

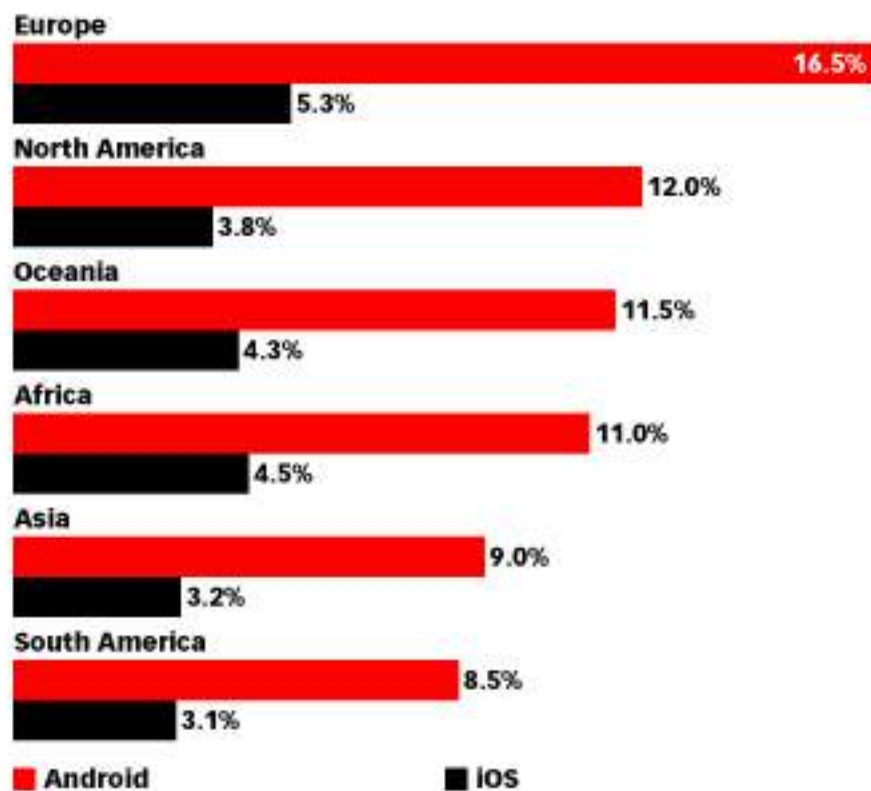
Across all regions, push notifications on Android devices were higher

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Globally, push notification interaction rates are higher on Android devices than they are on iOS, according to research. In fact, in Europe and North America, push notification interaction rates are more than three times as high on Android than iOS.

Mobile App Push Notification Interaction Rates Worldwide, by OS and Region, 2015



Note: represents activity among Accengage customers, broader industry metrics may vary; defined as receiving and clicking on a notification
Source: Accengage, "The Push Notification Benchmark: 2016 Edition," June 23, 2016

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Research from [Accengage](#), which represents activity among its clients, found that the rates are likely to be high because of Android's possibility to create richer formats, including image and multiline text. The data found that in Europe, the mobile app push interaction rates were 16.5% on Android and 5.3% of iOS. Similarly, Android push interaction rates were high at 12.0% in North America, and iOS interaction rates were at 3.8%.

In fact, across all regions analyzed, interaction rates with mobile push notifications were significantly higher on Android devices than they

SHARE THIS were on iOS.

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