10 In-App Messaging Best Practices

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1. Use clear and concise copy.
2. Don't interrupt the user experience. The best time to reach out is when the user starts the app or as they're logging out.
3. Send in-app messages in response to event-based triggers and/or user actions.
4. Use a call to action with your in-app messages.
5. Make the call to action stand out by choosing a contrasting color for your call to action text.
6. A/B test your in-app messages, including word choice, timing, location, size, call to action, font, and color.
7. Be mindful that your messages are **always** useful and valuable, not just "good to know."
8. Personalize your messages whenever possible. Include the user's first name and other personal data when it makes sense to do so.
9. In your messages, use a relatable, human tone that matches your user persona.
10. Offer your users complete control over how your in-app messages are displayed. Give users the option to completely opt out of receiving in-app notifications.