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PushPro v1.2

PushPro Usage Guide

In this guide you can read how to best make use of PushPro.



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GETTING STARTED

Create an account

The first thing to do is to register an account. You can do so by navigating to the PushPro [portal](#) and clicking “Register”. You will land on our application portal, where you can register a new account. You can either register using one of our social login options - we currently support Google - or create an account with your email address and a password.

If you created your account using an email address and password, you will receive a verification email shortly after clicking “sign up”. We want to verify your email address to make sure that it was actually you who registered for an account. Click the link in the email to make sure your registration is successful. If you created your account using a social login, verification is not necessary.

On the [portal login](#), enter your credentials or use the social login option. This will log you in to your personal PushPro environment. You have now successfully created your PushPro account!

Subscribe to a plan

Once you have an account, you can choose a plan. Based on your business needs - which features and how many subscribers and domains - you can choose a free plan or one of our four paid plans. We have two billing options, monthly and yearly payments. Yearly plans are 25% cheaper than monthly plans, the features are however the same. Select one of our plans and click “start now”.

You will now need to fill out some details about you and your company. We collect this data so that we can get to know you and contact you when necessary. On this page, you can also opt to use a different email address to receive billing receipts on, for example a



specific finance email address your company uses. Moreover, you can opt-in for our newsletters and product updates. If you have selected our free plan, hit “confirm and proceed” once you filled out all the fields. If you selected a paid plan, hit “proceed” and enter your payment details. For now we only accept credit cards. Our payment service provider will check the validity of your card. If its valid, you will be redirected to your personal dashboard. Should you receive an error, please check your card details and make sure they are correct.

Add a domain

To enable push notifications on your website, you should first register a domain. In your PushPro portal, navigate to Domains and click “add domain”. You can now input a name to recognize your domain and the URL of your domain. Click save to confirm your domain. You can now further configure your domain.

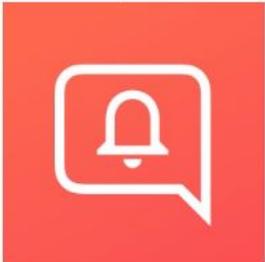
CONFIGURE YOUR DOMAINS

Customize the notification image

If you are on a paid plan, you can customize the image which will be shown for each notification you send from the selected domain. Upload your logo or any other engaging image!

Notification image

Current image:



Use the form below to upload a custom icon which will be used when sending push notifications.

no file selected



Customize the opt-in request

Using a custom opt-in request will significantly improve your subscriber numbers. Instead of only showing the browser prompt, the PushPro custom opt-in will show an opt-in request with customizable text. Fill out a title and body text, which will determine the message your audience will see and hit “save”.

A screenshot of a web interface for configuring a custom opt-in message. At the top, the text "Custom opt-in message" is followed by a green toggle switch that is turned on. Below this, the instruction "Fill in the custom opt-in message" is displayed. There are two input fields: the first is labeled "Opt-in Title" and contains the text "Subscribe to PushPro!"; the second is labeled "Opt-in Text" and contains the text "We would like to keep you updated with important news!". At the bottom of the form is a large red button with the text "Save Custom Opt-in Message".

Custom opt-in message

Fill in the custom opt-in message

Opt-in Title

Subscribe to PushPro!

Opt-in Text

We would like to keep you updated with important news!

Save Custom Opt-in Message

Enable tracking

If you are on the PushPro Booming plan, you will have access to user segmentation. For segmentation to work, PushPro will collect various anonymous data from your subscribers, such as their browser type, timezone and visited page URLs. If you want to use segmentation, make sure to have this setting **enabled**.

If you are not (yet) on the Booming plan, you can still enable this feature. This will let you already gather subscriber data, which you can use as soon as you upgrade to the



Booming plan. You'll be off to a great start with already a lot of subscriber data at your disposal!

Note that enabling subscriber tracking will update your code snippet to include a line `tracking: true`, so make sure to update the snippet on your website.



INSTALL PUSHPRO ON YOUR WEBSITE

Manual Installation

Navigate to your domain settings to download the javascript file and copy the generated code snippet. Please note that if you change the notification image or custom opt-in, the snippet will change. So, after each change you make, upload the updated snippet to your website. How you can install this on your website will be covered in the next step.

Code Snippet

The installation will only take 5 minutes! Do you need help? [Read our super easy Install Guide, or contact us!](#) First you have to download the following file and place the file in your website root folder.

 Download file

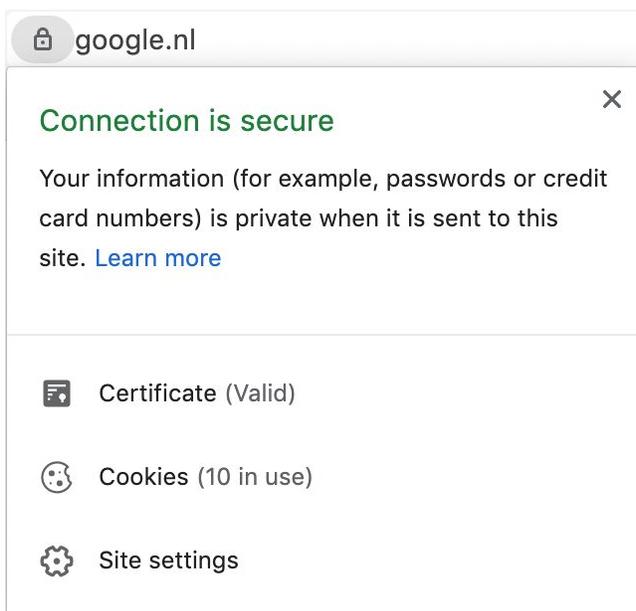
Once you have placed the file in your website root you can paste the following code snippet into your website html file. Visitors can now subscribe to your site. Once subscribed you can send them push notifications.

```
<script>
  window.__pushpro = {
    site_uuid: "d6a4e084-eee2-██████████",
    opt_in: true,
    title: "Subscribe to PushPro!",
    content: "We would like to keep you updated with important news!",
    icon: "https://storage.googleapis.com/push-pro-site-images/39749349-327b-4041-
    ██████████"
  }
</script>
<script src="https://storage.googleapis.com/push-pro-java-scripts/dev/pushpro-
lib.js"></script>
```



Enable HTTPS

To use PushPro, your website needs to be HTTPS-enabled. HTTPS makes your website more secure by encrypting the traffic between your server and your visitors. If your website is already HTTPS-enabled, great! If not, keep reading. You have two options to add HTTPS to your website. The first option is that you ask your hosting provider to activate it for you. The second option is that you obtain an SSL certificate yourself, which can be done for free via [Let's Encrypt](#). Check if everything works by clicking the lock next to your website URL. It should say 'Connection is secure'.



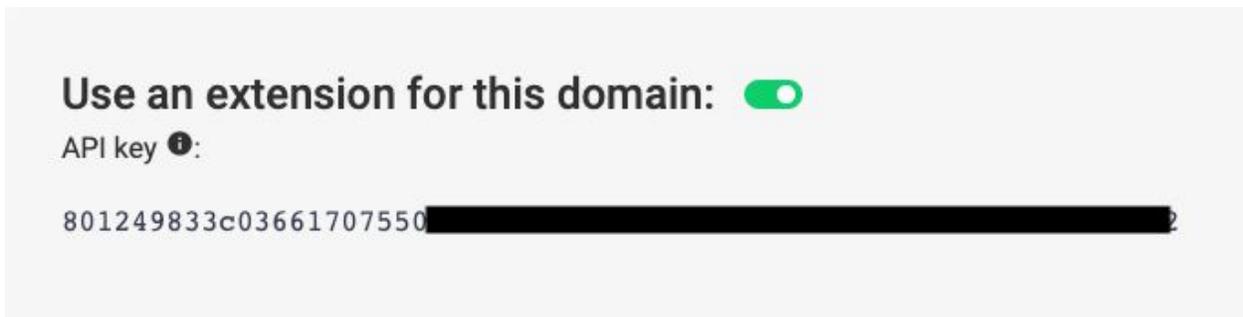
Upload the PushPro file

Next up, add the Javascript file to the root directory of your website's source code. If you manage the content of your website yourself, you can insert the files into the root folder.



Filename ^	Filesize	Filetype	Last modified
..			
css		Directory	06/13/19 12:...
fonts		Directory	06/13/19 12:...
images		Directory	06/13/19 12:...
js		Directory	06/13/19 12:...
vendor		Directory	06/13/19 12:...
favicon.ico	1150	ico-file	06/13/19 12:...
index.html	7312	HTML	06/13/19 12:...
sw.js	88	Visual Stu..	06/13/19 12:...

If you use a third party CMS, you can add the files via the CMS portal. In the domain settings, enable 'Use an extension for this domain' and copy your newly generated API key in your CMS extension:



Upload the PushPro code

The last step is including the code snippet we generated for you in the <head> of your website. Similar to the Javascript file, you can either add this yourself in the index.html, or input it via your CMS.



```
1 <!DOCTYPE html>
2 <html lang="en">
3 <head>
4   <title>Your Awesome Website</title>
5   <meta charset="UTF-8">
6   <meta name="viewport" content="width=device-width, initial-scale=1">
7
8 <script>
9   window.__pushpro = {
10    site_uuid: "1234567-abcd-1a2b-9876-123456789012",
11    opt_in: true,
12    title: "Welcome to PushPro",
13    content: "Subscribe to receive important updates!",
14    icon: "https://storage.googleapis.com/push-pro-site-images/1234567-abcd-1a2b-9876-123456789012.jpeg",
15  }
16 </script>
17 <script src="https://storage.googleapis.com/push-pro-java-scripts/dev/pushpro-lib.js"></script>
18
```

Verify your setup

You can verify if you set everything up correctly by navigating to <https://yourdomain.com/>. If you see a push notification opt-in request, everything is working! That's all, your website is now ready to send push notifications!

If you do **not** see an opt-in request, you can check whether the code snippet and javascript file were correctly added. Navigate to <https://yourdomain.com/sw.js>. Here you should find the following text:

```
importScripts('https://storage.googleapis.com/push-pro-java-scripts/
pushpro-sw.js');
```

Next up, you can verify whether you correctly added the code snippet. On <https://yourdomain.com/>, right-click anywhere on the website and select "Page Source". Here, you should find the following text:

```
<script>

    window.__pushpro = {

        site_uuid: "your-unique-identifier",
```



```
    }  
  
</script>  
  
<script src="https://storage.googleapis.com/push-pro-java-scripts/  
pushpro-lib.js"></script>
```

Use the Magento 2 extension

To use the PushPro extension for Magento, your store needs to be HTTPS-enabled. HTTPS makes your website more secure by encrypting the traffic between your server and your visitors. If your website is already HTTPS-enabled, great! If not, keep reading.

You must first acquire an SSL certificate. You can either ask your hosting provider to activate it for you, or obtain an SSL certificate yourself. You can get one for free via [Let's Encrypt](#). Check out their [guide](#) to get started.

Once you acquired and activated your SSL certificate, you must enable HTTPS for your Magento store. Walk through the following steps:

1. Navigate to your Magento Admin dashboard
2. On the menu, click on stores
3. In the square 'General', click on 'Web' and then click on 'Base URLs'
4. Make sure that your Base URL starts with "https://"
5. Click on 'Base URLs (Secure)'
6. Make sure that your Secure Base URL starts with "https://"
7. Change the settings to 'Use Secure URLs on Storefront' and 'Use Secure URLs in Admin' to 'Yes'.



8. Click on 'Save Config'
9. Go to 'Cache Management' and empty all caches.
10. Done, navigate to your website to check if it starts with https!

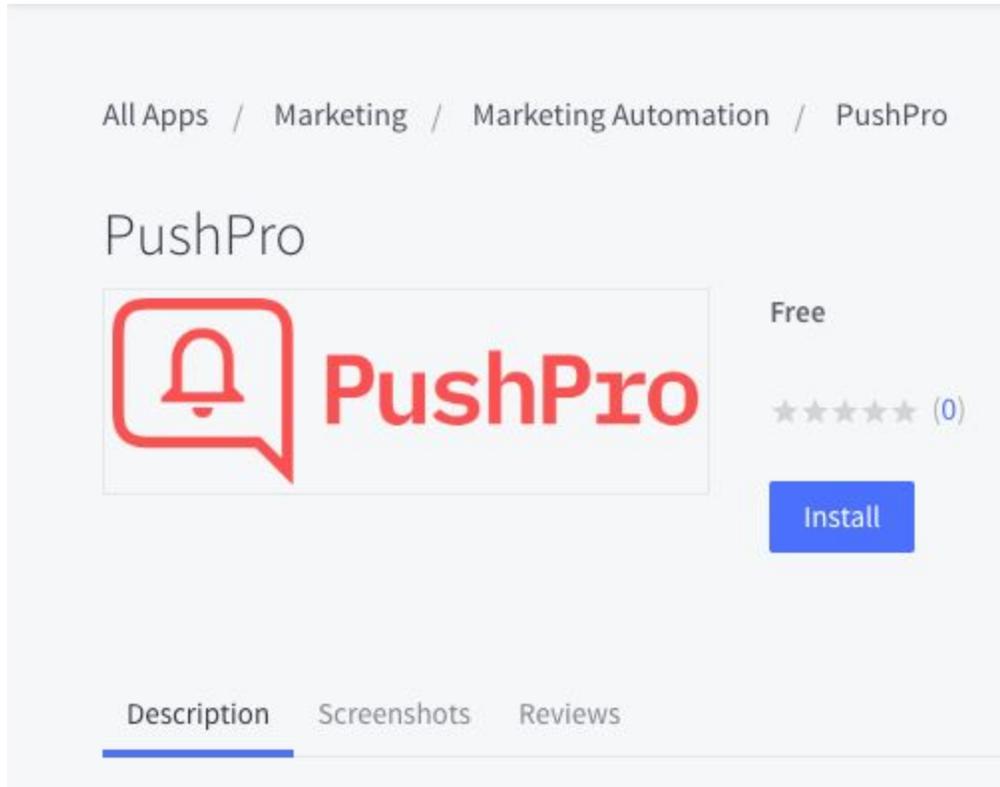
Once you have enabled HTTPS, include the code snippet we generated for you in the PushPro portal in the extension panel in Magento. You can verify if you set everything up correctly by following the steps as described [here](#).

Use the BigCommerce extension

To use the PushPro extension for BigCommerce, your store needs to be HTTPS-enabled. HTTPS makes your website more secure by encrypting the traffic between your server and your visitors. If your website is already HTTPS-enabled, great! If not, keep reading.

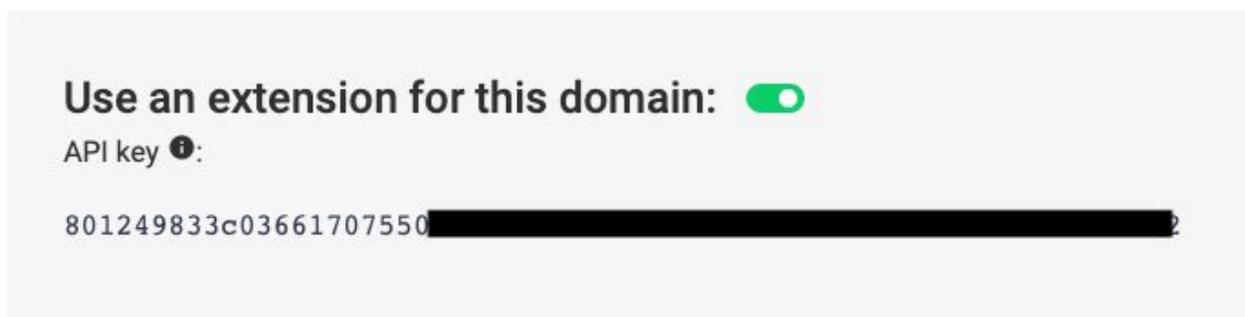
You must first acquire an SSL certificate. If your store is already operational, BigCommerce enabled a free SSL certificate on your domain. You should now check if [sitewide-HTTPS](#) is enabled.

1. Go to Store Setup › Store Settings and scroll down to HTTPS.
2. Select Use HTTPS for entire site from the HTTPS Pages drop-down menu.
3. Save your changes



Once you have enabled sitewide-HTTPS, you're ready to install PushPro. Download the PushPro app from the BigCommerce marketplace and install it. Once it's successfully installed, reload the page.

In the PushPro portal, generate an API key for the domain you wish to use with BigCommerce.



Copy the API key in the PushPro app in BigCommerce and submit.



PushPro

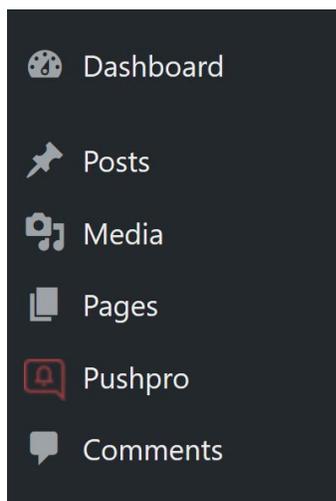
Field description.

That's it, PushPro is now enabled on your store! You can verify if you set everything up correctly by navigating to the homepage of your store. If you receive an opt-in request for push notifications, everything is working! That's all, your website is now ready to send push notifications!

Use the WordPress extension

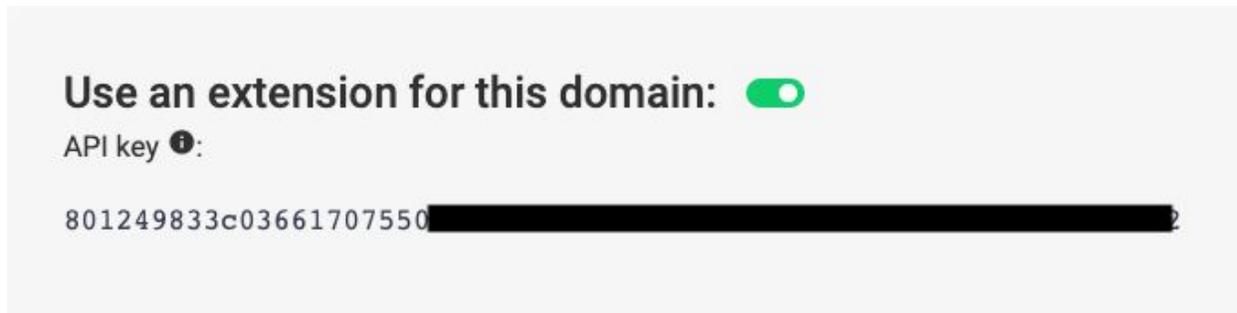
Log in to your WordPress admin panel and go to "Plugins" → "Add New". In the top right, search for PushPro. Hit "Install Now" and "Activate" it when the installation is done.

PushPro is now added to your admin panel menu:





Click on the PushPro icon to get started. You will now see a screen where you can enter your API key. In the PushPro portal, generate an API key for the domain you wish to use with WordPress.



Copy the API key in the PushPro plugin in WordPress and click “Save”. That’s it, PushPro is now installed on your WordPress website!

Use the Shopify extension

Coming soon!

PUSH NOTIFICATIONS

Create a push notification

Navigate to the “Push Notifications” section in your portal to start creating your messages. On the left side of the screen you can edit various fields, which will be previewed on the right side of the screen.



Name

Select a domain:

Choose a segment:

Notification Title 31/96

Notification Message 100/255

* Destination URL 📌 Button Text (optional)

MOBILE PREVIEW

First, select to which of your domains you want to send the push notification. If you are on the correct plan, you can also select to which user segments you want this notification sent to. Next up, you can edit the title and message text. Make sure to add some emoji to increase your click through rates! 🔥

Configure the destination URL, which will determine to which web page your audience will be redirected if they click on the notification. Make sure to start your URL with "https://". Optionally, you can also create a button on the notification by adding button text. If you're sure that your push notification is set up correctly, hit "send now"!

Schedule a notification

With PushPro, you can easily send scheduled notifications. Navigate to the Push Notifications tab in your portal and create a new notification like you're used to. Below the destination URL you can flip the 'scheduled sending' switch to on. You can

Scheduled sending

Schedule send on (UTC +02:00):
Thu Jun 27th 2019 15:21:00

June 2019 >

Sun	Mon	Tue	Wed	Thu	Fri	Sat
26	27	28	29	30	31	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	1	2	3	4	5	6

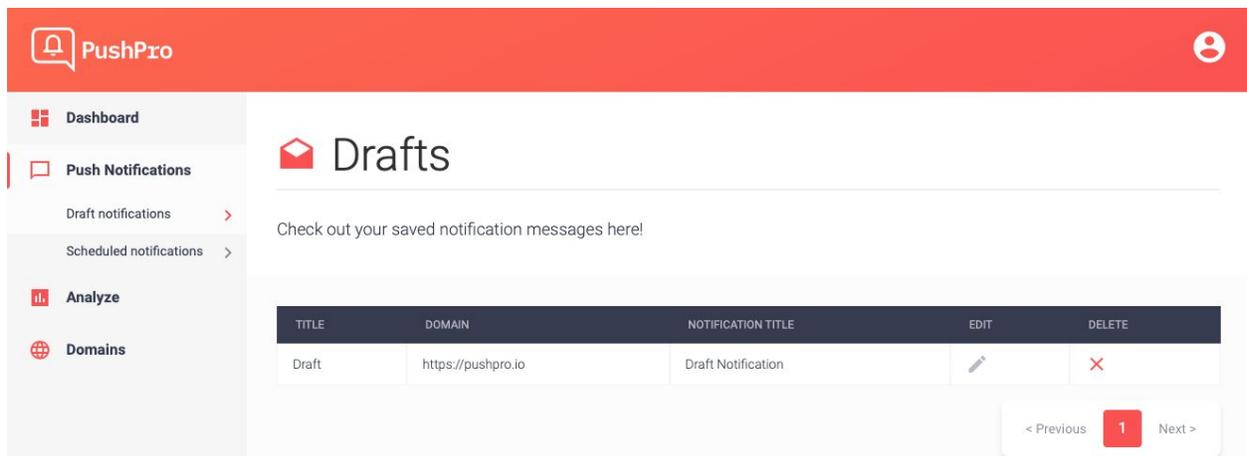
03 : 21 PM



now select an exact date and time to send your notification. Mind the time zone you're in, which is listed above the date/time selector, and make sure you correctly select AM or PM time. Select Save Notification when you're done!

Draft a notification

When creating a new push notification, instead of send now, hit 'save notification'. The notification will be saved as a draft, which you can see in the draft notifications overview. If you want to edit your draft, or push it to your subscribers, click the edit icon.



AUDIENCE SEGMENTATION

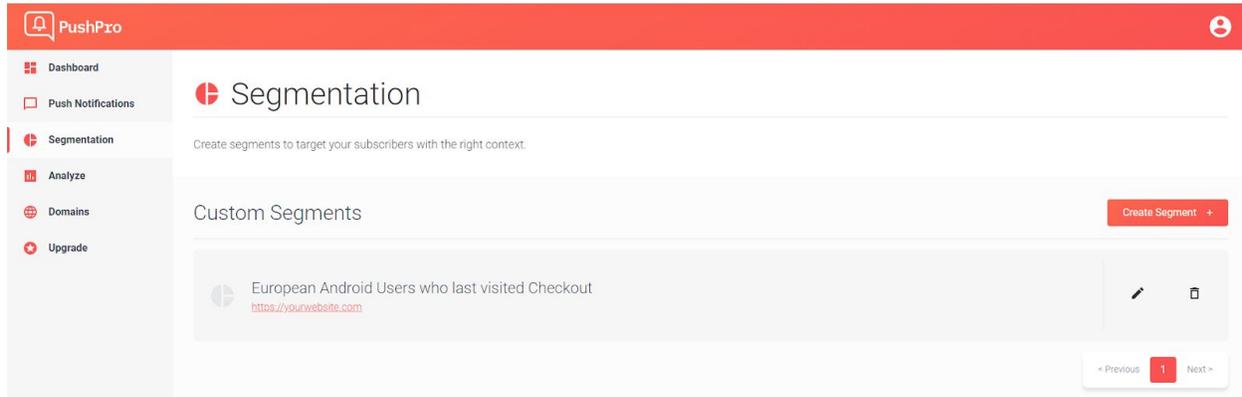
Create a segment

Segmentation is a powerful feature to send your push notifications to a specific group of people. It enables you to send notifications to subscribers who for example speak Spanish, visited a specific page on your website, or use a specific device or browser.

To set up segments, navigate to the segmentation menu in the PushPro portal. If you've configured segments before, you will see an overview of them. For every segment you



can see on which domain it's active. If you want to edit a segment, click the edit icon on the right-hand side. To create a new segment, click "Create Segment" on the top-right.



Note that you must have [tracking enabled](#) in your domain configuration to be able to use segmentation!

Configuring segments

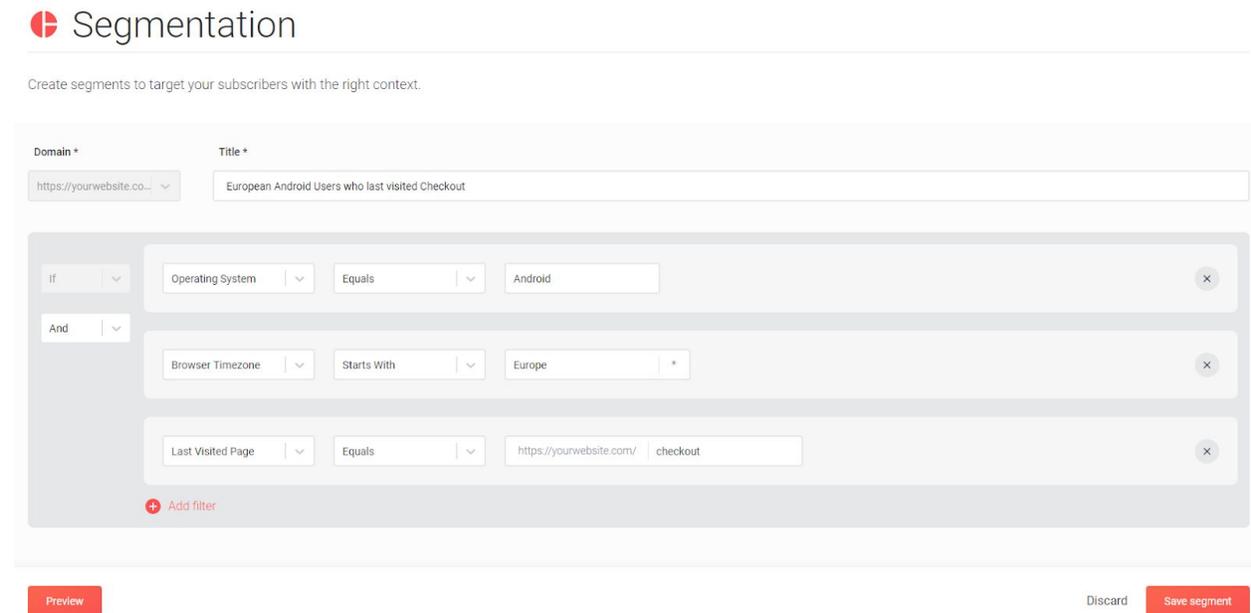
You can modify various settings of the segment. Start by selecting the domain you want this segment to be active on. Next up, input a recognizable name for your segment, such as *Android users*, *German residents* or *High value customers*. Now you can add the segmentation rules. Each row in the interface represents a segmentation rule. For each rule you can configure the following:

- And/Or: determines whether all rules should be met, or one of the rules.
- Attribute: select the attribute you want to match against.
- Comparison: how the value will be compared to the rule.
- Value: your custom value.

When you add a rule, you have the option to add another rule by clicking the "Add new rule" button. You can configure as many rules for a segment as you'd like. Do note



however, that the more rules you add, the smaller your segment will be. The image below displays a possible segment configuration for European Android users who have last visited your checkout page:



Segmentation attributes

Segmentation attributes are the data types which you can use to segment subscribers. We have the following attributes available for segmentation:

Attribute	Description	Notes
Browser	The browser the user subscribed on	Can be Chrome, Firefox, Edge, Opera, or any Chromium browser such as Brave
Browser Language	The language of the browser at the time of subscription	Languages can have multiple codes, such as en-GB, en-NZ or en-US
Browser Timezone	The timezone of the browser at the time of subscription	Recorded as Continent/City, for example Europe/Amsterdam or



		America/Phoenix
Device Type	The device type of the browser at the time of subscription	Can be mobile, tablet, or desktop
Last Visit	The most recent date and time a subscriber has visited any page on your domain	You can select a date in the future, so that you can schedule messages for later
Last Visited Page	The most recent page visited during the last session of a subscriber.	Select a specific URL to target users who left your website on it
# Notifications Clicked	The total amount of notifications a subscriber has clicked on from the moment he or she subscribed	If for some reason the same user unsubscribes and at a later point in time re-subscribes, this attribute will be reset to 0.
# Notifications Received	The total amount of notifications a subscriber has received from the moment he or she subscribed	If for some reason the same user unsubscribes and at a later point in time re-subscribes, this attribute will be reset to 0.
Operating System	The operating system of the browser at the point of subscription	Can be Android, Windows Phone, Windows, macOS, or Linux
Subscription Date	The date and time the browser subscribed for push notifications	Recorded once every time a browser accepts the opt-in request
Subscription Page	The specific URL where the browser subscribed for push notifications	Recorded once every time a browser accepts the opt-in request
Visited Page Title	The HTML title of the page a subscriber has visited	It does not matter at which point in time the subscriber has visited this page
Visited Page URL	The URL of the page a subscriber has visited	It does not matter at which point in time the subscriber has visited this page



# Visited Pages	The amount of unique pages visited across your domain	Since we record unique page visits, a hundred visits to your home page will count as 1 page visit
-----------------	---	---

You can define how every value should be compared with the attribute to determine whether a subscriber belongs to a segment. We have the following comparison options available:

Comparison	Can be used with the attributes
Starts with	Browser Timezone Visited Page Title Visited Page URL Subscription Page Last Visited Page
Ends with	Browser Timezone Visited Page Title Visited Page URL Subscription Page Last Visited Page
Equals	All available attributes
Does not equal	All available attributes
Equal or greater	Last Visit # Notifications Clicked # Notifications Received Subscription Date # Visited Pages
Equal or less	Last Visit # Notifications Clicked # Notifications Received Subscription Date # Visited Pages
Wildcard	Browser Timezone Visited Page Title



	Visited Page URL Subscription Page Last Visited Page
--	--

DASHBOARD

Using the dashboard

Your dashboard consists of two main sections. The red statistics on top show your performance across all active domains. You can quickly glance over your total subscribers, the amount of push notifications you've sent and the average click-through rate of all your messages.

Below your overall statistics, you will find your performance per active domain. You will see the same statistics as before; the number of subscribers, the amount of push notifications you've sent and the average click-through rate. Analyze and compare your performance per domain to see where you're performing best!

ANALYTICS

Analyze your message performance

You can analyze the performance of each individual push notification you have sent. Each row in the table represents one of your messages. You are able to see the title of your message, to which domain it was pushed, how many subscribers received the message, how many of them opened the message and finally what the click-through rate is. You can use these statistics to improve your notification performance.



Analyze

Here you can see how your sent messages are performing. Keep on sending to improve your scores! Would you like to get some Tips & Tricks to get even more out of your messages? [Check our blogs!](#)

TITLE	DOMAIN	NOTIFICATION TITLE	DELIVERED	OPENED	CTR
Analyse your Performance	https://demo.pushpro.com	Up the CTR!	5/7	3/5	60%

ACCOUNT MANAGEMENT

Upgrade your PushPro plan

On the right-hand side, you will find your current plan. You can upgrade your plan by clicking 'Upgrade'. This will take you to a new page where you can compare and select a new plan. If you are upgrading from a paid plan, you will see a billing summary, so you know exactly how you will be billed after your upgrade. Note that if you are currently paying on a monthly basis, you can upgrade to the same plan with yearly payments. However, if you are currently paying on a yearly basis, you can only upgrade to higher plans.

CURRENT PLAN

Booming

€ 43,99

PER MONTH
BILLED ANNUALLY

∞ messages
54,000 subscribers
15 domains

Upgrade ★

Email settings

Update your email address if you want to receive the various emails we send on a different email. You can also opt in or out of our promotional emails.



Credit card details

Add a new credit card by clicking 'Change credit card'. Input your name, credit card number, cvc and postal code. No need to worry about safety measures, your financial information never touches the PushPro servers. It goes straight to our DCI PSS compliance payment provider.

Billing information

In the billing settings, you can change the data we will show on your subscription receipts. For example, change your address or the email address you will receive your receipts on. Note that you cannot change your country due to tax reasons.