

Mobile Push Notification Channel Assessment

Project Name

Assessment Date

Assessor

Channel Details

Platform(s) Used

Notification Providers

User Segment(s)/Audience

Number of Active Subscribers

Assessment Criteria

Criteria	Comments/Findings	Score (1-5)
Delivery Rate		
Opt-in Process & Permissions		
Personalization/Segmentation		
Frequency & Timing		
Relevancy of Content		
Analytics & Reporting		
Unsubscribe/Opt-Out Process		
Compliance and Privacy		

Strengths

Areas for Improvement

Recommendations