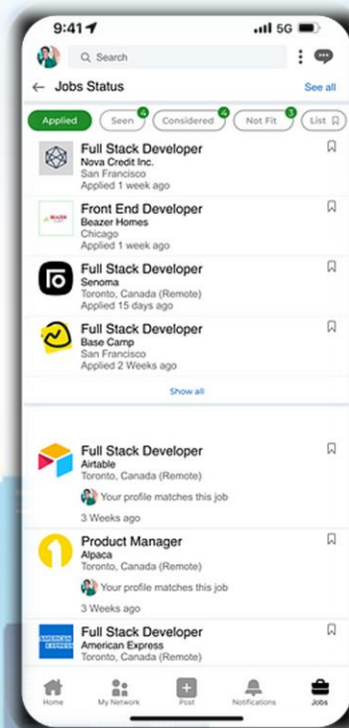
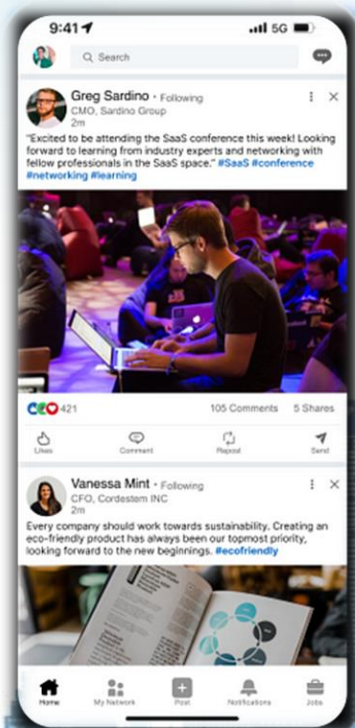




LinkedIn Push Notifications

LINKEDIN PRODUCT TEARDOWN

NextLeap's Learn in Public challenge (1/5)

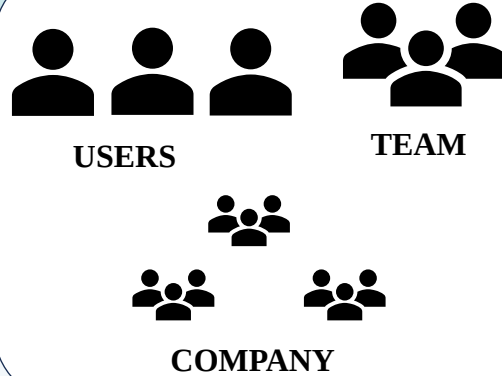


Bhushan Maheshwari

What is LinkedIn?

- LinkedIn is a business and employment-focused social media platform that works through websites and mobile apps.
- It was launched on May 5, 2003 by Reid Hoffman and Eric Ly.
- Since December 2016, LinkedIn has been a wholly owned subsidiary of Microsoft.

Target User Segment



Revenue Stream

- Subscriptions
- Advertising
- Learning
- Jobs



Comp Stats



**310M +
MAU**



**\$15B
Revenue**



**Over 200+
Countries**



**1B+
Android
Downloads**

Competitors

- Indeed
- Glassdoor
- AngelList
- Naukri.com
- Meetup
- Monster



'GLASSDOOR'



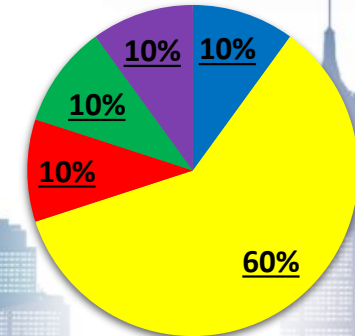
Naukri.com



Key Value Proposition

- Personal Networking
- Job Searching
- Job Recruiting
- Personal Branding
- Content Sharing
- Learning & Development
- Company Pages
- Industry Insights

Market Share (in India)



■ LinkedIn
■ Indeed
■ Others

■ Naukri.com
■ Glassdoor

User Persona 1



NEEDS

- New **Job updates & fresh openings** from various other companies.
- **Learn more** deep onto coding language, get certification & new learn new technologies, improve skills.
- **Get updated** with latest news in Tech and different company updates

PAIN POINTS

- Name: Varun Mantri
- Age: 23 Yr.
- Job: Software Developer
- Comes from a Tier 2 city
- Doesn't need **too many applications** to do a similar task/ type of work
- Is **lazy** and does not like going every time to the companies website to apply for jobs.
- Gets irritated with the **tones of notification** while coding & during holidays/ free time

User Persona 2



NEEDS

- **Get updates** of the tech world, her competitors and market insight.
- **Hire candidate** for the desired role at her company
- **Personal Branding**
- **Content sharing**
- **Increasing popularity** & familiarity of her company

PAIN POINTS

- Name: Mihika Sarda
- Age: 23 Yr.
- Job: Entrepreneur, (CEO of her startup)
- Comes from a Metro City
- Doesn't need **too many applications** to do a similar task/ type of work
- Gets irritated with the **tones of notification** during holidays/ free time
- A decent amount of **Funding**
- **Right People** who could handle up their jobs

Notifications!

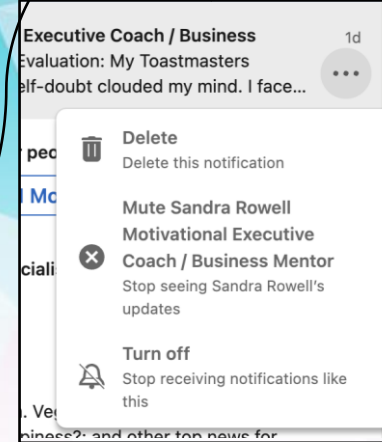
- As LinkedIn is basically a business and employment-focused social media platform, all the important information are circulated among the users by Notifications.
- These notifications can be adjusted by the receiver as per their wish in various ways.

Notifications By?

- Push Notification on Mobile
- Messages & Reminder by Email

Notifications Can be...

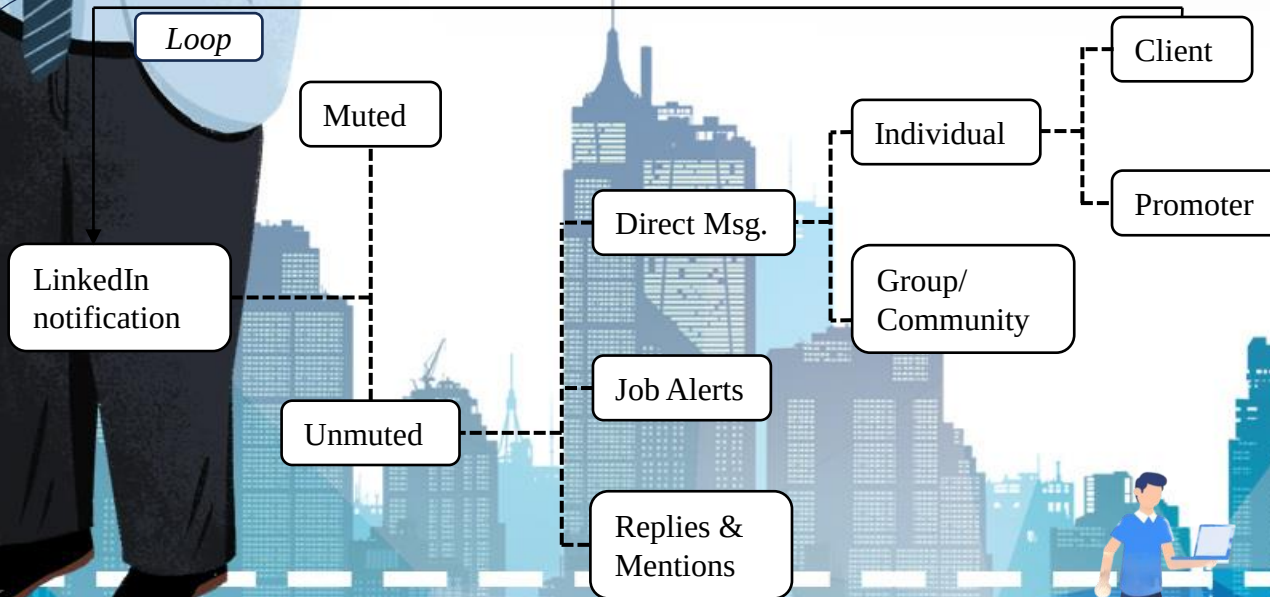
- Deleted 
- Muted 
- Turned off 



Types of Notification

- Job Alerts
- Event Information
- Personal messages
- New Connection Request
- Event Reminder
- Replies to Comment
- Alerts of Post & Shares

Notifications explained through flowchart



Detail Segment of notification rec.

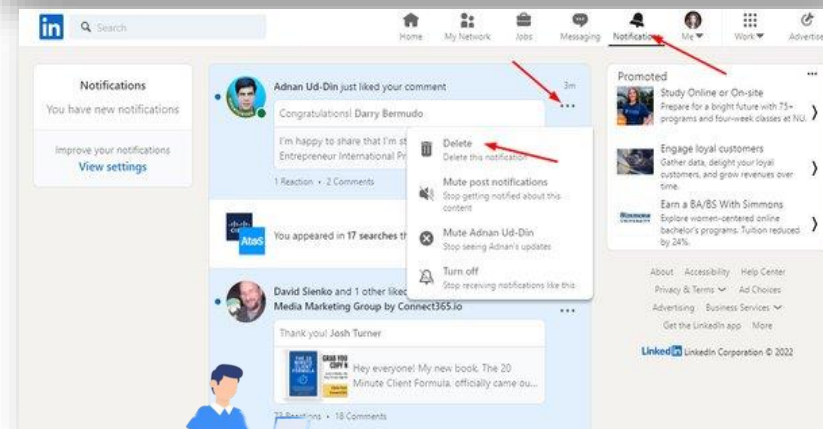
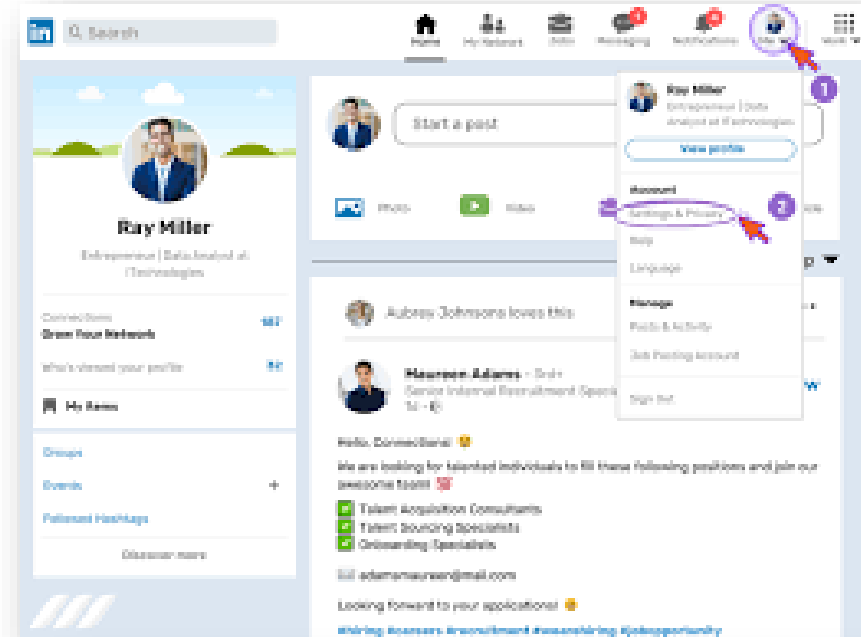
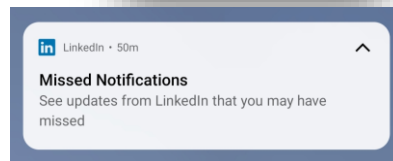
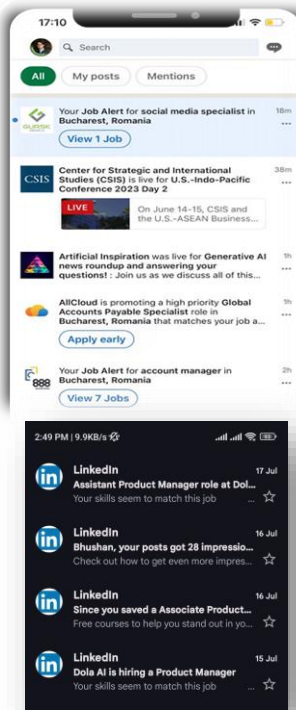
Notification Type	App	Email
Event Information	✓	✗
Personal Message	✓	✓
Job Alerts	✓	✓
Reply to comment	✓	✗
New connection Rqt.	✓	✓

On Mobile App

- There are three ways you can receive LinkedIn notifications:-
 1. They can appear at the top of your LinkedIn homepage on the My Network, Jobs, Messaging or Notifications tabs,
 2. They can be sent to your primary email address
 3. We may receive push notifications on our mobile device.

The Design, The Appearance!!

On Web



Tech & Strategy behind LinkedIn

LinkedIn, often dubbed the "professional social network," has a rich technological and business framework that supports its operations. Here are some key components and strategies behind LinkedIn:

Front End

Ember.js: JS framework used for building dynamic user interfaces of LinkedIn.

Dust.js: For server-side & client-side templating to create dynamic pages.

Play Framework: Used for building web applications with Java and Scala.

Data Analytics

Ember.js: JS framework used for building dynamic user interfaces.

Dust.js: For server-side & client-side templating to create dynamic pages.

Play Framework: Used for building web applications with Java and Scala.

Back End

Scala and Java: LinkedIn uses Scala & Java extensively for backend.

Kafka: LinkedIn developed Apache that handles real-time data feeds.

Databases: LinkedIn uses relational databases (like MySQL) and NoSQL databases.

Recomm. System

Galene: Search architecture that provides ability to perform complex queries quickly.

Machine Learning: Heavily relies on ML for recommendations, including job suggestions, connection recommendations, and content personalization.

Improvements

Improving LinkedIn's notification system involves making changes to enhance user experience, increase engagement, and reduce notification fatigue. Here are some recommendations for changes that could be made:

- **Contextual Notifications:** For example, instead of just notifying about a job opening, include a brief about why the job is a good fit based on the user's profile and past activity.
- **Optimal Timing:** Implement algorithms to send notifications at the optimal times when users are most likely to engage, based on individual usage patterns.
- **Interactive Notifications:** Allow users to take immediate actions from the notification itself, such as replying to messages, endorsing skills, or applying for jobs without leaving the notification interface.
- **Priority Notifications:** Allow users to mark certain types of notifications as high priority and others as low priority, helping them focus on what matters most.

Key Metrics for LinkedIn notifications

- In the context of LinkedIn notifications, a "metric" refers to a quantifiable measure used to track and assess the performance, effectiveness, or usage of notifications. Metrics provide data that helps LinkedIn understand how users interact with notifications and how these interactions impact user engagement and satisfaction.

Key Metrics for LinkedIn Notifications

1. **Delivery Rate:** The percentage of notifications successfully delivered to users.
 2. **Open Rate:** The percentage of delivered notifications that users open or view.
 3. **Click-Through Rate (CTR):** The percentage of opened notifications that result in users clicking on a link or taking the desired action.
 4. **Engagement Rate:** The percentage of notifications that lead to meaningful user interactions, such as commenting, liking, or sharing content.
 5. **Response Rate:** The percentage of notifications that elicit a direct response from the user, such as replying to a message or accepting a connection request.
 6. **Opt-Out Rate:** The percentage of users who choose to unsubscribe from or mute certain types of notifications.
 7. **Time to Action:** The average time it takes for users to interact with a notification after receiving it.
 8. **Conversion Rate:** The percentage of notifications that lead to a desired outcome, such as job applications, profile updates, or premium subscriptions.
- By closely monitoring and analyzing these metrics, LinkedIn can continuously improve its notification system to better serve its users and achieve its business objectives.



JOE

Thank You...



From
Bhushan Maheshwari

Do share your feedback in the comments! ☺



CONCLUSION