

Push Notification Strategy

NG Slots - Proposal for Approval

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The opportunity

NG Slots already sends push notifications at real scale - roughly 25 million sends over the last 90 days across hundreds of campaigns. The delivery infrastructure is solid and the sending routine is consistent. The opportunity is in how those messages are targeted, written, and timed.

Today, every campaign goes to a broad audience with the same general message at the same time of day. As a result, of the notifications that reach a device, roughly 0.5% are opened. For reference, social casino apps typically see push open rates in the 3-8% range. Closing even part of that gap would meaningfully increase daily active players - at no additional ad spend, since push is a channel NG Slots already owns.

This document lays out a redesigned push strategy built around player behavior, together with a library of sample campaign messages the team can draw from across the full player lifecycle.

Where things stand today

Looking at the current push performance, three patterns stand out - each one an opportunity rather than a problem:

- **One audience for everyone.** Messages are sent broadly rather than tailored to where a player is in their journey - a brand-new player and a player who hasn't opened the app in two weeks receive the same message.
- **Generic wording.** Current copy leans on general phrasing (for example, "Something good might land") rather than a specific, concrete reason to open right now.
- **Fixed timing.** Most messages fire at the same one or two times each day, rather than when each player is most likely to be active.

None of these require new technology - they're strategy and content changes we can make within the tools already in place.

Our proposed approach

1. Speak to players based on their behavior

Instead of one message for everyone, we'll group players into lifecycle segments and tailor the message to each. A first draft of those segments:

Segment	Who they are	Goal
New / Onboarding	Installed in the last 7 days	Build the daily-return habit
Active Core	Played in the last 48 hours	Deepen engagement, don't over-message
At-Risk	Last active 3–7 days ago	Win them back before they churn
Lapsed	Last active 8–30 days ago	Reactivate with a strong offer
Deep Dormant	Inactive 30+ days	Occasional big-swing reactivation
Spenders / VIP	Have made in-app purchases	Exclusive treatment, protect the relationship

2. Give players a concrete reason to open

Every message will carry at least one of these, which the current messages generally don't:

- **Specificity** - a real number or countdown, not “something good”
- **Personalization** - the player's name, balance, streak, or favorite game where available
- **Urgency** - a genuine deadline (“ends in 3 hours”)
- **Ownership** - a reward that is theirs and waiting to be claimed

3. Send less to some, better to all

We'll set sensible frequency caps by segment (for example, highly active players don't need constant reminders, while lapsed players warrant a lighter touch) and move toward per-player send-time optimization instead of fixed 9am / 9pm slots. The goal is fewer wasted notifications and more that land at the right moment.

A note on compliance

All copy stays firmly within social-casino guidelines - no real-money, cash-win, or payout language of any kind. Everything is framed around coins, spins, and entertainment, in keeping with app-store and advertising-platform policies.

Sample notification copy

Please note: the examples below are illustrative. Some reference features such as daily-bonus timers, tournaments, or VIP tiers. We'll confirm which mechanics NG Slots actually offers and keep only the copy that fits the real game. Items in braces (for example, {coin balance}) are personalization fields we'll use only where that data is available.

New / Onboarding - build the daily habit

Your welcome coins are waiting 🎁

Claim your bonus and take your first spins on us.

assumes: welcome bonus

Day 2 bonus unlocked ✨

Log in today to keep your new streak alive.

assumes: daily streak

Don't leave coins on the table

Your starter bonus is ready - come grab it before it's gone.

assumes: welcome bonus

Ready for your next spin? 🎰

Your free coins reload the moment you're back.

assumes: coin timer

You've got unspun bonuses

Tap in and see what your welcome pack is hiding.

assumes: welcome bonus

Active Core - deepen engagement (keep it light)

🔥 Your bonus is charged and ready

Your free coins just refilled - spin before they cap out.

assumes: coin timer

Tonight's tournament is heating up 🏆

You're {rank} on the board - a few spins could move you up.

assumes: tournament + rank

Your lucky machine is calling 🎰

{favorite game} just got a fresh jackpot round.

assumes: favorite-game data

Streak day {n} 🔥

Keep it going - today's bonus is bigger than yesterday's.

assumes: daily streak

Double coins for the next hour ⌚

Log in now - the multiplier ends at {time}.

assumes: timed multiplier event

At-Risk (3–7 days inactive) - win them back before they churn

Your coins miss you 🪙

Your balance is still here - {coin balance} waiting on your next spin.

assumes: coin-balance personalization

We saved your seat 🎰

Your favorite reels haven't been the same. Come back for a spin.

assumes: favorite-game data

Your daily bonus is piling up

You've got unclaimed coins waiting - don't let them expire.

assumes: coin timer / expiry



Your streak is about to reset

Jump back in before tonight to keep it alive.

assumes: daily streak

A jackpot round just dropped 💥

Your lucky timing might be right now. One spin to find out.

assumes: jackpot event

Lapsed / Dormant (8–30 days) - reactivate with a stronger hook

We miss you - here's a comeback bonus 🎁

Your welcome-back coins are ready. Claim them now.

assumes: win-back grant

Your coins are about to expire ⌚

Come back today to keep your {coin balance} balance.

assumes: balance + expiry

So much has changed 🎰

New machines, new bonuses, new jackpots. See what you've missed.

assumes: recent content updates

Your lucky streak is waiting

Pick up right where you left off - plus a welcome-back gift.

assumes: win-back grant

One spin, on us 🍀

We loaded a free bonus to your account. It's yours when you return.

assumes: win-back grant

Deep Dormant (30+ days) - occasional big-swing reactivation



A huge bonus with your name on it

It's been a while. Come back and it's yours.

assumes: large win-back grant

Your account is still here - and so is your bonus

We saved everything. Claim your comeback gift.

assumes: win-back grant

The reels aren't the same without you 🎰

A big welcome-back bonus is loaded and waiting.

assumes: win-back grant

Spenders / VIP - exclusivity and respect



Your VIP bonus is ready

An exclusive coin drop just landed in your account.

assumes: VIP tier

Early access: new machine unlocked

VIPs get first spins. Yours are ready now.

assumes: VIP early access

A little something for our top players 🥂

Your loyalty reward is waiting - tap to claim.

assumes: loyalty reward

Your VIP multiplier is live ⚡

Boosted coins on every spin for the next {hours} hours.

assumes: VIP multiplier

{name}, we saved your favorite seat

Your high-roller bonus is loaded and ready.

assumes: VIP + name personalization

Theme-based messages (any segment)

These are organized by hook rather than lifecycle stage - useful for building variety into the calendar and for A/B testing different angles against the same audience.

Daily bonus & coin timers



Your free coins are ready

Your bonus just refilled - claim it before the timer caps.

assumes: coin timer

Time's up - bonus unlocked

Your next free coin drop is waiting inside.

assumes: coin timer

Don't let your bonus overflow

Your coins are maxing out - spend a few spins and make room.

assumes: coin timer / cap

Jackpots & big wins



The jackpot is climbing

It's bigger than it's been all week. Take your shot.

assumes: progressive jackpot

Someone just hit it big 🎰

The reels are hot right now - your turn?

assumes: social proof

Feeling lucky today? 🍀

Today's top prize is waiting for someone. Could be you.

no specific mechanic

Tournaments & events



Tournament starts in 1 hour

Grab your spot and play for the top of the leaderboard.

assumes: tournament

Final hours to climb the leaderboard ⌚

You're close to the top spots - a few spins could seal it.

assumes: tournament + rank

A new event just went live ✨

Limited-time rewards are up for grabs. Play before it ends.

assumes: timed event

Seasonal & special occasions



Happy New Year - here's a gift

Start the year with a bonus coin drop, on the house.

seasonal grant

Weekend bonus is live 🌞

Extra coins all weekend long - come make the most of it.

assumes: weekend event

Your birthday bonus is here 🎂

Celebrate with a special coin gift, just for you.

assumes: birthday / DOB data