that the push goes out as soon as tickets become available.

Template:

BODY: Heads up: Tickets to [EVENT NAME] just went on sale! Grab yours before they sell out >>>

CTA: Buy Tickets



Help Users Find Their Way to an Exit

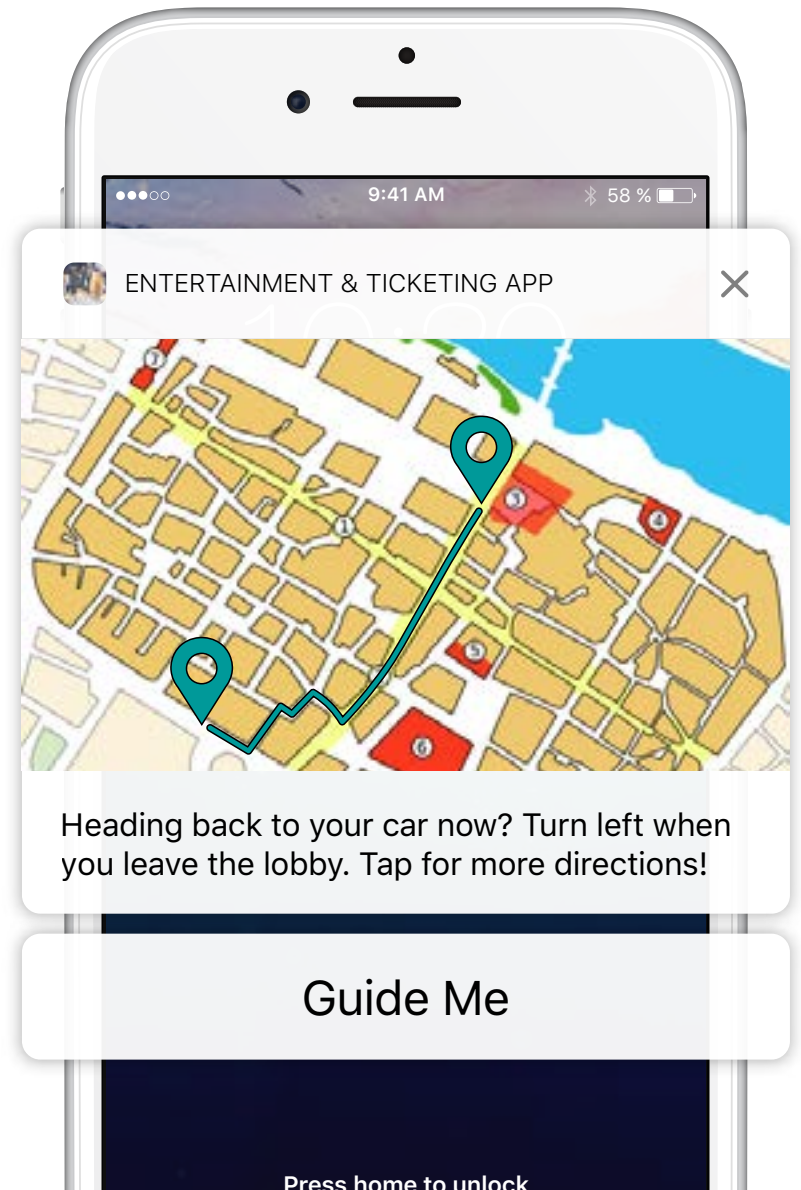
TIP

Show a preview of a map with walking directions once you detect a user leaving an event and likely needing to reach a new destination.

Template:

BODY: Heading back to your car now? [DIRECTIONS] when you leave [PLACE]. Tap for more directions!

CTA: Guide Me



Share Last-Minute Ticket Deals with Nearby Users

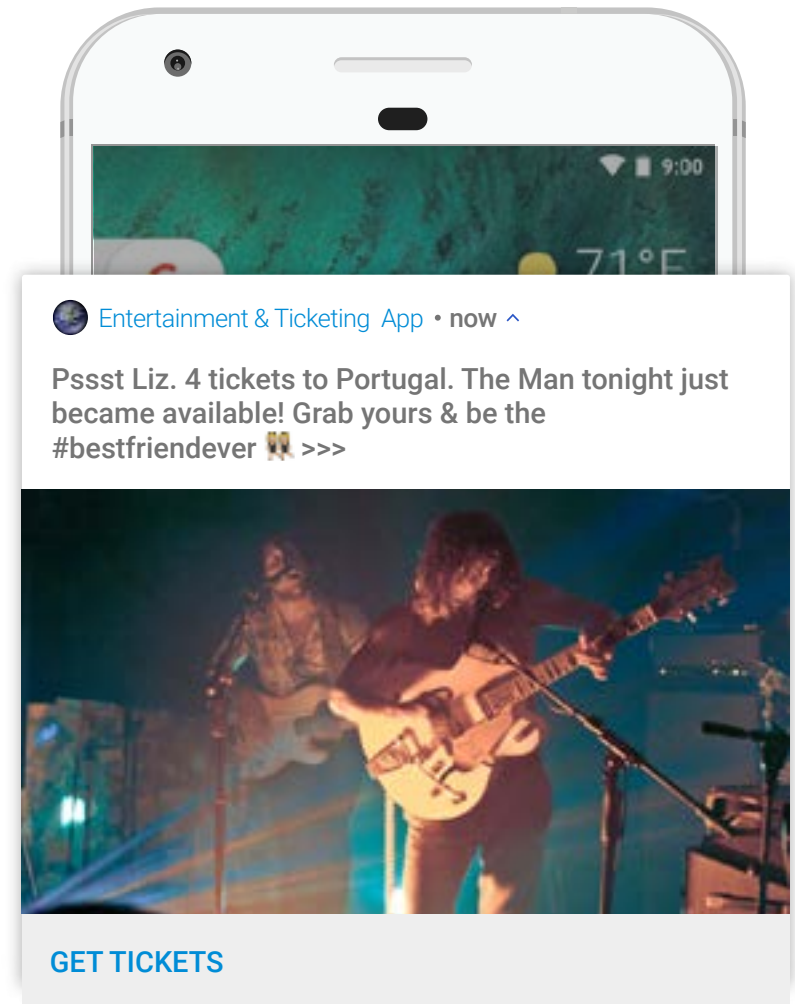
TIP

Include an image of a favored artist, show, or performer in question and send as soon as last-minute tickets go on sale.

Template:

BODY: Pssst [FIRSTNAME]. [XX] tickets to [EVENT OR ARTIST NAME] tonight just became available! Grab yours & be the #bestfriendever >>>

CTA: Get Tickets



Let Users Know When It's Their Turn to Play a Game

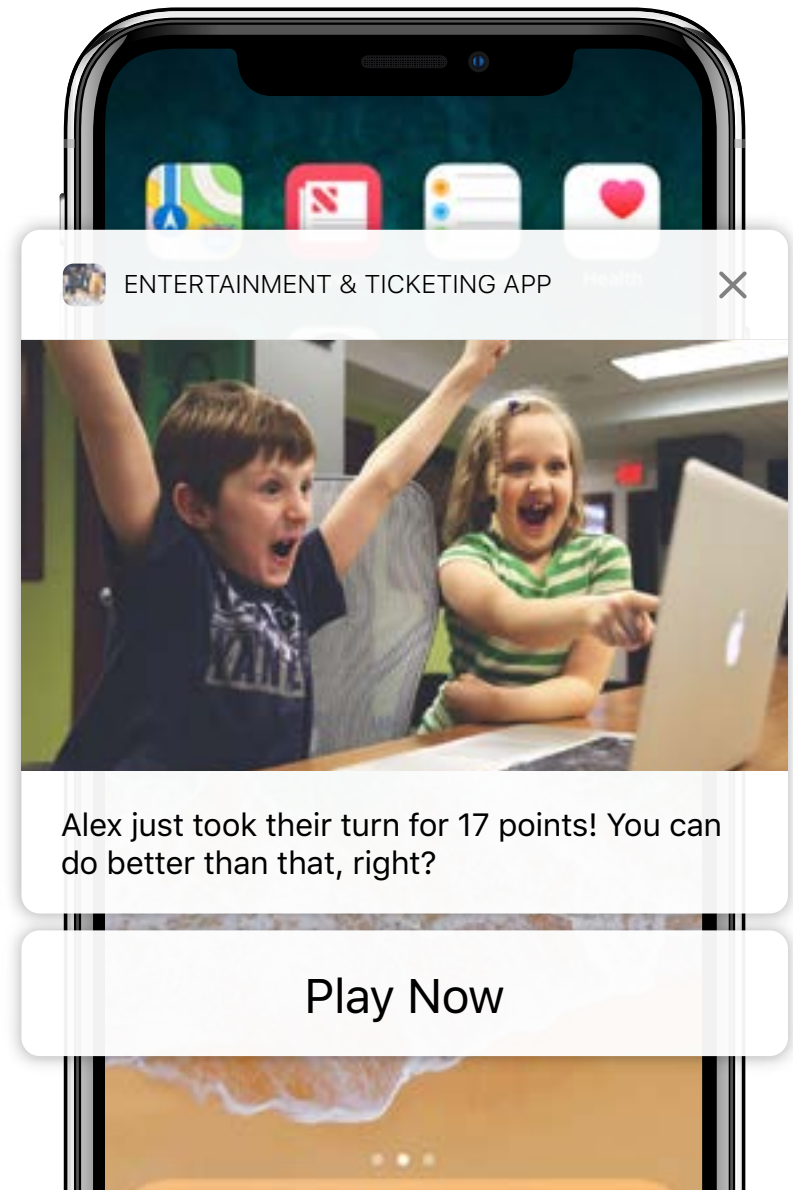
TIP

To drive the message, include a GIF of a person desperately wanting to win. Trigger this push to send a notification when opposing user takes a turn.

Template:

BODY: [FRIEND NAME] just took their turn for [POINTS SCORED] points! You can do better than that, right?

CTA: Play Now



Suggest Spots to Visit

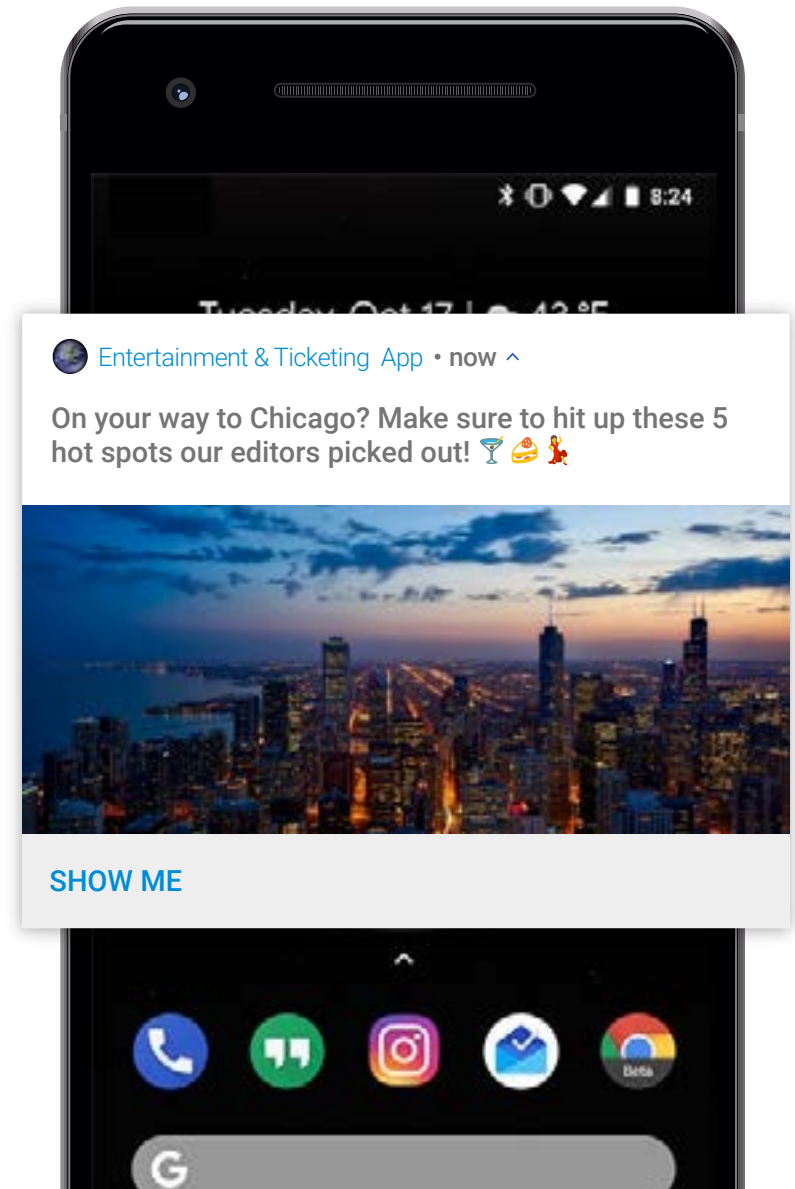
TIP

For extra effect, add a photo of the skyline or a main street of the area you are referencing. Schedule this push to go out when user's geolocation registers the city's proximity.

Template:

BODY: On your way to [CITY]? Make sure to hit up these 5 hot spots our editors picked out!

CTA: Show Me



MUSIC



Inform User of New Catalog Additions	43
Tie Music Suggestions to Current Events	44
Tie Music Suggestions to User Location	45-46
Recommend a Soundtrack Based on the Weather	47
Let User Know When Their Friends engage in-App	48
Alert User of Upcoming Membership Expiration	49
Commemorate National Month	50
Commemorate National Day	51

Inform User of New Catalog Additions

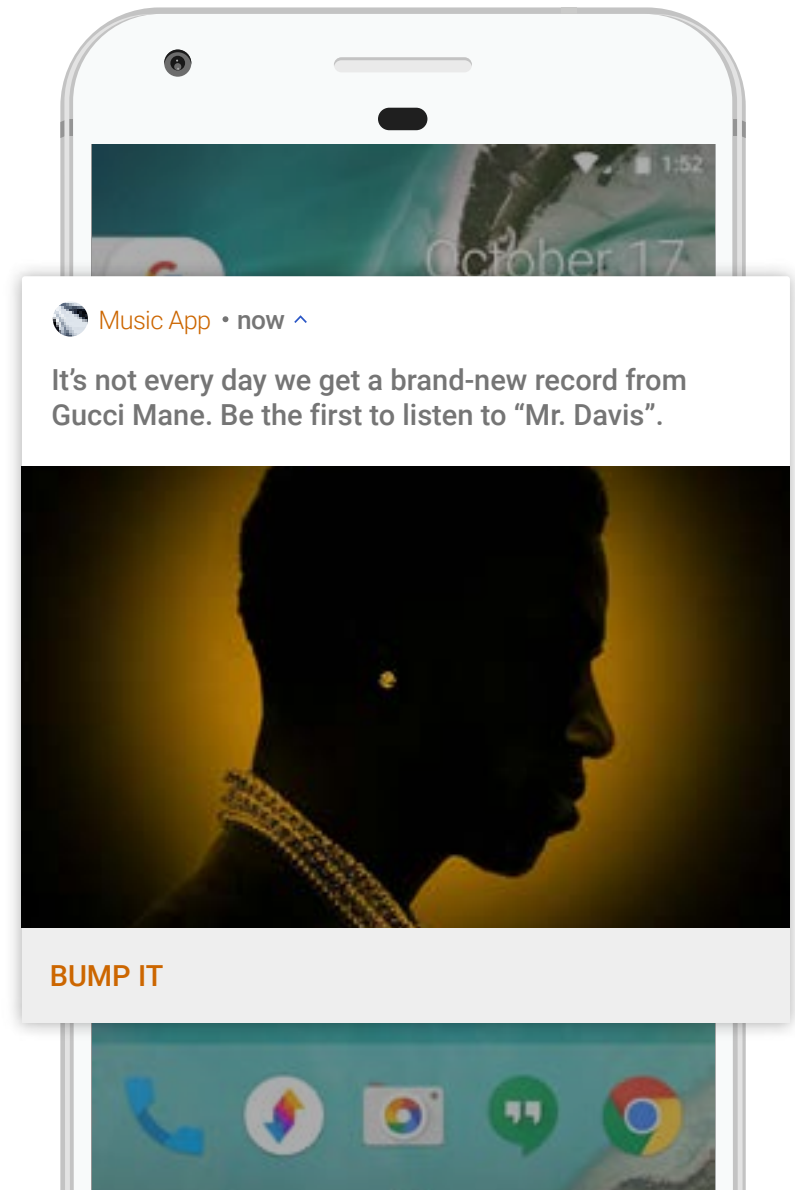
TIP

This is the time you want to showcase the artist's new album art/cover. Send this notification when an artist in a genre that the user has indicated interest in releases an album.

Template:

BODY: It's not every day we get a brand-new record from [ARTIST]. Be the first to listen to [ALBUM NAME].

CTA: Bump It



Tie Music Suggestions to Current Events

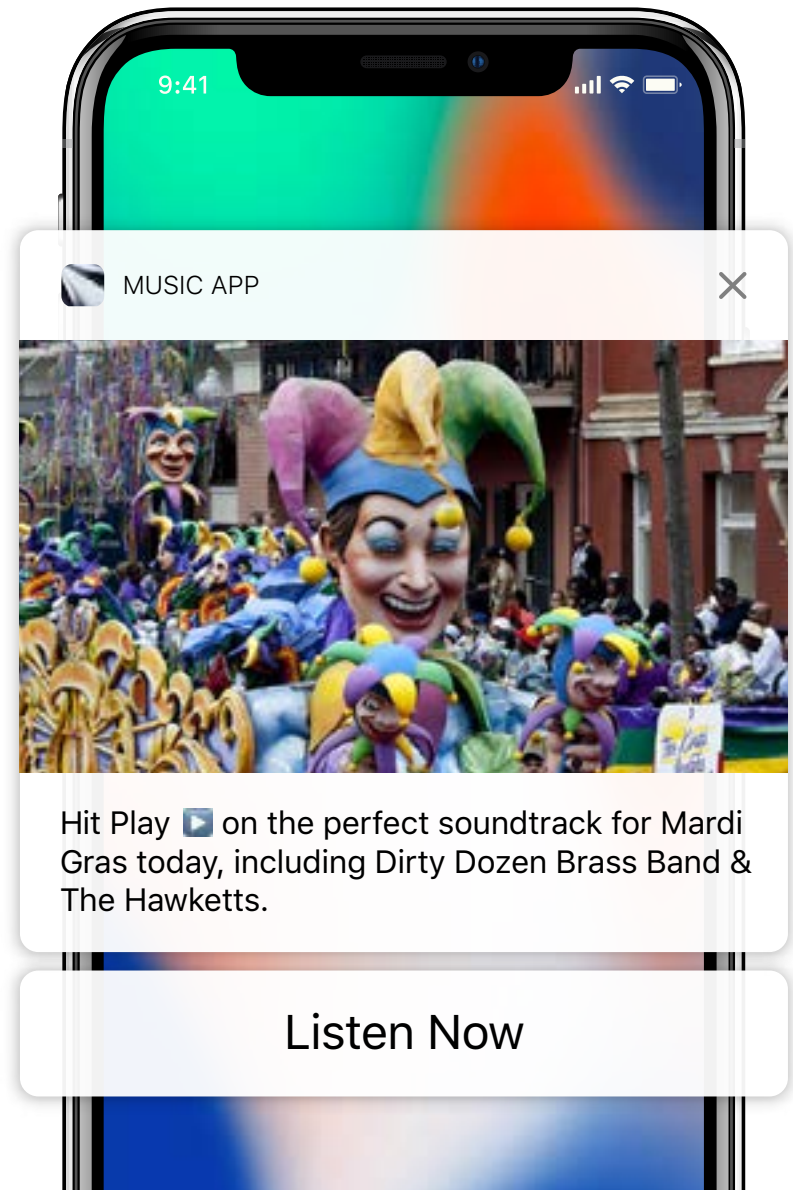
TIP

On the day the event occurs, send this push with a photo of a crowd participating in the event in question, such as baseball game, Election Day, Mardi Gras or a charity run.

Template:

BODY: Hit Play on the perfect soundtrack for [EVENT] today, including [USER'S FAVORITE ARTIST] & [USER'S FAVORITE ARTIST 2].

CTA: Listen Now



Tie Music Suggestions to User Location

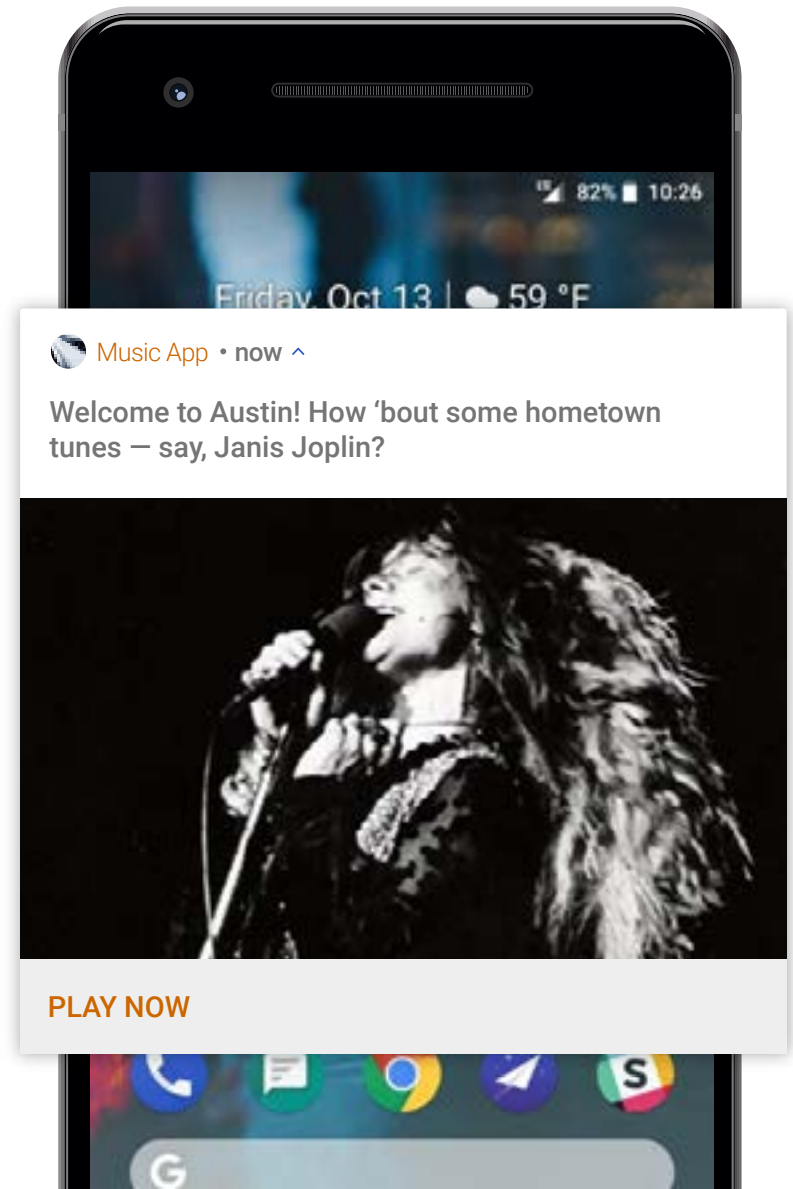
TIP

By detecting the user's arrival in a particular geolocation, dispatch this notification with a photo of a suggested local artist.

Template:

BODY: Welcome to [CITY]! How 'bout some hometown tunes — say, [ARTIST FROM CITY]?

CTA: Play Now



Tie Music Suggestions to User Location

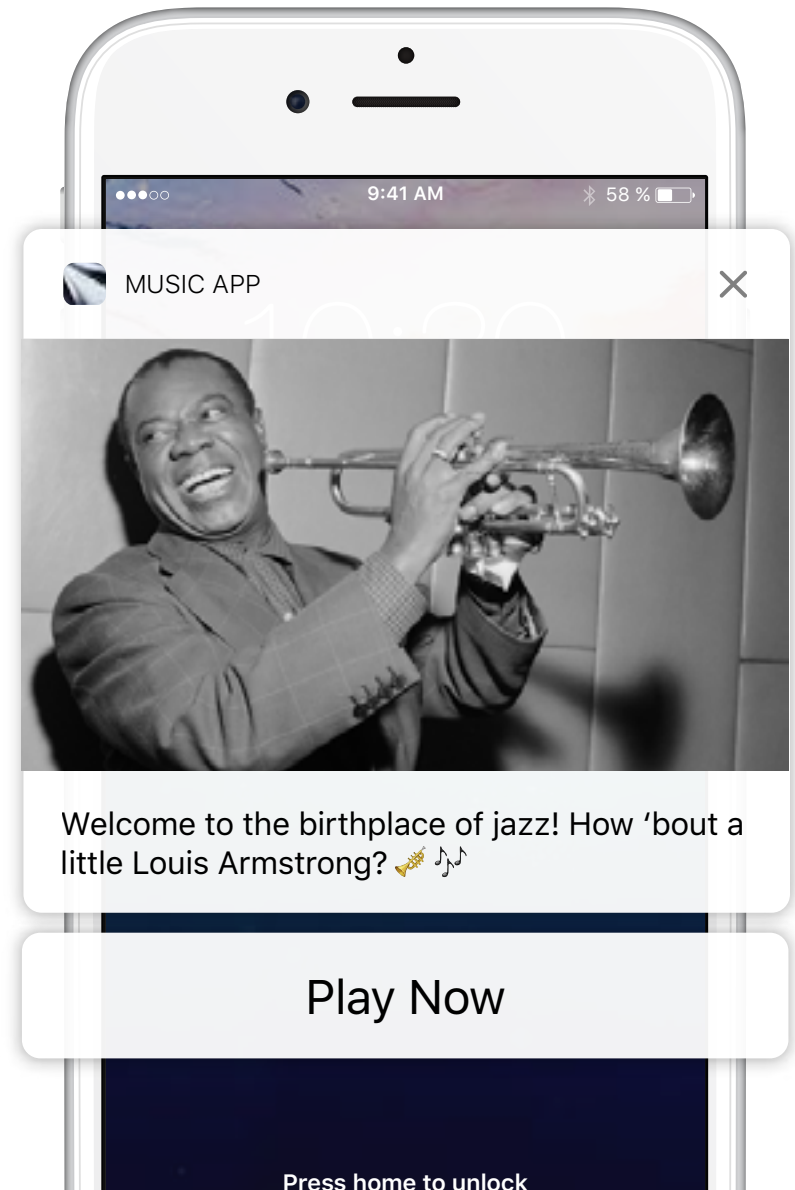
TIP

Upon registering the user's presence in a specific location, in this case New Orleans, send this geolocation-triggered push along with an image of the city skyline and/or Louis Armstrong.

Template:

*BODY: Welcome to the birthplace of jazz!
How 'bout a little Louis Armstrong?*

CTA: Play Now



Recommend a Soundtrack Based on the Weather

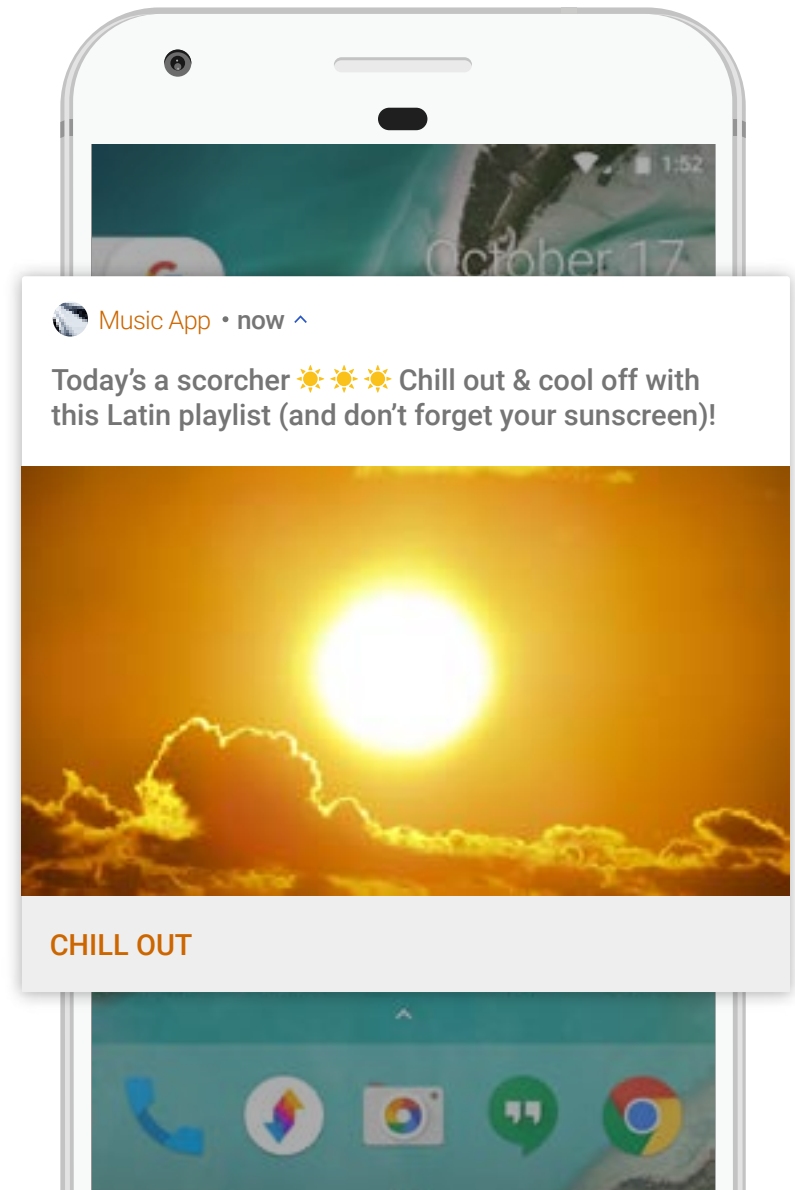
TIP

For kicks, when temperature in user's location reaches above 80 degrees Fahrenheit, send this push with a GIF of a person's face dripping with sweat.

Template:

BODY: Today's a scorcher. Chill out & cool off with this [GENRE] playlist (and don't forget your sunscreen)!

CTA(s): Play Now. Or, Chill Out



Let User Know When Their Friends engage in-App

TIP

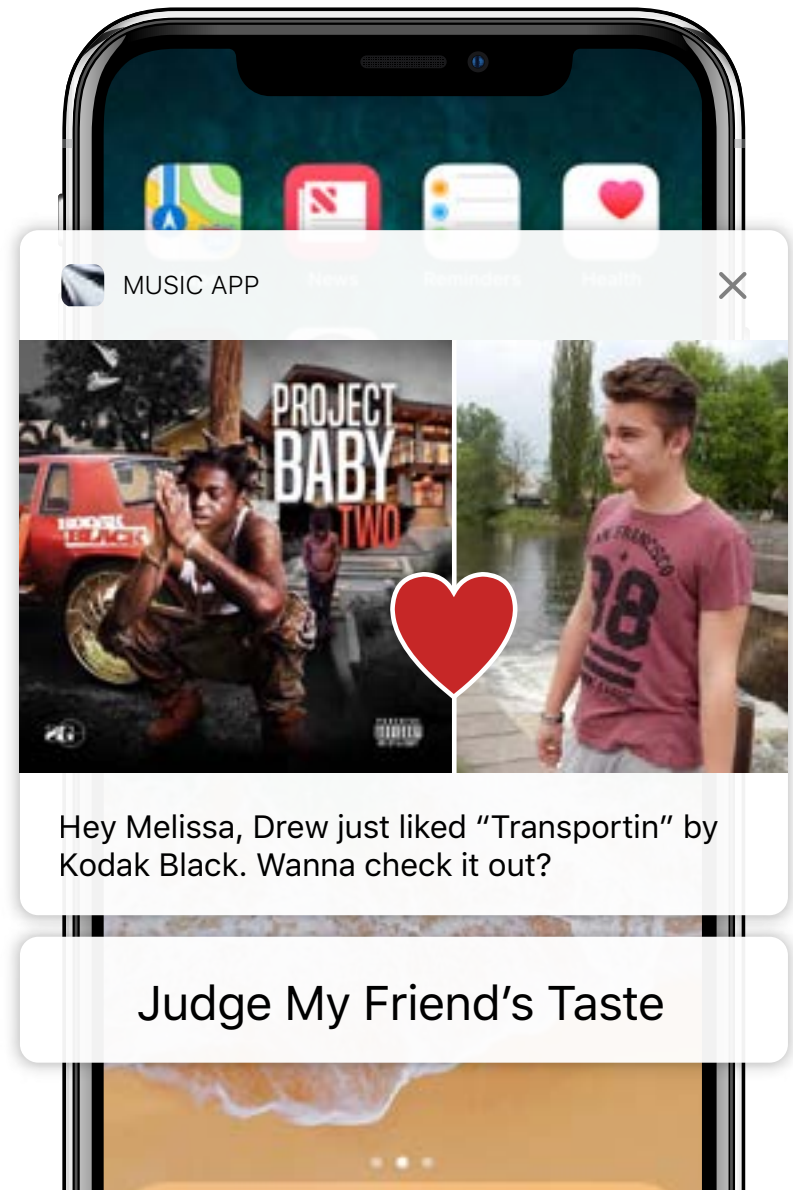
For this push, you can include a generic photo of a model wearing headphones. Make it stronger by showing the friend's profile picture with the album cover of the song. Send when user's friend likes the song or takes another relevant in-app action.

Template:

BODY: Hey [FIRSTNAME], [FRIEND NAME] just liked "[SONG NAME]" by [ARTIST].

Wanna check it out?

CTA: Judge My Friend's Taste



Alert User of Upcoming Membership Expiration

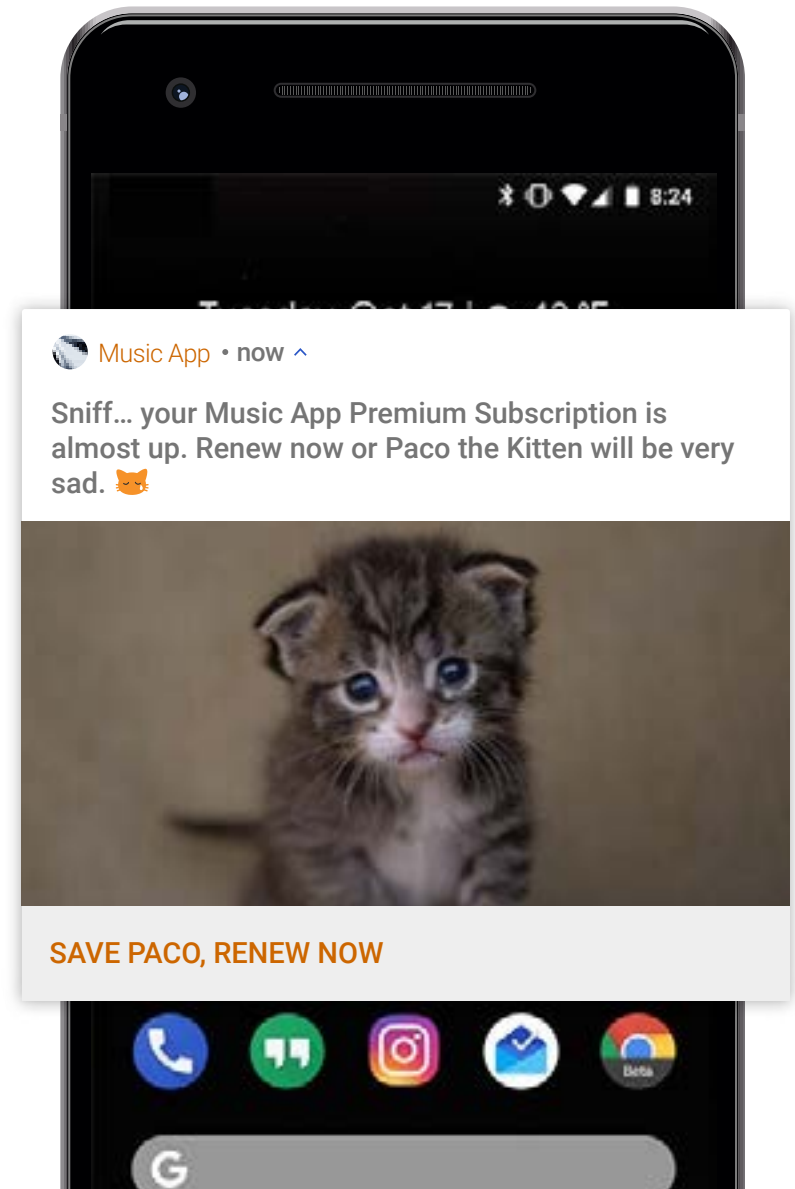
TIP

Send this notification X days before user trial or membership expires with a close-up photo of wide-eyed kitten.

Template:

BODY: Sniff... your [PRODUCT NAME] [TRIAL/ MEMBERSHIP] is almost up. [BUY/RENEW] now or Paco the Kitten will be very sad.

CTA: Save Paco, [BUY/RENEW] Now



Commemorate National Month

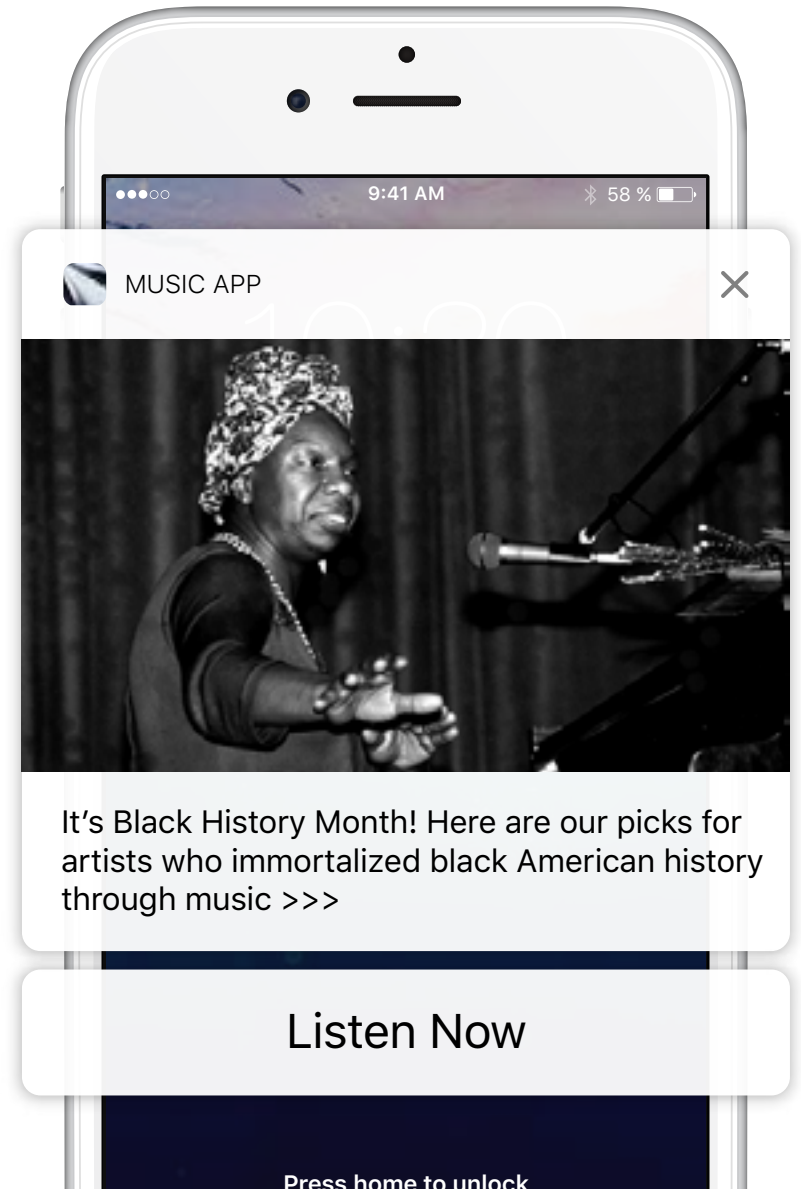
TIP

On the day an event or month-long commemoration begins, send this push with a photo of one of the featured artists.

Template:

BODY: It's [DAY/MONTH]! Here are our picks for artists who [RELATE ARTISTS TO EVENT] >>>

CTA: Listen Now



Commemorate National Day

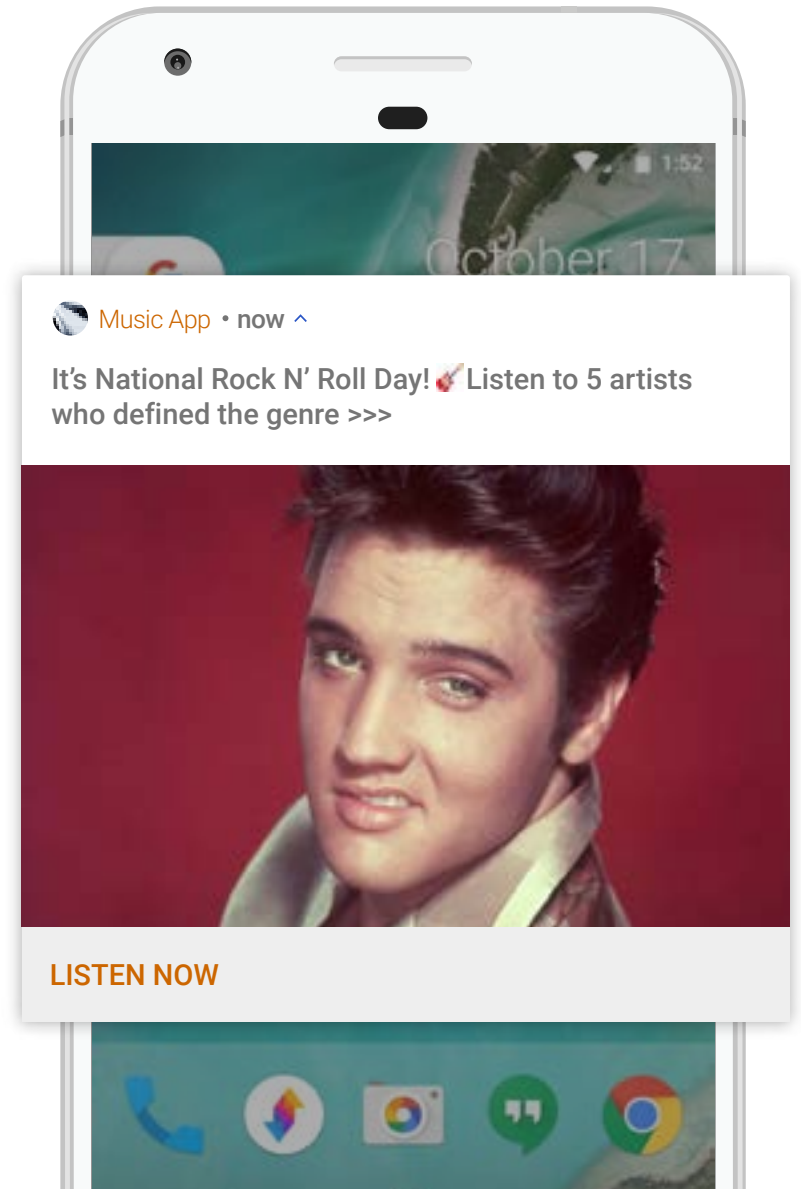
TIP

On the day a specific event or month-long commemoration begins, deliver this notification with a photo of one of the featured artists.

Template:

BODY: It's National [THEME] Day! Listen to 5 artists who [RELATE ARTISTS TO EVENT] >>>

CTA: Listen Now



UTILITIES & PRODUCTIVITY



Alert User to Friend or Coworker Activity	53
Ask For a Review	54
Introduce Users to a Feature They Haven't Yet Tried	55
Help User Stay on Track	56
Motivate User Based on Holidays or Calendar Events	57
Help User Remember To-dos or Unread Messages	58

Alert User to Friend or Coworker Activity

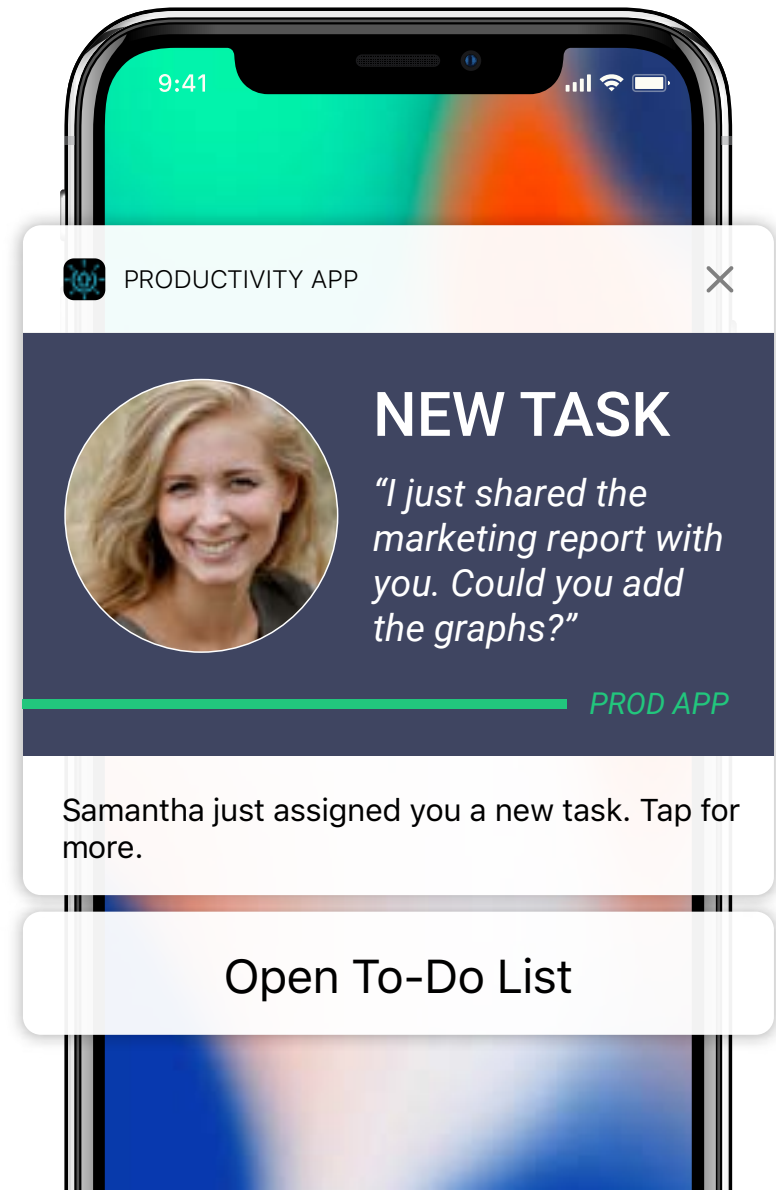
TIP

The moment a friend or colleague takes action on a user's shared list, board or channel, push this message along with a screenshot of an app interface, a notification graphic and/or changes highlighted.

Template:

BODY: [OTHER USER NAME] just [ACTION TAKEN]. Tap for more.

CTA: Open [APP NAME]



Ask For a Review

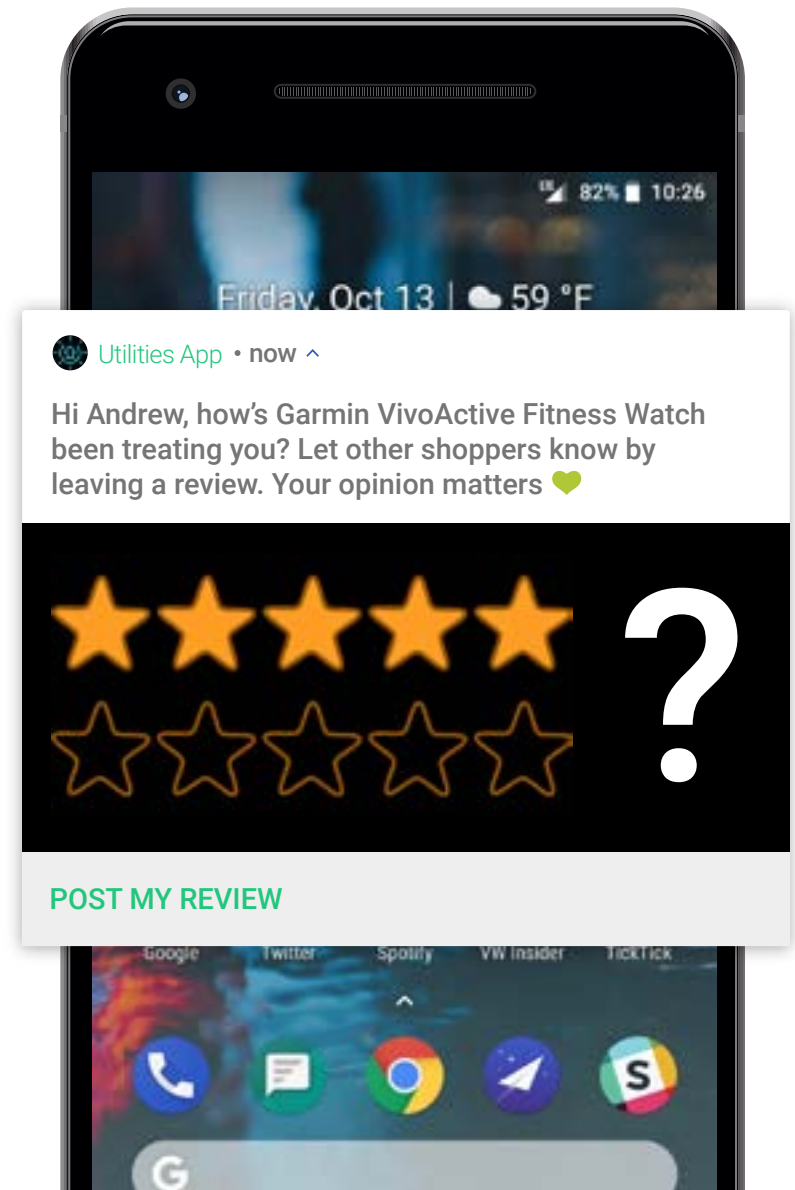
TIP

To nudge the user to take action, include a graphic of 5 stars, or another relevant rating system, followed by a question mark. Send this push if user has engaged with the app at least 3-5 times.

Template:

BODY: Hi [FIRSTNAME], how's [LAST ITEM PURCHASED] been treating you? Let other shoppers know by leaving a review. Your opinion matters

CTA: Post My Review



Introduce Users to a Feature They Haven't Yet Tried

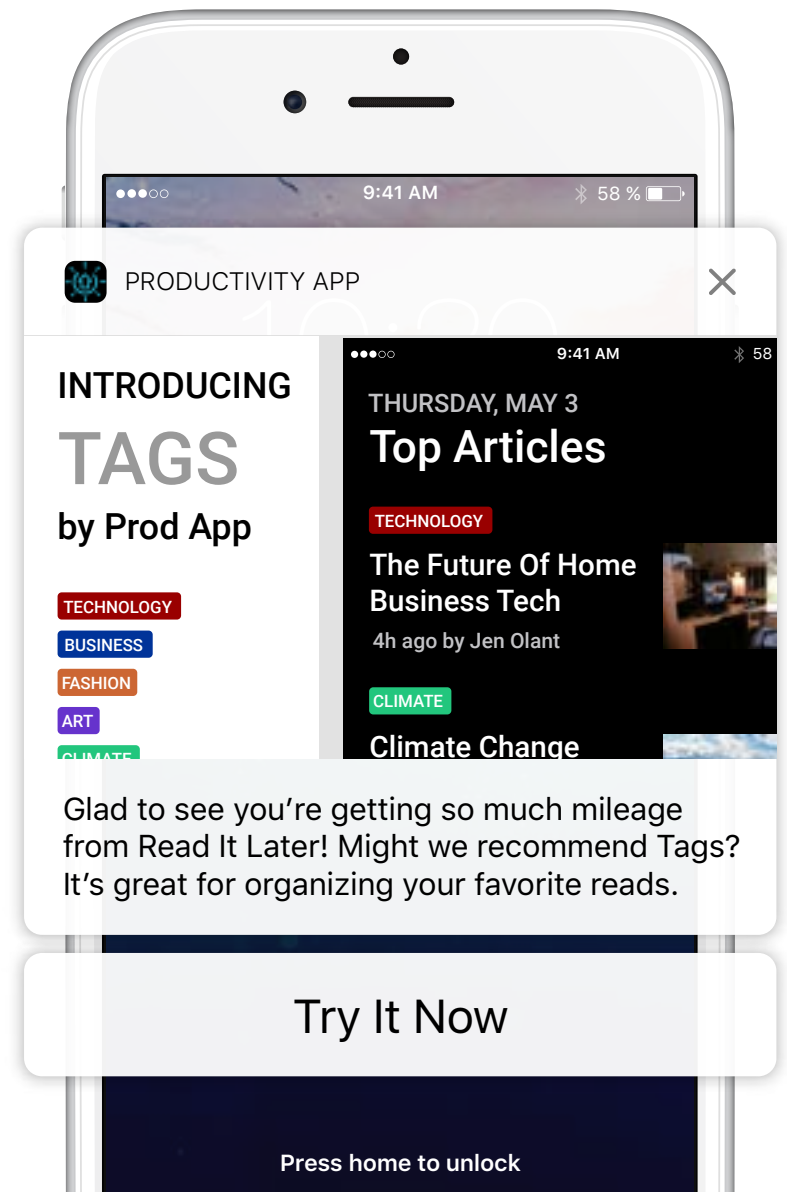
TIP

Triggered by X days/weeks post-installation and user not having tried the feature in question, dispatch this notification with an in-app screenshot, the suggested feature circled or highlighted.

Template:

BODY: Glad to see you're getting so much mileage from [FEATURE OFTEN USED]! Might we recommend [UNUSED FEATURE]? It's great for [BENEFIT].

CTA: Try It Now



Help User Stay on Track

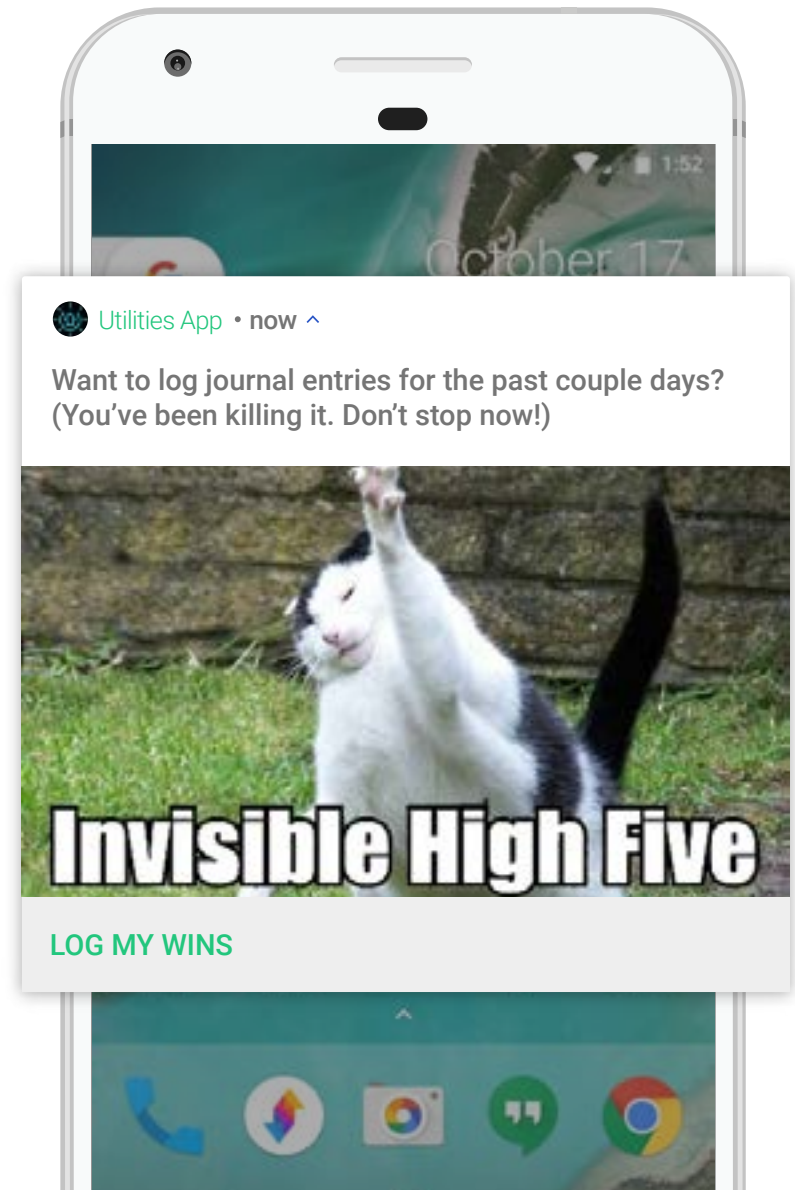
TIP

When the system detects lack of regular user action for a number of days, send this push along with an in-app screenshot with suggested action highlighted or circled. Or a photo of two hands high-fiving!

Template:

BODY: Want to log [ACTIVITY] for the past couple days? (You've been killing it. Don't stop now!)

CTA: Log My Wins



Motivate User Based on Holidays or Calendar Events

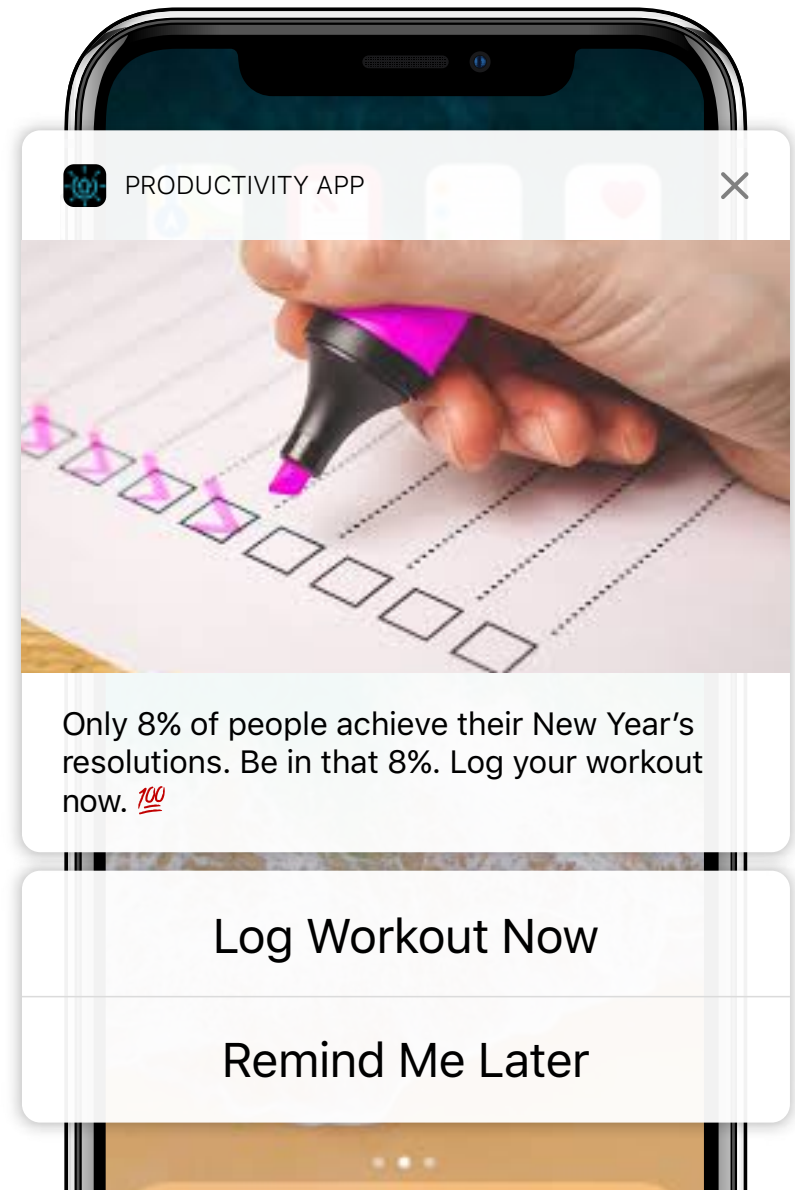
TIP

Shortly before a holiday or event, send this message along with an encouraging graphic of a to-do list with items getting checked off.

Template:

BODY: Only 8% of people achieve their New Year's resolutions. Be in that 8%. [DO/TAKE SPECIFIC IN-APP ACTION] now.

CTA(s): Do [ACTION] Now | Remind Me Later



Help User Remember To-dos or Unread Messages

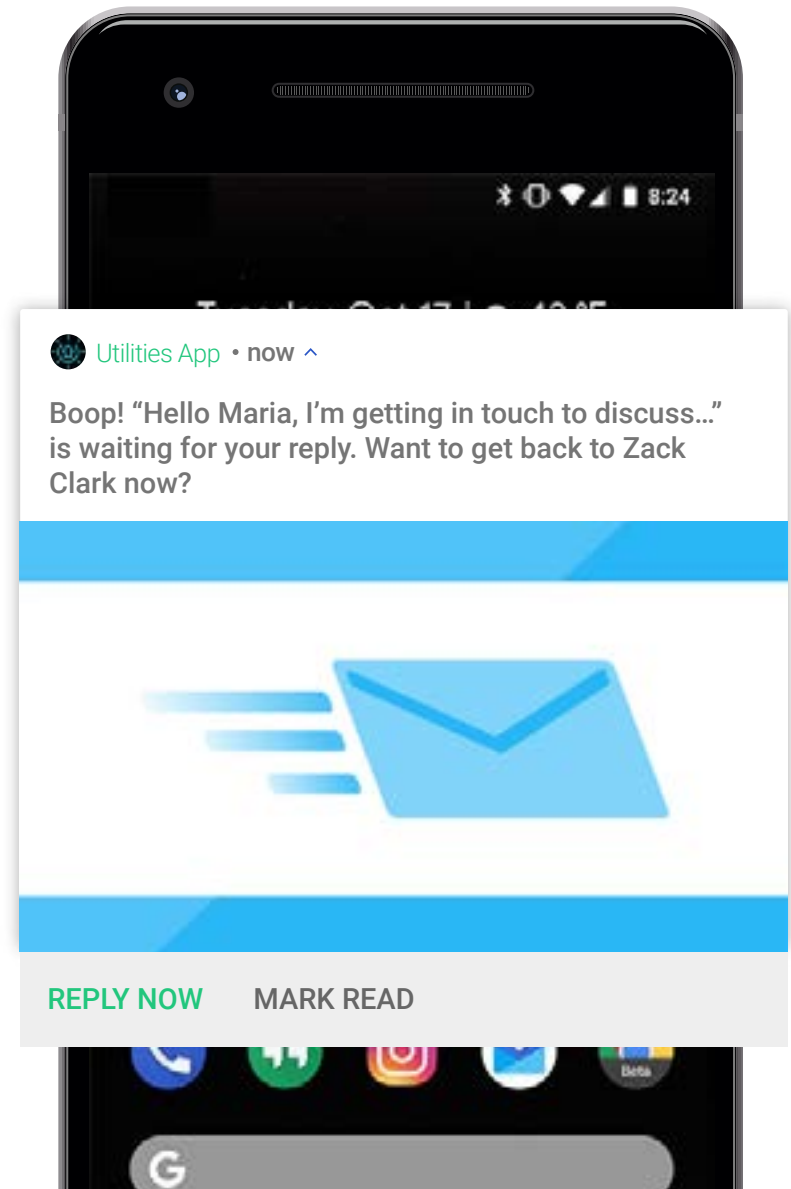
TIP

Triggered by X hours or days after message was received but not read, send this notification with a graphic of an envelope.

Template:

BODY: Boop! “[MESSAGE CONTENT PREVIEW]...” is waiting for your reply. Want to get back to [SENDER NAME] now?

CTA(s): Reply Now | Mark Read





Need help sending better push messages to your users?

CleverTap is the leading user engagement platform for today's top mobile apps. Professional marketers from over 4,000 different companies love CleverTap because you can...

ANALYZE

See exactly how your users are behaving in your mobile app

SEGMENT

Group users based on their behavior, location, or lifecycle stage

ENGAGE

Send targeted, personalized messages to one or millions of users

OPTIMIZE

Measure the effectiveness of your mobile marketing campaigns

Chat with one of our mobile growth specialist to learn more

[SCHEDULE A DEMO](#)