



Push Notification Software Category

FALL 2026
Customer Success Report





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. Top solutions present functionalities for delivering push notifications via both web browsers and apps.

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.

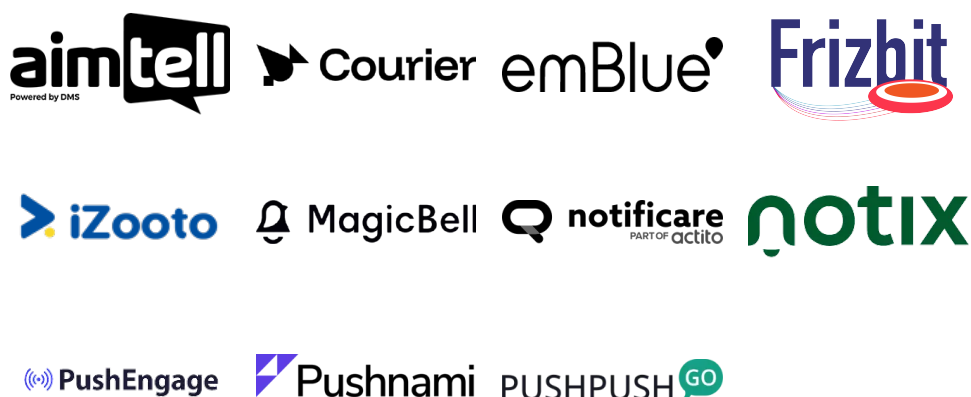


RISING STAR

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.

2026 Customer Success Awards

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



* Companies listed in alphabetical order



**2026
PUSH
NOTIFICATION
SOFTWARE**

MARKET LEADER



ABOUT AIRSHIP



Mobile app customers are 3x more valuable than non-app customers on average. Airship, the mobile app experience company, enables brands to capture that value. The Airship platform provides an end-to-end solution for capturing value across the entire customer app lifecycle — from acquisition and activation to engagement and loyalty. It starts with Airship's app store optimization (ASO) solutions promoting app discovery and downloads. Then Airship's unified cross-channel journey orchestration, intelligent content creation, and experimentation solutions allow app teams to bridge inside-the-app experiences with outside-the-app messaging to...

199

TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

FEATURED TESTIMONIALS

“Airship simplifies the somewhat daunting task of sending an alert to tens of thousands of phones. It's very intuitive & user friendly — and the support has been amazing, which really goes a long way in my book.”

ELIZABETH WOLFE
DIRECTOR OF AUDIENCE ENGAGEMENT, CHICAGO TRIBUNE

“By using Airship Mobile App Engagement, we were able to segment our audience and deliver the message flawlessly. In doing so, users who received the message took decisive steps towards connecting with matches.”

TRACY KOBZEFF
SENIOR DIRECTOR OF ACQUISITION AND PRODUCT MARKETING, EHARMONY

“We boost conversion rates by retargeting mobile users who have added a product to their basket without finalizing their purchase via push notifications and dynamically generated mobile adverts. Click rates on retargeting ads lead to an ROI up to 8 times higher than for classic ads.”

LA REDOUTE

“Traveling is stressful for everyone. A lot of our app users are taking a vacation — maybe it's their first time traveling with us. We put ourselves in our guests' shoes. Whatever we can do to make them feel at ease, we want to take that step forward.”

OKSANA HARRIS
ONLINE EXPERIENCE MANAGER, HAWAIIAN AIRLINES

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ABOUT BLUESHIFT



San Francisco-based Blueshift helps brands automate and personalize engagement across every marketing channel. The Blueshift Intelligent Customer Engagement platform uses patented AI technology to unify, inform, and activate the fullness of customer data across all channels and applications. With a customer data platform and a cross-channel marketing hub all in one place, Blueshift gives brands all the tools they need to seamlessly deliver 1:1 experiences in real-time across the entire customer journey. Blueshift Customer AI combines agentic, predictive, and generative intelligence to help...

86

TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

FEATURED TESTIMONIALS

“Blueshift’s data structure is truly amazing and the speed is awesome. The technical staff is very talented and committed to excellence. As part of the integration team they were professional and really helped us. It is a great system. We had been using an internal messaging platform and being able to leverage Blueshift has increased our speed and has helped us better manage our customers.”

GETTY SARNO
CHIEF SOLUTIONS ARCHITECT, 14 WEST

“Adopting Blueshift enabled us to pull all of that experience into the Journey Builder... and just build off the preferences of the clinician and communicate with them in the platform they prefer. We’ve been able to increase the volume of sends, but with that, we’ve been able to actually increase engagement.”

ALEX MCKEWAN
MANAGER OF OMNICHANNEL SOLUTIONS, AMN HEALTHCARE

“Blueshift has allowed us to have more of a 1:1 relationship with our members. By being able to slice and dice our member data into more manageable segments and better understand their unique needs, we’re really able to provide members with the proper communication and resources.”

DANA MARTIN
MARKETING AUTOMATION STRATEGIST, SUNCOAST CREDIT UNION

“Blueshift is a true partner in helping us deliver relevant and timely learning experiences to our students. Our team loves how easy it is to access and activate our first-party data and automate personalized experiences that drive material impact to our customer engagement and business metrics.”

KENNY KIM
CHIEF MARKETING OFFICER, UDACITY

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ABOUT 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. The platform makes it easy to analyze, segment, and engage users across mobile and web. Furthermore, create hyper-targeted campaigns that are proven to move customers forward in the lifecycle. Over 10,000 global brands, including Gojek, The Meet Group, MPL, Times Internet, Domino's, Ooredoo, Ketto, and BookMyShow trust CleverTap to engage and retain their...

325

TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

FEATURED TESTIMONIALS

“CleverTap has been incredibly valuable in our marketing efforts. Its powerful analytics and user-friendly interface have enhanced our ability to drive key business KPIs. The migration from Leanplum to CleverTap was seamless, with their team providing exceptional support throughout the process, ensuring we transitioned smoothly without any disruption to our campaigns. By monitoring player data and developing targeted campaigns,...”

ÖZGÜR OKKALI
HEAD OF MARKETING, RUNE GAMES

“CleverTap transformed how we engage with our customers. Its advanced segmentation and automation capabilities helped us improve retention and even increase bookings by 15%. The platform's campaign management is effortless, saving us valuable time. We also make better decisions by promoting select properties based on field team inputs. Campaign management...”

ADITYA NAITHANI
CO-FOUNDER AND CHIEF MARKETING OFFICER,
BREVISTAY

“CleverTap is a great tool for brands to understand their users and send timely messages through the right platform to improve brand loyalty, retention, and monetization. The ease of use and breadth of features enable use cases that drive tangible value. The team can track user feedback to build MVPs and stay aligned with uniform metrics and KPIs that drive the business forward.”

ALMITRA KARNIK
FOUNDER AND CEO, FHYNIX

“We use CleverTap to continually spot moments that are important to the customer. Then we make a sincere effort to add value during these key instances, so users interact frictionlessly with our brand and can make the right purchase decision.”

CHETAN RAIKAR
PRODUCT MARKETING MANAGER, MYBILLBOOK

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ABOUT MOENGAGE

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...

636

TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

FEATURED TESTIMONIALS

“One of the biggest reasons why we decided to switch to MoEngage (apart from the advanced functionalities) is the flexibility to adjust and cater to our use cases, even if it meant going above and beyond the scope of work. What stood out the most was the MoEngage team's ability to showcase the actual resolution to critical business cases. The MoEngage professional services team did a lot of the heavy lifting regarding coding to make the migration possible. We are very happy with the migration and look forward to driving further business growth in the near future!”

MARTINA LAU
MARKETING MANAGER, CRM & RETENTION, YESSTYLE

“MoEngage has been a game-changer for us. Through personalized 30-day journeys, we've seen a 15% uptick in DAUs and an incredible 10% conversion rate, far surpassing the 3% industry benchmark. Features like 'Intelligent Path Optimizer' cut our communication costs by 40%, while 'Best Time to Send' boosted our open rates by 20% and click rates by 5%. It's truly empowered our engagement strategy.”

RAHI MEHTA
LEAD - DIGITAL REVENUE & COMMUNICATIONS, SAMCO SECURITIES LTD

“Before MoEngage, while we were communicating periodically with customers, however, the uniqueness of each communication was missing. With MoEngage, we have been able to use capabilities like JINJA templates to build curated communications leading to better engagement.”

HASSAN EL-TAHAN
VICE PRESIDENT OF GROWTH, GATHERN

“MoEngage Inform has freed up our engineering bandwidth, allows us to invest resources in the most critical problems, and go to market fast.”

ANAND MADANAPALLE SRIDHAR
ASSOCIATE DIRECTOR, PRODUCT, ZETA

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ABOUT ONESIGNAL



OneSignal is democratizing mobile-centric customer engagement by enabling more than 1 million businesses to deliver 10+ billion messages daily. The omnichannel messaging platform supports email, push notifications, in-app messaging, and SMS and provides a visual workflow builder for crafting and automating cross-channel messaging sequences. Powered by superior architecture, OneSignal is designed to easily help you improve your customer journey for a mobile world.

126

TOTAL CUSTOMER REFERENCES

**VIEW ALL
REFERENCES**

FEATURED TESTIMONIALS

“OneSignal came into play in order for us to target customers in the channel or specifically in markets where people have access to phone numbers. Most of them have never had a computer before. It's an easier, faster, and cheaper way to get people engaged with our promotions, to convert, or just to keep them in the loop about special promotions.”

NAYITH DIAZ
MARKETING AUTOMATION MANAGER, BETCRIS

“OneSignal's Journeys has been invaluable for growth teams, enabling experimentation and targeted communication with specific user segments. It's an essential solution for any workflow focused on engagement and growth.”

MARCO ROSALES
GROWTH AND PERFORMANCE LEAD, CASHEA

“Thanks to OneSignal, we can move faster and stay agile. Their in-app messaging lets us avoid building custom screens or relying on release cycles, and we're less dependent on engineering as a result.”

PETYA ANDREEVA
HEAD OF PRODUCT, CARISTA

“OneSignal's Mixpanel stack is absolutely essential – it's a ‘can't live without’ when it comes to understanding user behavior.”

MATTHEW BIENZ
HEAD OF MARKETING, FOODHERO

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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.

374

TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

FEATURED TESTIMONIALS

“Our partnership with WebEngage Startup Program to improve our user engagement strategy gave us phenomenal results. Aside from the 55% increase in direct revenue from journey flows, their platform is easy to use, and everyone on the team was helpful with the adoption. We look forward to continuing with them as our marketing automation tool.”

VAIBHAV MAKHIJA
CO-FOUNDER, WHAT'S UP WELLNESS

“WebEngage has transformed our customer engagement strategy. All we needed was a robust platform and innovative solution, that could have enabled us to connect with our customers more effectively and achieve our marketing objectives. And WebEngage has shone right through here.”

DON LEE
HEAD OF MARKETING & GROWTH, ALMATAR

“WebEngage has transformed our cohort analysis and retention strategy. We've seen impressive improvements across our cohorts during the months of our collaboration. Getting an average 5.2% uplift in churn customer win-back using their features is a win for us.”

SANMAYA BISWAL
GROWTH MANAGER (D2C), WHAT'S UP WELLNESS

“WebEngage has played a pivotal role in our success. Their platform has enabled us to connect with our customers on a deeper level, driving engagement and loyalty.”

FAISAL ALRAJHI
COFOUNDER & CEO, ALMATAR

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**2026
PUSH
NOTIFICATION
SOFTWARE**

TOP PERFORMER



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...

138

TOTAL CUSTOMER REFERENCES

**VIEW ALL
REFERENCES**

FEATURED TESTIMONIALS

“We started using AiTrillion about five years ago for the eCommerce side of our business. We saw the value at the point where we integrated all of our marketing into one platform to create an omnichannel experience for our clients. One of the main reasons for choosing it was the detailed insights and data it provides and how it can help businesses expand through its tools, particularly loyalty programs. It has great value there and like I said, we've been with them for years because they are integrating new modules to further grow our business. We love AiTrillion, and will continue to grow with them.”

DANIELLE HUEVINE
FOUNDER, HUEVINE

“The app was easy to install and they walk you through the basic set up for the app. I've only been using it for a week but so far I like it.”

BLH GROUP ENTERPRISES LLC

“We found AiTrillion very helpful for boosting sales and collecting reviews. The support has been brilliant and they set most of it for us.”

RAWFEDK9

“AiTrillion is a good choice to develop marketing automation tool to make the service better. They support us well and help us a lot.”

CROCS

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B-Haver
Fashion

Adorable
Click



TekProElite
WE LOVE TECHNOLOGY



ABOUT EVERLYTIC



Everlytic is a marketing messaging and automation platform that helps your business communicate better, smarter, and faster over email, SMS, voice broadcasting and web push. With Everlytic, engaging with your customers is quick, easy, and targeted. The software helps you to create eye-catching, personalised campaigns that can send automatically to as many (or as few) contacts as you want; building richer customer relationships and tracking every message at every step of the customer journey.

59

TOTAL CUSTOMER REFERENCES

**VIEW ALL
REFERENCES**

FEATURED TESTIMONIALS

“Using Everlytic has made our corporate communications so much easier. We had a need for a bulk email tool and had a look at a variety of products. Everlytic was the answer as it was very easy to use and we love the statistics that we were able to get from it. Everlytic is reliable and efficient and working with the support team is awesome.”

LIZE THERON
HEAD OF DIGITAL MEDIA TEAM, UNIVERSITY OF
STELLENBOSCH

“Everlytic has given us the tools to engage with our database and broaden our reach by linking between our newsletters, website, and social media. Plus, mobile-responsive templates enable us to target people on the move. The system's fairly easy to use too – you can figure out a lot of the features as you play around with them or set up additional training if you need it.”

GRAHAM CLINNING
MARKETING ASSISTANT, HISENSE

“Everlytic has helped our open rates increase across the globe by about 3%, which has been fantastic for us as a business. Everlytic is an essential part of Retail Tribe's business, helping us deliver to our customers on a weekly basis. Our customers will not be able to live without the in-depth reports we are able to provide to them on a weekly basis.”

CRAIG THOMSON
GLOBAL OPERATIONS MANAGER, RETAILTRIBE

“Everlytic has helped us to channel, time and schedule our communications to our clients. We can plan ahead, monitor and do the necessary reporting. Everlytic is effective and has transformed the way we communicate to our clients to be truly customer-centric.”

GILLIAN LOOS
HEAD OF DIGITAL, SANLAM

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mygate

property24

pentravel

Hisense

HYPERLI



ABOUT EXPERTSENDER



ExpertSender is a Multichannel Marketing Automation system designed to help fast-growing businesses grow their revenue with marketing automation across the Email, SMS, Web Push, Mobile Push, Facebook Audiences, Google Customer Match & Mobile apps and more. They send over 15 billion marketing messages each year for over 1000 brands worldwide.

22

TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

FEATURED TESTIMONIALS

“I am very happy with the ExpertSender platform and most importantly, their timely support. Their technology is constantly evolving which gives us new possibilities to help our clients grow their business. One of the most important things for us is the seamless integration with other solutions which allows us to easily import RFM based segments. Personally, I like their segmentation the most which is on another level compared to other solutions on the market.”

ALEKSANDRA DERLECKA
ECRM MANAGER, IPROSPECT

“Thanks to engaging the subscribers with customized content and the automation of communication with clients in the lifecycle, we were able to turn our new sub-brand project into a resounding success. Choosing ExpertSender has been the best decision we could make.”

ZBIGNIEW IWAŃSKI
E-COMMERCE MANAGER, MK CAFE FRESH

“ExpertSender's marketing hub allowed us to implement a wide range of automated campaigns that significantly outperformed standard newsletters. These campaigns generated fourfold better conversion rates with substantially higher average order values.”

TOMASZ KOŹBIAŁ
ECOMMERCE DIRECTOR, 4F

“What we were looking for were, a trouble-free solution, high deliverability of messages, good communication with the customer support, and minimal involvement of our IT department. ExpertSender successfully met most of these expectations.”

AGNIESZKA STANKIEWICZ
CRM ANALYST, SZOPEX

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VENEZIA®

TARANKO

SX SZOPEX



iPROSPECT
a dentsu company



ABOUT OMNISEND



150,000+ ecommerce brands sell more with Omnisend: email marketing, SMS, and popups in one app. Automation recovers abandoned carts, and ChatGPT or Claude build campaigns via MCP. Switching? We rebuild your lists, flows, and templates free.

157

TOTAL CUSTOMER REFERENCES

**VIEW ALL
REFERENCES**

FEATURED TESTIMONIALS

“Omnisend is the first platform where we can build both standard ecommerce workflows and completely custom event-driven automation. And it's also fast, affordable, and the support team is genuinely world-class. That combination lets us deliver what other tools and agencies simply can't.”

MANTAS KARMAZA
FOUNDER AND HEAD OF IT, MDIGITAL

“Omnisend is constantly pushing the boundaries of email and SMS marketing. We look forward to working together on innovative strategies, joint events, and continuing to scale our clients' marketing performance.”

JESSE KAY
FOUNDER & CEO, VYBER MEDIA

“Omnisend feels like having an additional employee. It takes care of routine customer engagement, allowing our team to focus on high-touch interactions. The platform is incredibly efficient and cost-effective.”

SAM BAKKER
ECOMMERCE MANAGER, VERPAKGIGANT

“With Omnisend's latest product review functionalities and increased personalization options, we're excited to enhance our clients' user experiences.”

THEO VAN WYK
CO-FOUNDER, VANHA DIGITAL

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PICECI SERVICES





ABOUT PUSHER



A MessageBird company

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.

54

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

“Basing all our multiplayer technology on WebSockets, Pusher has accelerated the process of developing and promoting our products thanks to the technical self-management of the service.”

PASQUALE RAGOZZINO
CHIEF TECHNOLOGY OFFICER, GAMINDO

“Pusher helped us simplify our deployment, taking the hassle out of building WebSockets and helping us set up our realtime infrastructure.”

LAURENT PERRIN
CO-FOUNDER AND CHIEF TECHNOLOGY OFFICER, FRONTAPP

“It simplifies our backend development. It is much better than dealing with iOS/Android platform specifics.”

ARMANDS LIENIEKS
DIRECTOR OF ENGINEERING, SAGE HR

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canvasdropr.com



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.

73

TOTAL CUSTOMER REFERENCES

**VIEW ALL
REFERENCES**

FEATURED TESTIMONIALS

“Pushwoosh greatly reduced our time-to-market for our notification services. Operating in a highly competitive market this keeps us at the front-end of innovation, a requirement for any modern company these days. I specifically appreciate the quick and accurate support; it is a great pleasure to work with them.”

ROB WEIJERS
CHIEF EXECUTIVE OFFICER, DIGITAL DESIGN AND APP
DEVELOPMENT COMPANY

“Pushwoosh is a tool that enables any app developer or business to improve their customer relationships by sending push notifications, in-app messages, and emails. Customer journey functionality is also available for use. The support is also excellent: they can assist you with any questions or implementations you may require.”

ABBAS NIYAZI
ONLINE MARKETING MANAGER, SPORT1

“We use Pushwoosh for sending out push notifications primarily. As we decided to invest in services, not marketing. We get a lot of marketing out of just having scooters on the streets.”

MARCUS OLOVSSON
CHIEF INFORMATION OFFICER, RYDE

“Pushwoosh definitely is able to play a big part in achieving the goal.”

PAUL MABB
SENIOR ANALYTICS MANAGER, GB NEWS

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ABOUT VIBES



Vibes provides a mobile engagement platform that enables brands to create personalized and revenue-generating interactions with consumers through various mobile marketing channels, including SMS, MMS, push notifications, and mobile wallet solutions.

58

TOTAL CUSTOMER REFERENCES

**VIEW ALL
REFERENCES**

FEATURED TESTIMONIALS

“We used Vibes API with a dedicated short code to successfully deliver high-volume text messages for some of the world's largest marathons. I would highly recommend Vibes to any company that needs a reliable and robust solution for SMS. The Vibes staff are friendly, available, knowledgeable, and always helpful. I paid a visit to the Vibes Chicago office – very impressive operation.”

RTTRT.ME

“SMS engagement is much more immediate than email, and Vibes has helped us tap into that - now we can reach more people in real-time, and more efficiently. Vibes also really cared about helping us grow our business, not just giving us a platform to use, and we were up and running much faster than we had anticipated.”

ADAM PRICE
SENIOR SOFTWARE ENGINEERING MANAGER,
PROGRESSIVE LEASING

“Our SMS and mobile wallet program with Vibes has given us strong consumer engagement, impressive ROI and the ability to be regionally relevant in a timely manner. They truly help KBP Brands cut through the clutter and give us the flexibility and turnaround time that we need to be more competitive.”

TONYA MANGELS
VICE PRESIDENT OF MARKETING ACTIVATION, KBP
BRANDS

“PetSmart partnered with Vibes to help us engage with our pet parents on mobile and run campaigns with exclusive offers that have resulted in greater than 50% CTR and higher in-store traffic.”

MOLLY PATTERSON
DIRECTOR OF MOBILE STRATEGY, PETSMART

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LANE BRYANT

HIBBETT
SPORTS



ASHLEY & STEWART



ABOUT 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.

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TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

FEATURED TESTIMONIALS

“What I like the most about VWO is the fact it saves me a lot of time in the actual execution of the test phase, so that I can focus a lot more on the hard analysis, thesis and reporting phase. My clients don't necessarily see the difference, but they get much more learning value from me using VWO because I can focus on what I do best. Decision makers often like the fact they can get feasible results before they need to involve IT department in doing changes to the website.”

KARSTEN LUND
CHIEF EXECUTIVE OFFICER, OPTIMERIA

“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

“PushCrew is helping me start the day with my readers on the right foot by providing them content at the right time. It keeps the content fresh when other channels can get stale fast - a unique problem faced by the deals space.”

JOHN 'SAMPLES' CLARK
WEBSITE OWNER, YO! FREE SAMPLES

“Using [VWO Engage], we were able to deliver the most personalized experience to our users, leading to a 5x growth in engagement. The team at [VWO Engage] is very helpful, extremely proactive and wonderful to work with!”

BAO TRUONG
WEB DEVELOPER, LA TOURISM

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**2026
PUSH
NOTIFICATION
SOFTWARE**

RISING STAR



ABOUT AIMTELL



Aimtell is a cloud based marketing platform that enables digital marketers and businesses to send web-based push notifications based on custom events or site activity to desktop and mobile devices. Aimtell participates in and has certified its compliance with the EU-U.S. Privacy Shield Framework. They are committed to subjecting all personal data received from European Union (EU) member countries in reliance on the Privacy Shield Framework to the Framework's applicable Principles.

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TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

FEATURED TESTIMONIALS

“Very reliable and easy to use. They have helped us quickly grow push notification into one of our top performing marketing channels.”

NICK HOANG
VP MARKETING, LEFLAIR

“Aimtell is the right tool to manage push notifications. Most powerful addition to our Online Marketing toolbox since remarketing.”

ALEXEY CHESNOK
CHIEF EXECUTIVE OFFICER, GLOBALROSE

“Wow, where do I start? If I could leave 6 stars I would.”

CANDICE GALEK
CHIEF EXECUTIVE OFFICER, BIKINI LUXE

“Aimtell's segmentation is really amazing.”

NEIL PATEL
ENTREPRENEUR, NEIL PATEL DIGITAL

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Scrapbook.com

GROUPON



leflair



ABOUT COURIER



Courier is the fastest way to add multi-channel notifications to your web, desktop, or mobile app. With one API call, you can reach your users on any channel – email, SMS, push, chat, and more. Trusted by innovative startups like Lattice, LaunchDarkly, LTSE, Bluecrew, and Blissfully. Backed by Y Combinator, Bessemer Venture Partners, Matrix Partners, Twilio, and Slack Fund.

26

TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

FEATURED TESTIMONIALS

“We love Courier. We rely on it heavily to send various communications. The designer is a fantastic tool. With it, we are able to get our UX designers working directly on the templates and we can make updates and have them live in seconds.”

YOUSUF ASHPARIE
PRINCIPAL SOFTWARE ENGINEER, EXPEL

“We are big fans of Courier. We use it to send all of our notifications. The platform is extremely easy to use and the customer support from the Courier team is supreme. I strongly recommend it!”

AL YANG
CHIEF EXECUTIVE OFFICER, SAFEbase

“By moving to Courier to send notifications, we've been able to eliminate 120,000 lines of code. That's logic, templates, and other third-party API integrations we no longer have to maintain.”

AARON WHITE
CO-FOUNDER, BLISSFULLY

“With Courier, we can manage every notification, for every user, across every channel, in one easy-to-use platform.”

COOPER NEWBY
CO-FOUNDER, BLUECREW

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ABOUT EMBLUE

emBlue'

emBlue makes marketing simple platform and strategic team help you connect with your contacts and customize your offers to create unique, relevant customer experiences through email, SMS, text, push notification, and more using unique A.I. Technology.

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TOTAL CUSTOMER REFERENCES

**VIEW ALL
REFERENCES**

FEATURED TESTIMONIALS

"In emBlue we found an effective, precise and a very good service to walk us through our journey. Support was given at every single moment and due to their cordiality and professionalism, they make a statement that reminds us that behind the platform there are people whose ultimate goal is service excellence."

WALTER D. GABARRET
EMAIL MARKETING MANAGER, BANCO NACION

"emBlue was the strategic partner that Red Link needed for the design and execution of the company's Email Marketing strategy, with a level of scalability according to our business."

BRIAN WOLFSDORF
CAMPAIGNS ANALYST, LINK

"With emBlue we were able to personalize all of our communications, which increased the Open Rate and the Click through rate of all our campaigns."

FEDERICO ANDINO
ECOMMERCE BOSS, PUPPIES

"emBlue helped us to automate the send of new, and pending invoices."

EDUARDO SANTILLO
PARTNER, COMERCIO Y JUSTICIA

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ABOUT FRIZBIT



Frizbit is an AI-powered marketing automation and customer engagement platform that helps e-commerce and travel brands turn anonymous and identified visitors into loyal, high-value customers. Frizbit unifies web push, mobile app push, on-site messaging, email, SMS and WhatsApp in one easy-to-use platform, so marketers can reach every customer on the channel where they're most likely to convert, whether they're browsing the site, using the app or long gone. Web push re-engages visitors without an email address or app download, while on-site messages...

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TOTAL CUSTOMER REFERENCES

**VIEW ALL
REFERENCES**

FEATURED TESTIMONIALS

“Our company started with a dream of making children become the protagonists of their own stories. Since the first day of the company, personalisation has been one of our core values. As we are providing our users with personalised stories, we wanted to also personalise the engagement and retention with them. That's why we were quite enthusiastic about trying the new marketing orchestra platform of Frizbit.”

MURIEL BOURGEOIS
CO-FOUNDER, MICUENTO

“Frizbit's team has adapted to our needs in a very proactive way, offering us great flexibility and speed of response. I would highlight their ability to make everything seem simple and their way of helping us to pivot agilely by proposing improvements when the actions carried out did not generate the expected results.”

ALEXANDRA MARTÍNEZ
DIGITAL MARKETING MANAGER, NATURA

“Cart abandonment email campaigns achieved a CR higher than 4%, while we continue with excellent results in web push notification campaigns. It was a great complement to our marketing strategy. Congratulations to the entire team for the achievement!”

KEVIN MANLEY
ECOMMERCE & DIGITAL MARKETING MANAGER,
BIDCOM

“With Frizbit we started engaging customers we couldn't reach before. Using web push notifications has opened a completely new channel for us to communicate with users sending personalized messages that reach them at the right time.”

GUILLERMO PECIÑA
PROJECT MANAGER, PRIMOR

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KOREAN COSMETICS

Interflora

Forum sport

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ABOUT IZOTOO



iZotoo 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.

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TOTAL CUSTOMER REFERENCES

**VIEW ALL
REFERENCES**

FEATURED TESTIMONIALS

“iZotoo helps us in targeting and classifying users better. The ease of creating campaigns saves a lot of time and minimizes efforts for news publishers. Moreover, iZotoo opens new revenue streams and presents fresh opportunities for our partners within the news network.”

IDHAM ARIFIN
VICE PRESIDENT- BUSINESS & TECHNOLOGY,
PIKIRAN-RAKYAT MEDIA NETWORK

“iZotoo's Exit Intent Recommendations is easy to install and customize, and encourages our site's visitors to read more of our content. I would highly recommend this to publishers looking to improve their website engagement and revenue.”

SHEILA PARAS
PUBLISHER, LIFE THE PHILIPPINE STAR

“iZotoo is great for audience segmentation and helps me reach my audience quickly and to increase the reach of my content. And it is a good tool to get traffic back on the site.”

PUJA SETHI
GROUP EDITOR AND DIGITAL HEAD, INDIA TV DIGITAL

“iZotoo's customer support is excellent. It has always always been immediate and personal, which is hard to find.”

JUERGEN STEINMETZ
PUBLISHER, ETURBONEWS



Feed.

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ABOUT MAGICBELL



MagicBell is a complete notification inbox for your product. It seamlessly delivers web-push, mobile, email, and in-app notifications to your users. The legendary investor Marc Andreessen considers leaving out payments from the browser as the internet's original sin. Similarly, we believe that notifications are the missing spec of the internet.

20

TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

FEATURED TESTIMONIALS

“We chose MagicBell because we knew, as a young company ourselves, that working with startups was advantageous, MagicBell could offer us the flexibility and agility we needed as a company that is growing fast.”

ALEX REED
CHIEF COMMERCIALIZATION OFFICER, VSIMPLE

“MagicBell has already helped us scale. Without this system, it would have been impossible to handle everything. I can't think of any other alternative we could have used.”

MARCO TURETTA
CTO AND CO-FOUNDER, BLINK

“We launched with MagicBell from the very beginning, and one thing I can say is: there's nothing out there that's as effortless to integrate as MagicBell.”

MUBASHIR MIR
SOFTWARE ENGINEER, ETERNAL

“MagicBell has become such a staple of our software.”

TIMON RUBAN
FOUNDER AND MANAGING DIRECTOR, LUMINOVO.AI

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ABOUT NOTIFICARE



Notificare is a leading powerful Customer Engagement Platform that helps brands to (re)engage their audience, shed light on customer behavior, and increase conversions. One single tool, with channels App Push, Web Push, Email, SMS, and Mobile Wallet, to deliver the most engaging messages and interactions. With consumers in a constant state of information overload, attention spans are only getting shorter. Standing out in the market space is a real challenge.

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TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

FEATURED TESTIMONIALS

“Since we are an App-Only company, we were searching for a Marketing Automation Platform with a strong focus on Mobile. Notificare helps us to retain and engage our audience with the channels email and push notifications. The ride with the Campaign Analysis & Client Success Team is great; they help us to achieve our objectives. Marketing Platform, Check!”

ANOUK VAN DER LAAN
MARKETING MANAGER, CHECK

“Not only are we happy with the powerful Notificare platform, the Campaign Analysis & Client Success Team also helps us achieve our objectives. By responding adequately to developments within La Place, together with Notificare, we ensure that we can offer our customers the best possible experience and increase customer retention.”

MARIE-SUZAN TUKKER
BRAND & CRM MANAGER, LA PLACE

“Not only has it been a pleasure to work with the Notificare team, who have worked closely with us to enhance capabilities and enable us to send highly personalized and targeted messaging, but we have also seen a much higher ROI not only in member level of engagement but also in revenue since we implemented this platform.”

KIRSTY MONTGOMERY
INTERNATIONAL CRM MANAGER, HUNKEMOLLER

“Sending notifications to our audience turned out to be a success. We were able to promote our special programs on various different ways using segmentation or geo-location. Through these targeting options, we were able to reach high opening rates.”

GUUS BENNEKER
MARKETEER / DATA ANALYST, IFFR

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Staatsloterij



NLZET



ABOUT NOTIX

notix

Notix is an audience re-engagement service based on web push notifications that work for both desktop and mobile devices. Increase your website pageviews with Push Notifications. Notix provides custom solutions for any kind and size of business. Choose your plan and start engaging your audience with push notifications.

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TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

FEATURED TESTIMONIALS

“Being one of the first companies to use the Notix platform, we were impressed by its solid state at the very beginning. With its growth and further development, the platform now has almost every option needed for a successful communication strategy. The integration is seamless, and even if you are experiencing some difficulties with it, the Notix team is always there to help.”

DENIS GOLOMEDOV
CHIEF MARKETING OFFICER, ROBOMARKETS

“There are plenty of push notification services on the Internet, in fact, I have used all the popular ones both paid and free. But what makes Notix stand apart? It is their delivery rate and their customer support. Unlike other push services, Notix delivers 90% whereas others deliver below 30%.”

ABIJITH JOJU
OWNER, MALLU GROUP

“For starters, with Notix we can create a single push message and simply toggle different language settings, rather than having to create different push versions. Plus, the Notix team was attentive, helpful, and immediately responsive. Both of those things were equally important to us.”

ILYA PASYUK
PRODUCT OWNER, APPLABZ

“It's a 100% Perfect Push Notifications Service.”

KARAN JETHWA
OWNER, SABSASTAA

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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

“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

“PushEngage is a very intuitive and easy-to-use platform. It was very easy to integrate PushEngage APIs on our website. Ravi and his customer success team have gone beyond the call of duty in providing support whenever we needed one.”

SUHAIB ANWAR
HEAD OF SEO, MYDEAL.COM.AU

“It was easy to set up the Push Notification on our system with the help of the agent in live chat. We soon see visitor sign in and we get a nice CRT on every post.”

GREGORY IOANNIDIS
MANAGING DIRECTOR, BITDEFENDER

“For web push notifications we are working with PushEngage and are fairly happy with the services and especially their support.”

WAKEEL ZAKI
DIRECTOR, SANALLA STORE

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asklaila

BrandsMart
USA



couponrani

Harry & David



ABOUT PUSHNAMI



Pushnami is a leading digital marketing software provider based in Austin, Texas and is live on more than 3,000 websites globally, growing at a pace of over 20% month over month. Pushnami provides a powerful Online Performance Marketing Platform to increase traffic and conversions. Functional on desktop, mobile & tablet devices. They offer their clients unparalleled performance by providing cutting edge messaging solutions combined with AI/Machine learning and unlimited information storage.

20

TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

FEATURED TESTIMONIALS

“Working with Pushnami has helped us create an easy way for our loyal readers to stay up-to-date with the latest from AstroStyle. We’ve consistently seen increased page views and additional product sales from their automated push campaigns and working with our account manager has been a very smooth and beneficial process.”

TALI EDUT
CO-CHIEF EXECUTIVE OFFICER, FOUNDER, ASTROSTYLE

“The main things I look for with our affiliate marketing strategy include consistent high-quality traffic, consistent lead generation, and easy optimizing of sub-source IDs. I’m glad to say Pushnami’s Ad Network has delivered on all of these needs for a more affordable cost with better performance than other channels we’ve worked with.”

MEDIA BUYER
AFFILIATE MARKETING COMPANY

“Pushnami has been an incredible partner for us. Their tailored approach to helping us craft our web push and email strategies has empowered us to transform our streams for audience reach into revenue, while providing a more engaging experience overall for our readers.”

ADAM SILVERS
ASSOCIATE DIRECTOR OF STRATEGY, NEWSWEEK

“Pushnami has allowed us to build a profitable relationship where we’re able to make revenue from the publishing side as well as the advertising side. We’re one of Pushnami’s oldest clients and it’s been great from the very beginning.”

AFFILIATE ACCOUNT MANAGER
AFFILIATE PUBLISHING COMPANY

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ABOUT PUSH PUSH GO



PushPushGo helps you send smarter and more efficient web and mobile push campaigns. It is a scalable solution that contributes to the growth of hundreds of businesses globally. Thanks to the extensive API, marketing automation module, and sustainable development, their platform provides comprehensive solutions for both SME and international corporations from various industries: e-commerce, publishing, telecommunication, travel, finance, etc.

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TOTAL CUSTOMER REFERENCES

[VIEW ALL REFERENCES](#)

FEATURED TESTIMONIALS

“PushPushGo is a useful tool that allows you to send mass campaigns in a quick and intuitive way. I particularly appreciate the proactive approach to the client. Our Account Manager, Przemysław Cymerkiewicz, himself came up with the initiative to implement a Marketing Automation campaign and supervised its implementation.”

WOJCIECH WENDERSKI
MAGAR

“PushPushGo is great. Right from the start it became a very important tool to increase traffic to our discussion forum. Pushes are easy and fun to make and get significant results, so we do them daily. The PushPushGo team is very helpful and happily share ideas to get the best out of the service.”

SUOMI24

“I definitely recommend it. I have been using PushPushGo for several months and I am surprised by its efficiency and ease of use. The number of abandoned carts has already dropped after the first few months.”

TOMASZ KEMPKA
ACCOUNT MANAGER, TRIVERNA

“For several months PushPushGo has been providing us with effective access to users, and it is easy to use.”

PATRYCJA BUGALSKA
PERFORMANCE MARKETING SPECIALIST, GOLDENLINE

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Cracking the Code



BEOSPORT