

Push Notification Software Category



Push Notification Software Category

Push notification software enables companies to directly deliver messages to a consumer's mobile device or computer. These notifications provide vital updates and alerts to customers and drive them back to an enterprise's website or app. The platform is utilized by marketers to deliver a specific call to action that is crafted within the notification system and sent straight to a customer's device via web browser, desktop app, or mobile app.

With push notification software, you can completely customize the text and images of your messages within the program. These solutions also provide detailed analytics, allowing you to track data such as the delivery, click-through, and conversion rates of your messages. Push notification tools can exist as a capability within mobile marketing systems or include A/B testing functions to help you test the results of your message delivery to your customers.



Customer Success Report Ranking Methodology

The FeaturedCustomers Customer Success ranking is based on data from our customer reference platform, market presence, web presence, & social presence as well as additional data aggregated from online sources and media properties. Our ranking engine applies an algorithm to all data collected to calculate the final Customer Success Report rankings.

The overall Customer Success ranking is a weighted average based on 3 parts:

CONTENT SCORE

- ▣ Total # of vendor generated customer references (case studies, success stories, testimonials, and customer videos)
- ▣ Customer reference rating score
- ▣ Year-over-year change in amount of customer references on FeaturedCustomers platform
- ▣ Total # of profile views on FeaturedCustomers platform
- ▣ Total # of customer reference views on FeaturedCustomers platform

MARKET PRESENCE SCORE

- ▣ Social media followers including LinkedIn, Twitter, & Facebook
- ▣ Vendor momentum based on web traffic and search trends
- ▣ Organic SEO key term rankings
- ▣ Company presence including # of press mentions

COMPANY SCORE

- ▣ Total # of employees (based on social media and public resources)
- ▣ Year-over-year change in # of employees over past 12 months
- ▣ Glassdoor ranking
- ▣ Venture capital raised

Award Levels



MARKET LEADER

Vendor on FeaturedCustomers.com with substantial customer base & market share. Leaders have the highest ratio of customer success content, content quality score, and social media presence relative to company size.



TOP PERFORMER

Vendor on FeaturedCustomers.com with significant market presence and resources and enough customer reference content to validate their vision. Top Performer's products are highly rated by its customers but have not achieved the customer base and scale of a Market Leader.



RISING STAR

Vendor on FeaturedCustomers.com that does not have the market presence of Market Leaders or Top Performers, but understands where the market is going and has disruptive technology. Rising Stars have been around long enough to establish momentum and a minimum amount of customer reference content along with a growing social presence.

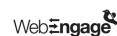


2020 Customer Success Awards

Check out this list of the highest rated Push Notification Software based on the FeaturedCustomers Customer Success Report.



MARKET LEADERS



TOP PERFORMERS



RISING STARS



* Companies listed in alphabetical order





156

Total Customer References

[VIEW ALL REFERENCES](#)

ABOUT AIRSHIP



Marketing and digital experience teams at thousands of the world's most admired companies rely on Airship's Customer Engagement Platform to create deeper connections with customers by delivering incredibly relevant, coordinated messages across channels. Founded in 2009 as a pioneer in push notifications, Airship now gives brands the user-level data, engagement channels, AI orchestration and services they need to deliver push notifications, emails, SMS, in-app messages, mobile wallet cards and more to exactly the right person in exactly the right moment — building trust, boosting engagement, driving action and growing value.

Featured Testimonials

“Urban Airship is key to making the betting experience more enjoyable. The ability to send targeted, automated push notifications and track message effectiveness with analytics and A/B testing is a valuable tool for our apps.”



ALEX RUTHERFORD
HEAD OF MOBILE SPORTSBOOK, WILLIAM HILL

“We're using push differently than most brands—we're relaying messages rather than messaging users directly. Urban Airship is the perfect conduit, sending automated push notifications in real-time about users' social activity.”



JEFF STAUTZ
DIRECTOR OF MOBILE ENGINEERING, HOOTSUITE

“With Urban Airship's push messaging and automation technologies, no one has to write anything—the statistics come through in a live feed which triggers a push, so information is delivered immediately to our users. It's the best experience possible for our fans.”



JOE DUPRIEST
VICE PRESIDENT AND CMO, WASHINGTON CAPITALS

“We've taken advantage of 'quiet time,' stemming from Urban Airship's philosophy that push should be considered a privilege and not a right. The last thing we want to do is pester our users with notifications from another part of the world in the middle of the night. So we have a Do Not Disturb timeframe built right into the app.”



BRENDAN DOWNS
GLOBAL WEB MASTER, RIP CURL

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ABOUT BLUESHIFT LABS



Blueshift's Multi-Channel Programmatic CRM enables marketers to target a "segment-of-one". Using the power of real-time segmentation and dynamic-content personalization, Blueshift enables marketers to automate individualized messages across multiple channels including email, push notifications, website, Facebook & SMS. The company is funded by prominent venture capital and angel investors, including Storm Venture Partners, Luma Capital Partners and Nexus Venture Partners.

35

Total Customer References

[VIEW ALL REFERENCES](#)

Featured Testimonials

“With Blueshift, it is easy to create complex multichannel journeys from the very first days you start using it. Their segmentation function gives the user a lot of flexibility to build audiences based on behavioral data and many other data points. Their customer support is quick, and the whole team, from Data scientists to engineers has been really responsive to address any issue or customization needed from us.”



TAYSE PALLAORO
HEAD OF MARKETING OPERATIONS, GELATO

“Blueshift has helped us drive targeted lifecycle marketing, and dramatically improve our re-engagement rates. With Blueshift, we are now able to launch personalized campaigns on email & mobile app push notifications, and drive a consistent message across different marketing channels.”



TODD KURIE
VP OF MARKETING, REDMART

“We selected Blueshift as the key partner in our shift towards behavior-based cross-channel marketing. Our small team has been able to deliver over 1 Billion emails & push notifications across 12 countries, highly personalized with behavior-based, localized recommendations. In just 6 months with Blueshift, we've seen engagement rates climb to 40% and YoY direct email revenue increased by 81%, far exceeding our expectations.”



BECKY SPURR
HEAD OF COMMUNICATIONS, VOUCHERCLLOUD (INVITATION DIGITAL)

“With Blueshift, we have launched very personalized triggered campaigns on email & mobile app push notifications. We are seeing significant improvements in conversion rates on these marketing campaigns which are highly targeted and relevant for the users.”



ASHISH GOEL
CEO, URBAN LADDER

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ABOUT CLEVERTAP

CleverTap

CleverTap is the leading customer engagement and retention platform that helps brands maximize user lifetime value. With CleverTap, brands can create optimized app experiences and automate campaigns across 11+ messaging channels. With CleverTap you can, - Analyze, segment, and engage users across mobile and web. - Understand your user base and create campaigns that are proven to move customers forward in the lifecycle. - Deliver omnichannel customer experience with hyper-personalized campaigns. Over 8,000 global brands, including Gojek, The Meet Group, MPL, Times Internet, Domino's, Ooredoo, Ketto, and BookMyShow trust CleverTap to engage and retain their customers.



133

Total Customer References

[VIEW ALL REFERENCES](#)

Featured Testimonials

“CleverTap not only allows user communication, it also enables us to track events, create user journeys, and build targeted engagement for users both outside and inside the app. CleverTap is definitely a valuable tool for any marketer.”



ERIC RALLS
FOUNDER & CEO, PLANTSAP

“Personalization is imperative in our business. CleverTap enables app owners with the insights they need to create and optimize their messaging. They can schedule and send massive personalized campaigns in a matter of seconds, without worrying about deliverability.”



JEFFREY KOHN
CEO AND CO-FOUNDER, TOPFAN

“CleverTap's powerful mobile marketing suite has helped us learn how users interact with our app via real-time analytics, and we use these insights to improve our user experience. We use Scheduled and Triggered campaigns to send personalized messages to our users, streamline our efforts, and get higher conversions.”



ANDREW GLANTZ
CHIEF EXECUTIVE OFFICER, GIFTAMEAL

“CleverTap helps us implement the data-driven culture that we strive to maintain. Their powerful analytics suite helps us accurately identify, understand, and even predict user behavior. It's been a significant asset in achieving our business objectives.”



RAHUL MIRCHANDANI
VP OF REVENUE, DREAM11

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SONY





ABOUT MOENGAGE



MoEngage is an intelligent customer engagement platform for the customer obsessed marketer. We help you delight your customers and retain them for longer. With MoEngage you can analyze customer behavior and engage them with personalized communication across the web, mobile and email. MoEngage is a full-stack solution consisting of powerful customer analytics, AI-powered customer journey orchestration and personalization - in one dashboard. From Fortune 500 enterprises such as Deutsche Telekom, Samsung, and Ally to mobile-first brands such as Flipkart, OLA, and bigbasket - MoEngage has helped amplify customer engagement for all. Product managers and growth marketers can use MoEngage to provide a personalized experience throughout the customer lifecycle stages - from onboarding to retention to growth. What makes MoEngage different, is a ...

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Total Customer References

[VIEW ALL REFERENCES](#)

Featured Testimonials

“Using MoEngage Flows, we automatically detect new users and reach out to them via push notifications and SMS. This automation has improved our first-purchase transactions by up to 15%.”



SHAYANTA PAUL
HEAD OF ONLINE MARKETING, FAVE

“With MoEngage's OnSite Messaging capabilities we were able to gather customer feedback at the right time and were able to reduce cart abandonment through an integrated multi-touch campaign covering push notifications, email and website pop-up.”



TARUN KAKKAR
PRODUCT MANAGER, RALALI.COM

“As a digital content service provider, MoEngage Web Push has significantly increased our ability to send targeted notifications to our users. I can push breaking news articles to cricket enthusiasts while sending tactical football analysis to users who are into detailed statistics.”



GAURAV KONAR
CO-FOUNDER, SPORTSCAFE

“At Cleartrip everything is driven by our focus on providing our users with the best experience possible. So we use Personalized Smart Triggers from MoEngage to send relevant reminders based on user behavior, rather than spamming everyone using the Cleartrip app. We have seen up to 45% CTRs on these interactions with almost 5% of the users who were dropping off in the booking funnel converting.”



SUMAN DE
DIRECTOR OF PRODUCT MANAGEMENT, CLEARTRIP

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ABOUT ONESIGNAL



OneSignal is easy for developers to add personalized mobile push notifications or web push notifications to their apps. The company's platform leverage machine learning to send communications at the optimal time by creating personalized messages and send them to the right audiences by comparing performance, enabling clients to deliver engaging mobile and web push messages across all platforms.

46

Total Customer References

[VIEW ALL REFERENCES](#)

Featured Testimonials

“OneSignal plays a crucial role in Inspire Uplift's overall retention strategy. We love that we are able to build highly tailored segments and automations based on user experience. This allows us to tackle our biggest challenges like Cart Abandonment tactically and efficiently.”



YJ SUK
MARKETING MANAGER, MUTESIX

“Product Hunt is the place to stay up-to-date on what's new in tech with an active community of people sharing and discussing what's new and cool, every day. Push notifications have been an effective way to keep our community informed the moment a notable product launches or when users are mentioned in the comments.”



RYAN HOOVER
FOUNDER, PRODUCT HUNT

“OneSignal's in-app messaging feature is fast becoming a go-to when needing to deliver important messages to fans. We like this feature as it allows an extra level of engagement with the fan while they are within our mobile experiences and provides the flexibility to do this without the need for any app releases. We are seeing fantastic results with fans and partners who are enjoying the extra interaction within the apps.”



DOMENIC ROMEO
HEAD OF TECHNOLOGY, NATIONAL RUGBY LEAGUE

“OneSignal has helped us develop world-class push notification capabilities with little effort on our end. We've increased our retention by over 20% since we've started.”



OMER BEN AMI
PRODUCT MANAGER, KASAMBA

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ABOUT TAPLYTICS

TL TAPLYTICS

Taplytics, an innovator in mobile optimization, is one of the first companies to achieve the Amazon Web Services (AWS) Partner Network (APN) Mobile Competency. The digital world has evolved. Customer expectations are rising as market-leading brands deliver increasingly engaging, personalized user experiences. Today, you're not just competing with other companies in your space - you're competing with the world's best for your customer's attention and loyalty.

23

Total Customer References

[VIEW ALL REFERENCES](#)

Featured Testimonials

“The Taplytics framework allowed us to implement hundreds of experiments in various platforms, and learn and iterate faster than ever before.”



MOR SELA
MOBILE ENGINEERING MANAGER, HOUSEPARTY

“While Taplytics has empowered us to test quickly, it's their above and beyond support that has been truly refreshing. Their team provides real peace of mind.”



ADAM BLACK
PRODUCT MANAGER, FREEPRINTS

“When we started with Taplytics we were expecting small optimizations and the ability to make quick changes to our apps. We were pleasantly surprised when we saw in-app revenues double.”



THUSHAN AMARASIRIWARDENA
CO-FOUNDER & CEO, LAUNCHPAD TOYS

“The Taplytics Experience Cloud changes the way that brands create experiences that are personalized, relevant, and ultimately engaging.”



ASHLEY LEWIS
VICE PRESIDENT OF PRODUCT, DOLLAR SHAVE CLUB

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ABOUT UPLAND LOCALYTICS

upland **Localytics**

Upland Localytics is a leading mobile app analytics and marketing platform. They give companies the insights and tools they need to improve their mobile app acquisition, engagement and retention efforts. Their secret sauce is in the data. They use all the data surrounding your app, your users, and how they interact with your brand to deliver highly targeted and personalized engagement, including app and web push, in-app, app inbox and location-based campaigns. They then use digital intelligence to optimize your ability to deliver hyper-personalized campaigns that make your customers love you more with every experience.

64

Total Customer References

[VIEW ALL REFERENCES](#)

Featured Testimonials

“Localytics not only helps us better understand our users' behavior, it also helped solidify our relationship with our partners.”



PETER SLOTERDYK
VICE PRESIDENT, MARKETING, GRINDR

“Localytics Funnels takes the guess work out of what is and isn't working in our conversion process. The insights we gain through Localytics enable us to improve our app, optimize our advertising strategy, and increase conversion rates.”



SATEJ SIRUR
HEAD OF PRODUCT, TAXIFORSURE

“Engaging our customers through mobile is at the top of our priority list, and we consider push messaging an important component of our communications strategy. Localytics gave us the platform we needed to understand our customers at a granular level and communicate with them in a targeted way with push messaging.”



LEE BOYKOFF
SVP DATA STRATEGY, A+E NETWORKS

“Localytics is spectacular at capturing behavioral data because it is lightweight and easy to code into your app. Sending in-app messaging campaigns that target people based on their in-app behavior and profile information helps us drive mobile revenue.”



MATT RESTIVO
DIRECTOR OF PRODUCT DEVELOPMENT, NHL

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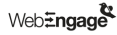


95

Total Customer References

[VIEW ALL REFERENCES](#)

ABOUT WEBENGAGE



WebEngage is a marketing automation software that helps B2C companies drive more revenues from their existing customers and anonymous users. WebEngage helps companies segment their customers and engage with them in a contextual and personalized manner through various channels such as Push, In-app, SMS, Web Push, Email, Facebook, On-site Notifications, On-site Surveys and On-site Feedback. Through WebEngage, companies can create complex lifecycle campaigns in seconds using the Journey Designer.

Featured Testimonials

“WorldRemit uses WebEngage to collect customer insights and optimize the ROI on their online marketing spends. Via WebEngage push messages, WorldRemit ensures that their customers receive a great user experience. I see WebEngage as the most powerful customer engagement toolkit out there.”



DEPESH MANDALIA
HEAD OF CONVERSION RATE OPTIMISATION, WORLDREMIT

“WebEngage’s suite of products has helped us improve user experience, drive revenue and improve targeted messaging to our site visitors. I highly recommend WebEngage for any site that wants to improve on these areas.”



CRAIG BURRIS
INTEGRATION MANAGER, CARSOUP.COM

“WebEngage has helped us target specific segments of visitors on our website with customized communication at the time of exit. This solution has immensely helped us in improving our campaign ROI by retaining some of these exits and driving them back to book a test drive. We appreciate the superlative support we have received from the customer success team at WebEngage, and we wish them all the best.”



MAHINDRA REVA

“We used WebEngage’s Journey Designer to create automated workflows to engage with users on channels like Email, Push, Text, In-app and Web. The ability to create coherent communication across the user lifecycle has brought tremendous impact on conversions. Additionally, using Marketing Cloud has been pivotal in increasing overall efficiency of marketing at SlicePay.”



RAJAN BAJAJ
CHIEF EXECUTIVE OFFICER, SLICEPAY

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ZALORA







ABOUT LEANPLUM

LEANPLUM

Leanplum is building the marketing cloud for the mobile era. Its integrated platform delivers meaningful user engagement across both messaging and the in-app experience. Leanplum offers Messaging, Automation, App Editing, Personalization, A/B Testing, and Analytics — all in a single solution. Top brands such as Lyft, Tesco, and Tinder trust Leanplum to create impactful relationships with their mobile users. Leanplum was founded in 2012 by former Google engineers with years of experience in optimization and has received over \$46MM in funding from top-tier VCs like Canaan Partners, Kleiner Perkins, and Shasta Ventures.

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Total Customer References

[VIEW ALL REFERENCES](#)

Featured Testimonials

“We used Leanplum to test the effectiveness of emojis in push notification campaigns. In one of our tests, we saw an 81% lift in open rates and a 363% lift in revenue from the message with emojis.”



JOANNA HILL
HEAD OF DIGITAL, MISS SELFRIDGE

“Using Leanplum’s automated trigger and respond approach allowed us to re-engage with our customers in a personal and timely way that put the shopper right back at checkout, making it seamless and easy for them to convert.”



ANDREW LAFFON
CEO AND CO-FOUNDER, MIXBOOK

“With Leanplum, we are able to manage push and in-app messaging — content featuring, targeting, and optimizations — entirely from our team focused on editorial and product engagement.”



BOB SMITH
IMVU

“Leanplum empowers us to easily set up messages triggered by individual user behaviors. By analyzing drop off in the funnel, we deliver personalized communication responding to user needs. These campaigns help drive engagement and close the trial-to-subscription gap, thus impacting overall revenue.”



ALVIN YOUNG
GROWTH MARKETER, INVOICE2GO

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ABOUT OMNISEND

omniscend

Omniscend is an omnichannel marketing automation platform built for ecommerce. With email marketing at its core, creating beautiful email campaigns is easier than ever before. Using Omniscend's sleek automation, you can personalize your message to customer data, campaign engagement, and shopping behavior. Unlike other platforms on the market, Omniscend allows you to add several channels into the same automation workflow: email, SMS, push notifications, Facebook Messenger, and many more. You can also sync your segments to Google and Facebook retargeting ads to deliver an immersive customer experience. With Omniscend, omnichannel marketing is not just possible, it's easy to perform.

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Total Customer References

[VIEW ALL REFERENCES](#)

Featured Testimonials

“Some of the very best customer service I have ever received comes from the guys and gals at Omniscend. They reply super-fast and are really helpful. The features are great and they are always adding more. The UI is easy to use, clean and intuitive. For me, it was a no-brainer to choose Omniscend over Mailchimp. You can read all about the comparisons on their website. Killer features for Shopify stores too. Thank you guys!”



VORTEX GIFTS

“I just started using Omniscend, but I can tell you that it's the most professional and easy to use email service I've ever seen. Honestly, it's just superb. If you are serious about email marketing, I wouldn't hesitate for one second to install Omniscend.”



RETRO HIP HOP SHOP

“I love this app! There are a lot of features that come with the free version but the paid version has features that encourage customers to sign up, and most importantly, check out!”



RENEWSKIN

“We decided to go with Omniscend's default layout with a few changes, just to see what would work and how we could improve it. But we immediately saw great results with the campaign. On our first try, we were able to get a 50% open rate and 19.8% click rate. I was completely blown away by the results.”



DIRK VAN GREUNING
FOUNDER, SNATCHER ONLINE

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INGLOT



Harper Liz

NET-A-PORTER



ABOUT PUSHENGAGE



PushEngage is a leading platform for Browser Push Notifications. They enable push notifications on Chrome and Firefox and on Mobile and Desktop. They are live in 125+ countries. They offer Automatic Segmentation, Autoresponders, RSS Automation, Advanced Scheduling, and Advanced Analytics.

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Total Customer References

[VIEW ALL REFERENCES](#)

Featured Testimonials

“Very good experience. The ability to implement this automatically with merge fields looks very professional and saves myself time to focus on other marketing efforts.”



ALEX AVERY
DATABASE MARKETING EXECUTIVE, CHARLTON ATHLETIC

“PushEngage service is very responsive, to-the-point and proactive. The platform is very user friendly and more intuitive (and cheaper) than the other platform we tested. Browser push messages have helped us to reach an alternative group of web site visitors through an original medium, driving engagement and sales.”



LANDER BISSCHOP
CRM MARKETER, TUI BELGIUM

“With PushEngage browser notifications, we've been able to reach out [to] users who are not active on the site and provide them with helpful offers or information which is relevant to them. This capability of re-engaging the users add a lot of value for us. The integration is really simple and one can get going with push notifications on their site within 10 mins.”



NITIN
ASKLAILA

“The reach of push notifications is much better than email. About 65% of our push subscribers view the notification, and about 3.5% to 4.5% click through to the site. This is more than double the open/click rates for email.”



MAYA KRAMPF
FOUNDER, WHOLESOME YUM

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ABOUT PUSHER



Pusher is the category leader in delightful APIs for app developers building communication and collaboration features. Using its core product, Channels, developers can easily create interactive features such as in-app notifications, activity streams, chat, real-time dashboards and multi-user collaborative apps. They have over 250,000 developer customers across 170 countries. They're used by everyone, from one-person operations to companies such as The New York Times, Mailchimp, Intercom and Draft Kings.

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Total Customer References

[VIEW ALL REFERENCES](#)

Featured Testimonials

“Beams gives us an elegant API abstraction to send realtime scoring notifications personalized by user preference and gameplay. We strive to give fantasy players a flawless live sports experience, which Pusher delivers.”



TRAVIS DUNN
CHIEF TECHNOLOGY OFFICER, DRAFTKINGS

“In our time working together, Pusher has been one of our most reliable technology partners in that we haven't experienced any issues or downtime. The service has been flawless, and their team is super knowledgeable and has been great to work with.”



CONNOR THEILMANN
VP OF BUSINESS OPERATIONS, SERVICETITAN

“We deal with student data, which comes with serious privacy requirements. We wouldn't be able to do what we do without Pusher.”



NICK TYLER
DIRECTOR OF ENGINEERING, GOGUARDIAN

“We need to focus on our features and app and not on plumbing and operations for a unique component in our stack. So we turned to Pusher the experts and it worked out great.”



CHRIS BROOKINS
CHIEF TECHNOLOGY OFFICER, HELP SCOUT

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53

Total Customer References

[VIEW ALL REFERENCES](#)

ABOUT SWRVE



Swrve transforms the way brands connect and interact with customers in an increasingly mobile-centric world. Their integrated Mobile Engagement Platform enables enterprise organizations to deliver compelling mobile experiences and campaigns that drive engagement, revenue and ROI. Swrve is used by the world's largest and smartest mobile businesses, including Sony, The Guardian, Condé Nast, Warner Brothers and Microsoft. Their customers have delivered more than two billion mobile messages, and every single day the Swrve platform processes over ten billion events across over a billion devices.

Featured Testimonials

“We chose Swrve for their robust platform services including inapp notifications and alerts as well as in-depth analytics related to campaign performance. The Swrve platform has helped us learn a lot about our user base and their needs. We look forward to implementing more of the technology that Swrve offers including A/B testing, omni-channel campaigns with integrated email as well as support for set-top devices with their release of a Roku SDK.”



TONY HUIDOR
VICE PRESIDENT, PRODUCT & DIGITAL OPERATIONS, CINEDIGM

“Swrve has allowed us to connect with millions of players with smarter messaging and perfect timing. The real-time in-app messaging we send with Swrve doesn't look or feel like marketing messaging—they're rich and on-brand enough to be seen as another level of the overall player experience. This alone has created \$2.3 million in upsell revenue and produced valuable lifts in app store ratings, which is very positive for our brand.”



JACEK KWIATKOWSKI
HEAD OF ANALYTICS, VIVID GAMES

“Personalized content and relevant messaging is what today's consumers expect. The more personalized and automated we get with Swrve, the better our engagement becomes. Using Swrve's optimal sendtime feature is a no-brainer for us. It gets us so much engagement because it helps us direct users back to the game at the perfect time in their daily routine — not when they're busy at work, but when they're commuting or lounging at home.”



TOM HANSBURY
ASSOCIATE MANAGER, GSN GAMES

“Swrve's real-time behavioral analytics, dynamic segmentation, and localized personalization all operate simultaneously and at exceptional speed and scale. That alone has given our team the flexibility and agility needed to speak to players and take relevant action exactly when and where it counts for our bottom line.”



MAXIM KIRILENKO
BUSINESS DEVELOPMENT DIRECTOR, PLAYRIX

TRUSTED BY

RYANAIR

SONY

NETGEAR

CONDÉ NAST





ABOUT VWO ENGAGE



VWO ENGAGE

VWO Engage helps you reach your audience beyond their email inbox. VWO Engage, part of VWO Platform, helps you engage with visitors that drop off & drive them back to your website.

38

Total Customer References

[VIEW ALL REFERENCES](#)

Featured Testimonials

“It was very easy for us to set up and start sending out targeted push notifications in a condensed time-frame. [VWO Engage] is the best platform to reach users quickly and efficiently.”



GENNARO AUGURIO
COMMERCIAL MANAGER, IMPEGIO

“Push notifications fill a role that no other channel of communication can. And with [VWO Engage], Freeflys could set up its push notifications in less than 3 minutes!”



ALEX B.
VICE PRESIDENT OF TECHNOLOGY, FREEFLYS

“Not only is it simple to personalize messages with [VWO Engage], but scheduling notifications across various audience segments is also astoundingly easy. We've seen a 350% rise in customer engagement and tremendous growth in our revenues using Push Notifications.”



DANIEL WESLEY
FOUNDER, CREDITLOAN

“30 seconds is all it takes to create a notification and it is much more effective than email marketing!”



ANASTASIA KOLTAI
CHIEF EXECUTIVE OFFICER, MY ENGLISH TEACHER

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ABOUT IZOTOO



iZooto is a Browser Push Notifications service. Push notifications are clickable messages sent to a smartphone or desktop by a website. Engage like App notifications without the need for one.

67

Total Customer References

[VIEW ALL REFERENCES](#)

Featured Testimonials

“I used iZooto on my website for quite a while and had an amazing experience. The console is easy to use. The notifications were delivered without any glitch. A very good platform to engage customers via push notifications.”



SIRAT
DIGITAL MARKETING ASSOCIATE, STREET STYLE STALK

“iZooto stands out as a channel that brings in a solid stream of revenue by engaging with customers through personalized notification campaigns. With iZooto we educate our customers about our company's value propositions and personalize it based on where a user is in the conversion funnel. This has been a huge benefit, as an educated customer is more likely to return and have more conversions.”



ERIN
DIGITAL MARKETING SPECIALIST, FSASTORE.COM

“iZooto's feature of sending notifications on desktop and mobile has helped us reach out to a significant user base and led to an overall increase in sales.”



RAJAT KHULLAR
MARKETING MANAGER, KOOVIS

“iZooto is a feature-rich tool backed by API support. Audience builder is simply amazing. We can target users according to their interests, location, gender and more. It has helped up improve CTR on campaigns drastically.”



VIPIN KUMAR YADAV
CHIEF EXECUTIVE OFFICER AND FOUNDER, COUPONHAAT.IN

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The Manila Times







ABOUT AITRILLION



AiTrillion is an Intelligent Marketing Cloud built for the e-commerce world. With AiTrillion, companies can orchestrate campaigns across channels like push, email, in-app messaging, and with auto-optimization towards higher conversions powered by machine learning. Traditionally, marketing clouds are way too expensive to implement, hard to learn and of course rule-based. At AiTrillion, they have built an enterprise solution that is easier to use, elegantly designed, fully integrated and is learning-based. Their main purpose at AiTrillion is to create an eCommerce platform for online sellers where every seller can engage their customers and sell more.



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Total Customer References

[VIEW ALL REFERENCES](#)

Featured Testimonials

“I'm very satisfied with their helpful advanced features especially Email Marketing, Loyalty Reward, and Ai Predictions.”



EASYNWAY

“A very useful app for us in doing email marketing with quite good integration with loyalty reward, review, and push notifications. It helps [us] a lot to [be able to] set up automation easily on the platform. Thanks.”



ZOMANTICA

“I love this app and the customer service for it. So far I've used the email campaigns, loyalty program, and push notifications. I think it is amazing that they offer so many services in one place, it definitely helps to streamline your business and keep track of everything you have going on. I really look forward to seeing how my business grows from the use of AiTrillion.”



SOCIAL THEORY CO.

“I would have to say that this is one of the best apps I have used through Shopify. If you want to combine all your apps into one app then this is the one. Cart Abandonment, Reviews, Loyalty Program, Push Notification, email and the list.”



NITROSMILE

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ABOUT PUSHWOOSH



Pushwoosh provides the most diverse cross-platform push notifications system that lets marketers, mobile developers, and app owners reach and engage their audience with unprecedented ease. Pushwoosh has changed the dynamics of mobile marketing with the introduction of the free full-featured push notifications service back in 2011. The company supports the idea of working closely with its community to deliver a responsive platform based on the latest tendencies in mobile communication channels.

26

Total Customer References

[VIEW ALL REFERENCES](#)

Featured Testimonials

“Pushwoosh is just the solution we were looking for. What can I say, it does exactly what it says in the tin. It dropped straight into our game with no effort and now our game users send and receive notifications to and from each other. From HQ, we are also able send notifications to targeted users or groups of users. It's really brought our game alive and improved retention enormously.”



KEVIN COOK
PROGRAMMING DIRECTOR, PIXELFLIP MEDIA LTD.

“Just wanted to shoot you a quick email to tell you all thanks for getting us up and running with push notifications. We ended up purchasing a premium account. We very much like the features you offer and found it INCREDIBLY easy to integrate into our current app. Thank you for creating such a robust and easy to use service. Wish you all the best!”



BRADY KELLEY
ONLINE MARKETING SYSTEMS CONSULTANT, CLEANBRAIN SOFTWARE

“Pushwoosh is well-documented and very easy to integrate. It is nice to have a reliable cross-platform plugin for Unity3D. We love that we can use the Pushwoosh API via our own server to customize push notifications as needed.”



CHAD ANTONSON
CHIEF TECHNOLOGY OFFICER, INCAPTA

“Pushwoosh is awesome. It's a great service. It's affordable. It works. And the Customer Service is outstanding. We're building a live service for Android and iOS on Unity3d and needed a quick, simple push notification service. Pushwoosh quickly rose to the top with their Unity3d plugin, remote API (for PNs to individual devices) and simple integration. Add to that incredible and responsive customer service and they're the obvious choice.”



FARRELL EDWARDS
VP PRODUCT DEVELOPMENT, XACFAQ

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