
MARKET FACTS!

MARKET FACT #72

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70

smartphone notifications per day is what the average American gets on any given day.

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COMMENT: This reality shows how hard it is to cut through the noise today and get the attention of your customer. Smartphones are also a terrain where there's war for attention. One of the hardest wars of today actually. So, like the source says, **people receive between around 60 and 80 daily notifications on average, and some of us may get as many as 200.** With that many notifications happening daily, how important is the link you're promoting? And how precise is your timing when you are pushing your link to the end consumer? And how optimized is the content to keep the consumer engaged after he/she opens your notification? Think about that.

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