

# LMC Success Playbook

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Follow the playbook below for success and see the results. If you aren't happy with the results in the first 30 days receive a full refund.

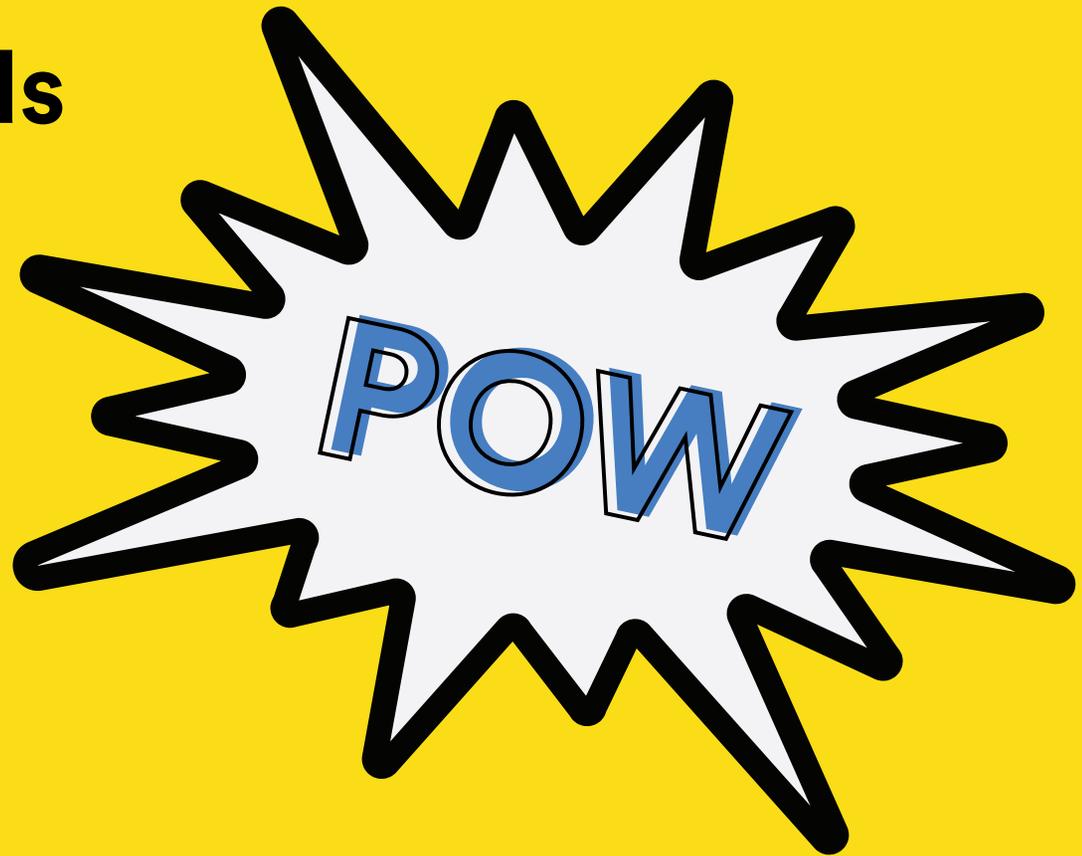
- 1. Set up your new app with a minimum of two coupons, two promotions, and one stamp loyalty.**
- 2. Promote your new app to your customer database via social media and direct email**
- 3. Set up collateral in a prominent location(s) that is visible to consumers within and outside of store.**
- 4. Promote new app to every customer who purchases by using your coupons as an exclusive offer only available within the app.**
- 5. Take advantage of using the QR scanning to provide yourself with insightful analytics towards customer behavior. Consider adding your personal QR code to customer receipts.**
- 6. We analyzed over 2.6 billion digital promo messages to find the most effective outreach methods for coupons, promos and push notifications. Three digital messages need to be sent based on the criteria we've outlined in the following guide.**

**Time to be successful!**

## **Promo Power Words**

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We analyzed over 2.6 billion push notifications to find out the most powerful words for your mobile messaging. Learn the impact that single words can have on your push notification engagement.



# The Science Behind Creativity

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When it comes to sending a **digital message (coupons & push notification)**, your no. 1 goal is to lure users back to your app. But when you have a limited number of characters to accomplish this, every word counts.

That's why we compiled a list of the most powerful words for **digital messages**. Not only will these words help take the stress out of creativity and amplify your app engagement, but they will increase your open rates, retention, and revenue.

## Methodology

We analyzed over 2.6 billion push notifications sent between Jan. 1 and Dec. 31, 2016. Within each message, we examined the **word engagement score**. How did we calculate this score?

Every **digital message** contains a series of words. We measured the impact of each word in the sequence and examined how that word performed across different messages. The result is a list of power words that result in consistently high open rates.





# Breaking Through the Noise

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Now that we've seen how marketers communicate with their users, let's examine what gets the most attention. We analyzed the top words with the highest engagement score. Several categories surfaced:

## Urgency

You have an amazing last-minute sale and you want to generate more revenue. Your best bet: alerting users the clock is ticking. Send urgent push notifications to get users to pay attention — and strike while the deal is hot.



## Exclusivity

Everyone wants to feel special. Let users know they've been selected, whether for a tournament, promotion, or a sneak preview of new content. It may be the push they need to re-engage.



## Emotion

Ultra positive and negative words turn heads. Experiment with tone, including themes of fear and delight, to discover what lifts push notification opens. Leverage words you don't hear every day to stand out from the crowd.



## Value

Deals are too good to pass up. Grab users' attention by using monetary value words and daily deals in push notifications to promote app engagement and to increase conversions.



**Note: Add Geo-Location to make your messages more personalized!**

# Convey Urgency

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When the clock is ticking, lighting a fire under users lifts open rates.  
Try using these words in your next campaign.



Alert  
Breaking  
Cancellation  
Critical  
Date  
Deadline  
Delay

Immediately  
Imminent  
Important  
Instantly  
Notice  
Pending  
Quickly

Reminder  
Reveal  
Speedy  
Tick-Tock  
Timely  
Today  
Wait

“Breaking News! Lady Rara released a new single today! Check it out quickly or be the last to hear it.”

# Deliver Exclusivity

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Exclusive content increases intrigue. Borrow from this list to let users know they have unique access to special content. This is also a great way to build loyalty.



Accepted  
Activate  
Application  
Deliver  
Drawing  
Eligible

Inquire  
Inventory  
Invitation  
Limited  
Member  
Official

Opportunity  
Pass  
Queue  
Reward  
Spotlight  
You've

**“An opportunity you don't want to miss! You're eligible to try out our new application feature – before anyone else.”**

# Ignite Emotion

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Here are a few words that stood out for being on the extreme end of the positive and negative spectrum, and inciting more emotion when read.



## Positive

Believe	Love
Dream	Miracle
Epic	Playtime
Escape	Reward
Imagine	Unplug
Improve	Wish
Indulge	Woo

## Negative

Addiction	Risk
Avoid	Shot
Creepy	Storm
Forfeiture	Warning
Quit	Waste

**“ Indulge and unwind. Discover new restaurants in your area that will improve your Thursday night. Reserve a table now! ”**

# Give Value

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Bargain buyers are sure to engage with your app when you offer a deal they can't refuse. Cash in on the opens that lead to conversions when you use words like these to extend value.



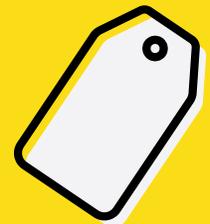
Bargains  
Buy  
Cash  
Check  
Deals

Money  
Offers  
Payday  
Sale  
Sell

**“Reminder: Sale ends tomorrow! Take advantage of these timely deals before they vanish.”**

## Power Words for Retail:

Amazing	Friday	Quickly
Bargains	Gold	Recycle
Best	Great	Resell
Black	Happy	Right
Browse	Huge	Sale
Cash	Incredible	Search
Check	iPhones	Sell
Cleaning	iPods	Simplify
Clutter	Item	Spring
Curated	Money	Sweet
Deals	Money-making	Toss
Dressers	Motorcycles	Trending
Electronics	Payday	Unused
Extra	Popular	Want
Fast	Products	



# Retail Takeaways

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## Mention the item

From electronics to furniture, being specific about what you offer will help boost your open rates.

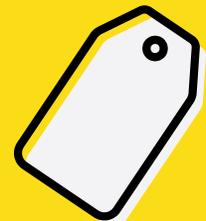
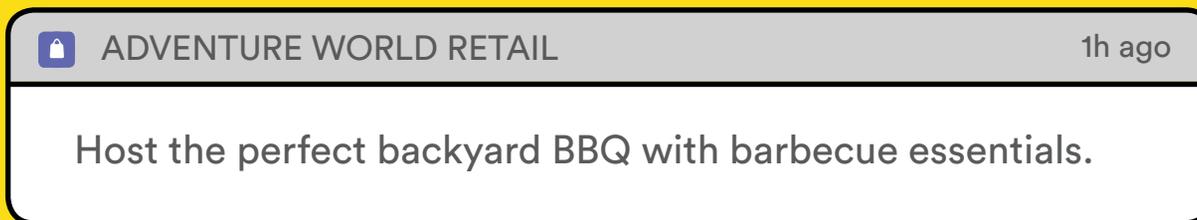
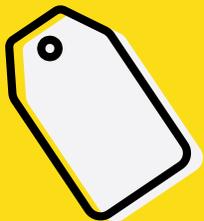
## Focus on savings

It's no surprise words such as "deals," "bargains," "payday," and "cash" lure shoppers (and sellers) back.

## Lead with desire

"Want," "sweet," "amazing," and "incredible" are just a few words marketers use to deepen shopping FOMO.

## The most powerful push sent by a retail app



# The Ultimate List of 120 Power Words

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Accepted	Date	Great	Money	Remember	Surprise
Activate	Deadline	Happy	Money-making	Reminder	Sweet
Addiction	Deals	Huge	Notice	Reveal	Tick-tock
Alert	Delay	Imagine	Offers	Reward	Timeless
Amazing	Deliver	Immediately	Official	Right	Timely
Application	Drawing	Imminent	Opportunity	Risk	Today
Avoid	Dream	Important	Optimize	Royalty	Top
Bargains	Dropped	Improve	Pass	Sale	Toss
Believe	Easy	Incredible	Payday	Search	Trending
Best	Eligible	Indulge	Pending	Selected	Underrated
Breaking	Enjoy	Inquire	Perfect	Sell	Unplug
Browse	Epic	Instantly	Playtime	Shot	Urgency
Buy	Escape	Inventory	Poppin'	Show	Wait
Cancellation	Exemplary	Invitation	Popular	Simplify	Want
Cash	Express	Limited	Premier	Smart	Warning
Check	Extra	Love	Quality	Special	Waste
Cool	Fast	Member	Queue	Speedy	Welcome
Creepy	Follow	Memories	Quickly	Spotlight	Wish
Critical	Forfeiture	Miracle	Quit	Storm	Woo
Curated	Gold	Moment	Ranked	Super	You've

# Are There Any Words You Should Avoid?

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Just as there are words that can increase your engagement, there are also words that can decrease it. We combed through the words that were consistently associated with low open rates and found a few red flags.

## Boring Reminders

We all just want to have fun. While sometimes you have to send those transactional messages (“your app version is outdated”), spruce up your language to keep users engaged.

Difficult    Outdated    Necessary    Requirement

### Instead, try this:

“We’ve got a sweet surprise for you... all you’ve got to do is update the app to find out!”

## False Promises

When you try too hard to sell something, you may come off as spammy. There’s a fine balance between using power words and inauthentic-sounding superlatives. Keep things delightful by avoiding words like these.

Higher    Faster    Guarantee    Affordable

### Instead, try this:

“Imagine a world where everything was on sale... Stop imagining. Check out all of today’s deals!”

# Take Your Engagement Even Higher

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Of course, an excellent **digital messaging** strategy is a coordinated effort. Rocket your engagement with these easy steps.

## Personalize Content

Personalize content to boost opens 4x. Include a user's first name, translate languages, mention an action item (like a forgotten shopping cart item), or target by location.

## Optimize Delivery Time

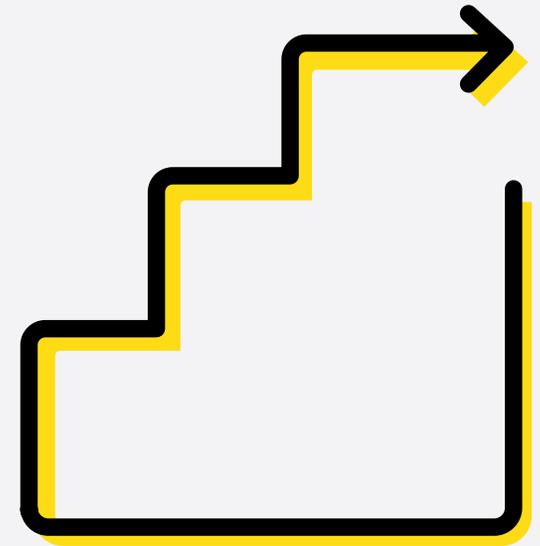
LMC provides app engagement and **allows you to** send messages when users are most likely to open.

## Recognize User Behavior

Messages that are triggered by user behavior lift opens 9x. If a user listens to Frank Ocean, for example, send an alert about his latest release.

## Geo Location

**Tip: Target nearby customers with digital engagements. Geo location features work wonders for your business.**



# LMC's Biggest Takeaway

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Content plays a huge role in generating more engagement and revenue. By injecting a few power words into your **digital messaging and loyalty** campaigns, alongside a great engagement plan, you can attract more users back to your app and make a big impact to your business.

## Here is What You Learned...

1. The most-used words in **digital engagement**

2. The strongest power words for each vertical

3. 120 power words that boost **customer engagement**

4. How to **effectively use power words**