

Reach every visitor. No app required.

The 2026 playbook for turning anonymous web traffic into an owned, real-time channel that sells, reminds and brings people back.

 Capture Activate Convert

2026 EDITION

— INSIDE THIS GUIDE

Most of your visitors leave **without a trace.**

They browse, compare, and close the tab. No email, no login, no way to reach them again, except through the browser they just used. This guide shows how to make that browser a channel you own.

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Who this is for: ecommerce, CRM and digital marketing teams that want to grow owned audiences, recover abandoned sessions and reduce dependence on paid retargeting.

WHY WEB PUSH, WHY NOW

Your website is full of people **you can't talk to.**

96%

of visitors do not buy on their first visit

Every channel you rely on to bring visitors back has a catch. Email needs an address. SMS needs a number. Paid retargeting means renting access to your own audience, every single time.

**01**

Anonymous by default

Most sessions end before a visitor shares any contact data. That intent disappears with the tab.

**02**

Rented reach

Retargeting ads charge you again to reach the same people who already visited you.

**03**

Too late, too generic

Batch campaigns land hours after the moment of intent, with the same message for everyone.

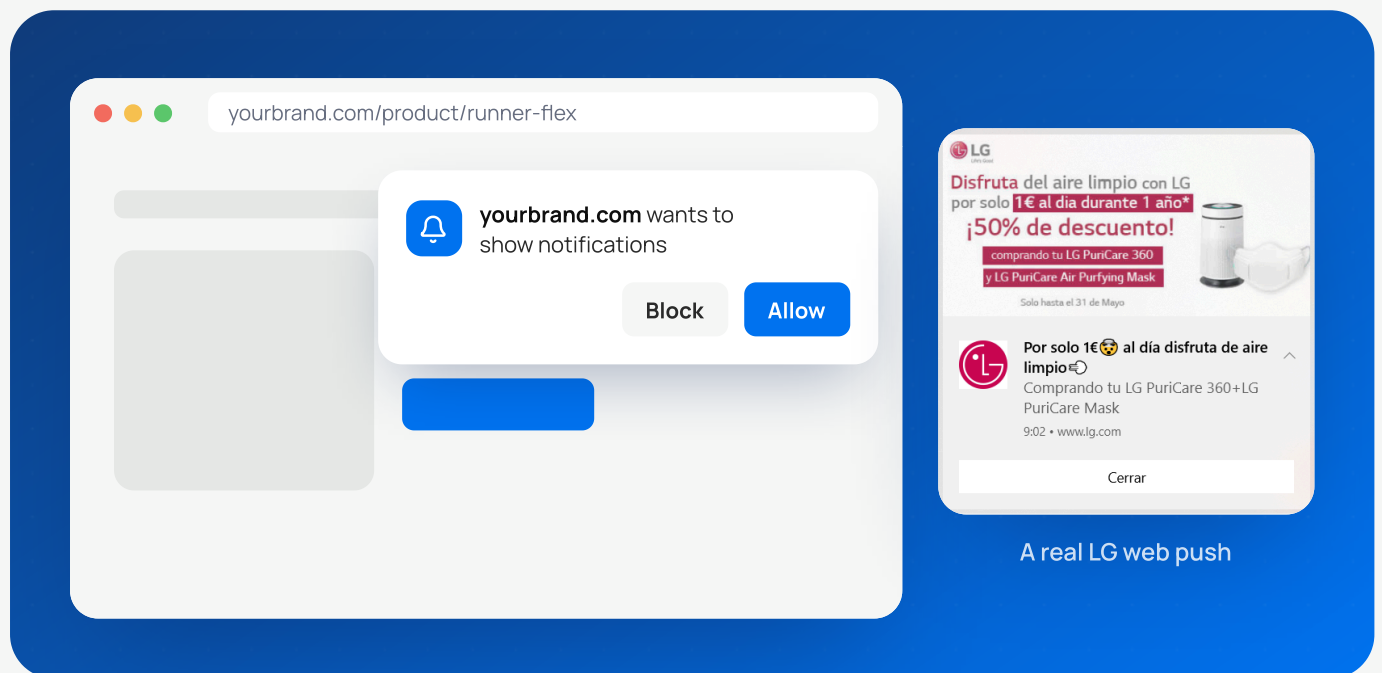
THE SHIFT

Web push lets a visitor say "yes, keep me posted" with one click. No cookie, no form, no app. From that moment, you can reach their desktop or mobile browser directly, in real time.

— THE BASICS

A notification from your site, wherever your visitor is.

Web push notifications are short, clickable messages that a website sends through the browser, even when the site isn't open.



One-click opt-in

The browser asks for permission. No form, no personal data required.



Desktop and mobile

Delivered by the browser on desktop and mobile, with no app to download.



Rich and actionable

Title, body, icon, large image and action buttons that deep-link to any page.

Email

NEEDS AN ADDRESS

- ✗ Requires a form fill
- ✗ Competes in a crowded inbox

Paid retargeting

RENTED AUDIENCE

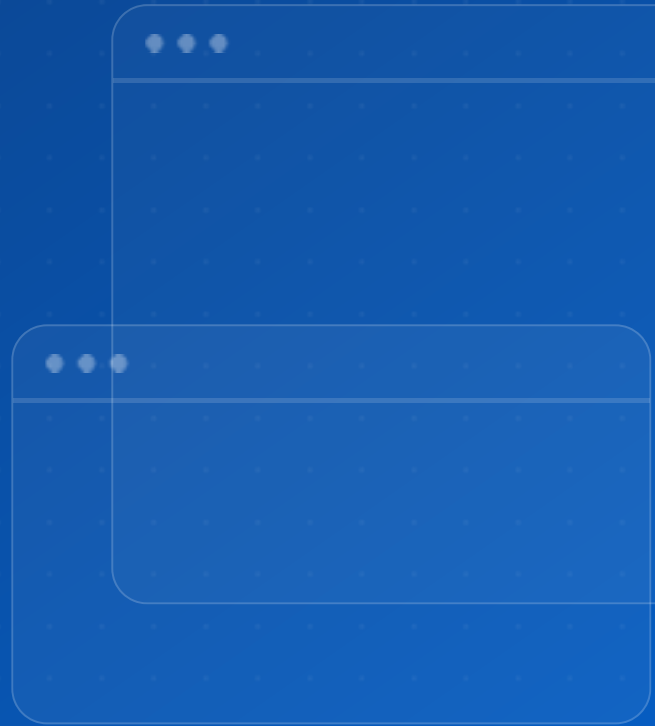
- ✗ You pay per impression
- ✗ Cookie-dependent

Web push

OWNED CHANNEL

- ✓ One click, no data needed
- ✓ Real time, right on screen

02



CAPTURE

Turn visitors into **subscribers.**

The opt-in is where web push is won or lost. Ask at the right moment, explain the value, and let anonymous visitors become an audience you own.

OPT-IN STRATEGY

Ask when it helps the visitor.

A permission prompt on the first second of a first visit is easy to ignore. A prompt that offers something the visitor wants right now gets accepted.



Time it to intent

Trigger the request after a meaningful action: a second page view, a product saved, a price checked, a form started.



Pre-frame the value

Use a soft, branded pre-prompt ("Get notified when it's back in stock") before the native browser dialog.



Let people choose topics

Offer categories such as offers, new arrivals or order updates, so every message is one they asked for.



Unify the profile

Link each subscriber to your CDP. Anonymous at first, known the moment they log in or buy, with their history intact.

PROOF · GRUPO XCARET

Anonymous visitors, turned into a reachable audience.

Grupo Xcaret used Web Push to capture leads from anonymous web visitors and feed its existing Salesforce Marketing Cloud flows, widening its addressable audience.

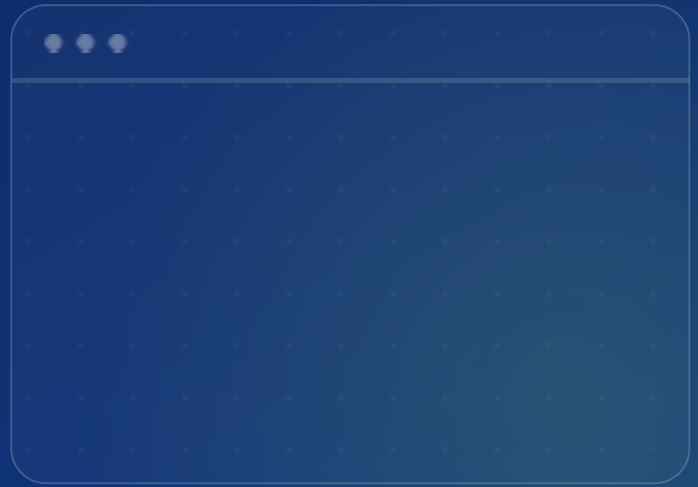
13.5M

Devices connected

720k

New opt-ins

03



ACTIVATE

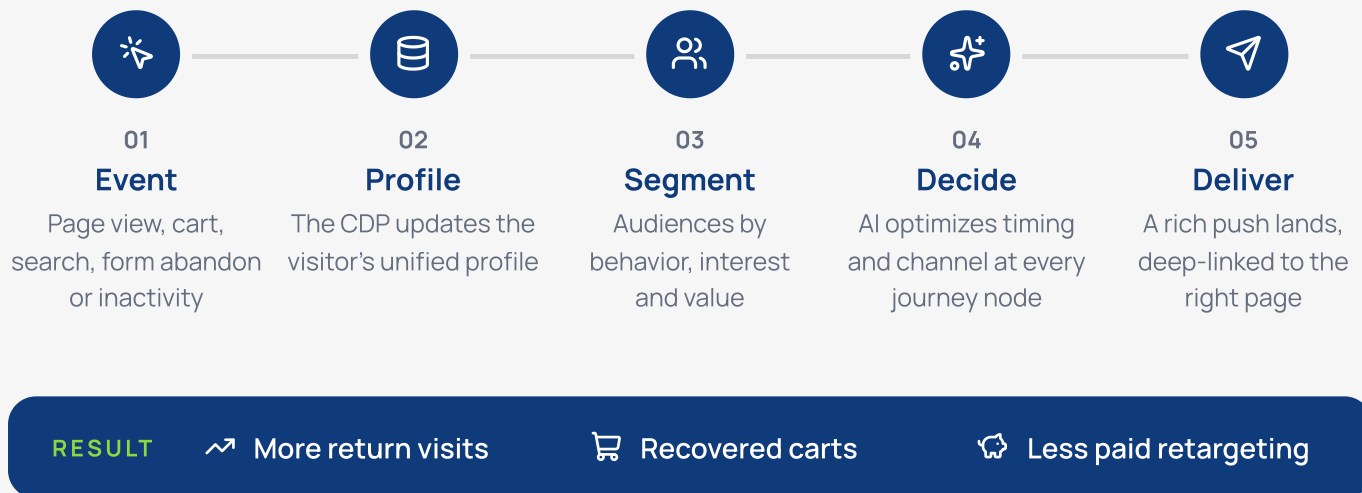
The right message, the moment it matters.

A subscriber list is only as valuable as what you send it.
Segments, real-time triggers and rich formats turn
notifications into visits, and visits into revenue.

— HOW IT WORKS

From the trigger to the screen.

With indigitall, every web push can be driven by behavior in real time, not by a send schedule.



— SEGMENTS THAT PAY BACK

Segment	Trigger	Message idea
New subscribers	1 to 5 minutes after opt-in	"Welcome. Here's what you'll hear from us."
Cart abandoners	Cart event, purchasers excluded	"Your cart is saved. Free shipping ends tonight."
Form abandoners	Application started, not finished	"You're two steps away. Pick up where you left off."
Price watchers	Price drop or back in stock	"The item you viewed just dropped in price."
Lapsed visitors	8 to 15 days of inactivity	"New this week, picked for you."

Message ideas are examples. Timings for welcome and re-engagement flows follow indigitall's recommended setup.

— RICH FORMATS, REAL BRANDS

Creatives that earn the click.

Large images, emojis, urgency and a single clear action. These are live web pushes sent by indigitall customers.



¡Billete gratis!
Últimas horas

alsa ¡BILLETE GRATIS!
¡¡ÚLTIMAS HORAS!! Hazte de Alsa Plus y consigue tu billete gratis.
¡Aprovecha esta oportunidad!

11:30 • www.alsa.es

Mi billete gratis

Travel · last-hours offer



Colgate CAMBIA TU CEPILLO CADA 3 MESES

2ª unidad **50% dto**
En productos seleccionados

DIA ¡Oferta! 2ª ud al 50% en Colgate 🧴
En una selección de productos.
Hasta 11/05
10:31 • www.dia.es

COMPRAR

Grocery · promotion



IBERDROLA

¿Quieres seguir ahorrando con Iberdrola? 💡
Descubre nuestros planes y tarifas de luz a tu medida 📄
¡Ahorra en tu factura!

9:26 • www.iberdrola.es

Contratar 🖱️

Energy · savings plan



REPSOL

La luz al 50% en las horas que más lo necesitas 🏠💡
Contrata y ahorra en tu factura de la luz con la Tarifa Familia 🙌😊

10:49 • luzygas.ahorraconrepsol.com

¡Contrata YA!

Energy · lead generation



marie claire

Pilar Rubio y Sergio Ramos: ¡padres por cuarta vez!
La pareja ha dado la bienvenida a Máximo Adriano.

14:24 • www.marie-claire.es

Te contamos más

Media · breaking story



Solvia

Casas de particulares para particulares.

Viviendas de particulares para particulares 🏡
¿Quieres comprar una casa? Conocemos gente que vende la suya. Elige Solvia porque no te compras una casa cada día.

16:55 • www.solvia.es

Ver casas 🏠

Real estate · new listings

 SHOW IT

One big image beats three lines of text.

 TIME IT

Real urgency: stock, deadlines, live events.

 FOCUS IT

One action, deep-linked to the exact page.

— USE CASES

One channel, every industry.



Retail & ecommerce

- ✓ Abandoned cart and browse recovery
- ✓ Back-in-stock and price-drop alerts
- ✓ Flash sales and Black Friday countdowns



Banking & finance

- ✓ Retargeting abandoned loan and card applications
- ✓ Pre-approved offers for known customers
- ✓ Product education for prospects



Energy & utilities

- ✓ Turning curious visitors into contract sign-ups
- ✓ Weekly lead generation programs
- ✓ Tariff and savings reminders



Education

- ✓ Admission and enrollment deadlines
- ✓ Open days and events
- ✓ Nurturing applicants across the funnel



Travel & leisure

- ✓ Last-minute availability and fares
- ✓ Festival and event promotions
- ✓ Booking reminders



Media & publishing

- ✓ Breaking news and live coverage
- ✓ Topic-based subscriptions
- ✓ Returning-reader programs



TRANSPORT · SPAIN AND LATAM

"Push with 2-10% conversion. Plus a loyalty app that really retains."

2-10%

Conversion

1M+

Audience

— CUSTOMER RESULTS

Real brands, real returns.



BANKING · PERU

BCP, Banco de Crédito del Perú

"The people who abandoned the mortgage form came back. And signed."

BCP used Web Push to retarget abandoned mortgage and credit applications, with segmentation by behavior to recover high-intent leads.

16.67%

Max CTR in retargeting

9.41%

Max CTR with segmentation



ENERGY · SPAIN

Endesa

"Web Push that turned curious visitors into contract sign-ups."

A Web Push acquisition program aimed at prospects for energy contracts, with offers and onboarding flows triggered by behavior.

+35%

Sales rate

8%

Push CTR

— BRANDS SENDING WEB PUSH WITH INDIGITALL



VITALDENT



— MORE CUSTOMER RESULTS

Growth, **at scale.**

ENERGY · SPAIN

A push and web retargeting program that captured qualified leads with a constant weekly cadence.

+18%

Web sales

500

Weekly leads



EDUCATION · PERU

Web Push at scale for segmented admission campaigns, building a large owned audience and clicks across the funnel.

240K

Devices

17.4M

Pushes sent

CONSUMER GOODS · ESTRELLA DAMM

Promotions for festivals and merchandising via Web Push drove recurring traffic from visitors who were interested but not yet converting.

~40%

More returning visitors

264M

Iberia · yearly impressions,
3%+ retargeting CTR on
flight searches

993K

Real Madrid CF · web push
devices

226K

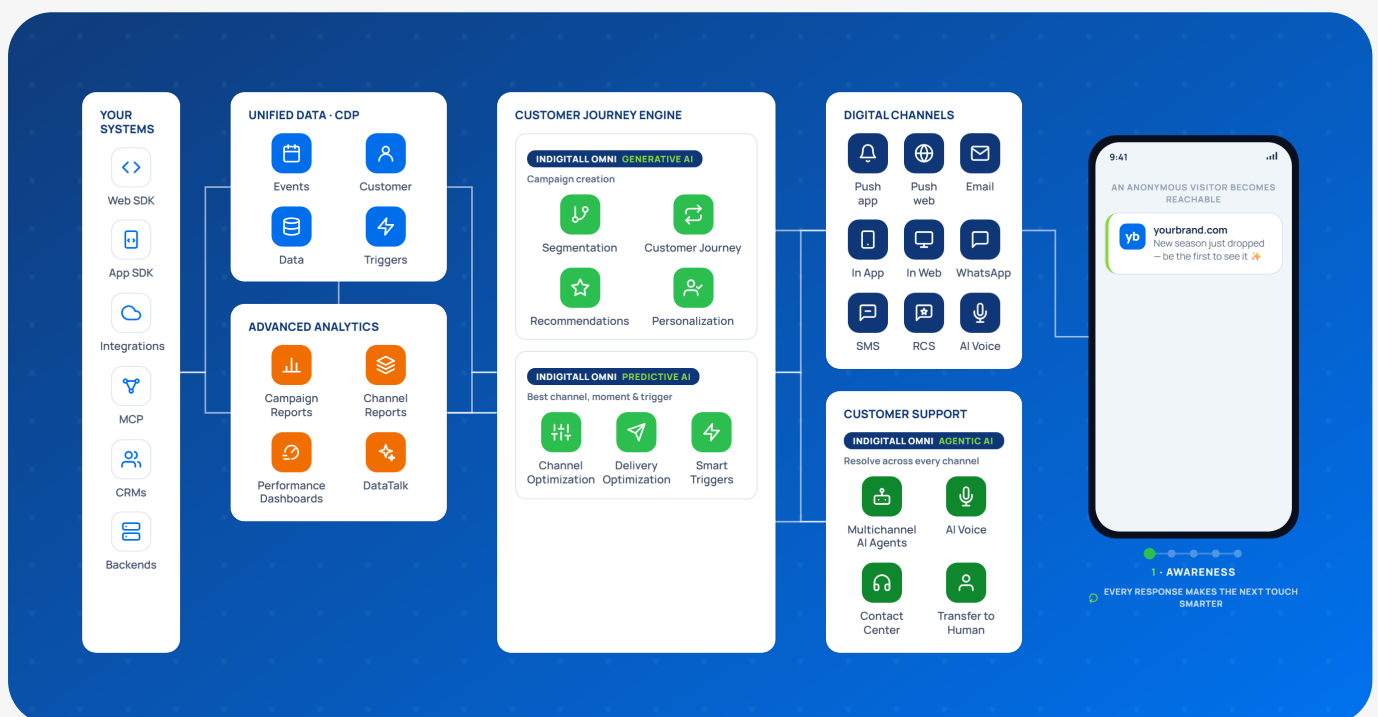
Atlético de Madrid · web
push devices

Data attributed to real customers, not a guarantee.

— HOW INDIGITALL WORKS

Web push is one channel. The journey is the point.

indigitall connects your systems to a unified CDP, lets AI decide the best channel and moment, and orchestrates every touchpoint from one Customer Journey Engine.



Fallback by design

No click on the push? The journey continues by email, WhatsApp or SMS.



In-web messages

Overlays and banners shown on-site, triggered by behavior, with no code.



One view of results

Campaign and channel reports, plus DataTalk to ask your data in plain language.

 CHANNELS

18+

 MESSAGES A MONTH

1B+

 COUNTRIES

20+

 ENTERPRISE CLIENTS

215+

YOUR 30-DAY LAUNCH PLAN

From first line of code to first conversion.

Week 1 · Set up

- ✓ Add the Web SDK: about two hours of IT effort
- ✓ Migrating from OneSignal? Existing permissions carry over
- ✓ Connect Shopify, VTEX, Magento, PrestaShop or WordPress

Week 2 · Grow

- ✓ A/B test opt-in timing and copy
- ✓ Link subscribers to known CDP profiles
- ✓ Launch a welcome push 1 to 5 minutes after opt-in

Week 3 · Automate

- ✓ Go live with cart and form recovery journeys
- ✓ Add price-drop and back-in-stock triggers
- ✓ Re-engage after 8 to 15 days of inactivity

Week 4 · Optimize

- ✓ Turn on AI optimization in journey nodes
- ✓ Add email or WhatsApp fallback in journeys
- ✓ Review CTR and revenue by segment

METRICS TO TRACK

 **OPT-IN RATE****Visitors who
subscribe**

 **CTR****Clicks per
delivered push**

 **RETURN VISITS****Sessions from
push**

 **REVENUE****Conversions
attributed**

NEXT STEP

Your visitors are already here. **Start the conversation.**

See how indigitall Web Push, together with the CDP and Customer Journey Engine, can work on your own site and data.

[!\[\]\(2c3352433bff267ed8ae00945ed009eb_img.jpg\) Book a demo](#)[!\[\]\(0230214116c86dbf511158ea2e1aae13_img.jpg\) indigitall.com](https://indigitall.com)

indigitall · The customer engagement platform that unifies your data, AI and every messaging channel.

