

# Your notification checklist

## Image

- Some industries such as bank or fashion prefer sharp-edge, minimalistic designs - they can even prefer a pictogram instead of an avatar, or choose black & white for luxury brands
- Except for the cases previously mentioned, human avatars always get a better response rate!
- Choose an avatar that is relevant to your field of activity or will reassure your visitors (such as silver hair for a “senior” website, for example)
- Avoid pictures with headsets

## Format

- Neither too small (your notification must be visible), nor too big (as not to hide any element on your website). You can adapt the format to your public, for example, by displaying the text in big for senior visitors
- Make sure it is different from the other action buttons on your website.
- Yet, use the same colors and same font as your website, so that your visitors don't take it for an ad!
- Adapt to your target: our “classical” template with an avatar has an excellent response rate with both call and chat with a mature audience, while our “messaging” template, used with an avatar and associated to chat only, works better with a younger audience

## Text

- Identify the respondent: agent or ibbü expert (i.e. *An agent is available to answer your question*)
- There's no need to mention the channel. Just say: *Ask your question or Ask for a call*

Have fun with the notification builder and don't forget to deploy your new notifications within your engagement strategy!