2019 FALL
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** is affected by:

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

**Market Presence Score** is affected by:

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

**Company Score** is affected by:

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

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**Customer Success Report 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.
2019 Customer Success Awards
Check out this list of the highest rated Push Notification Software software based on the FeaturedCustomers Customer Success Report.

**Market Leaders**
- Airship
- CleverTap
- iZooto
- Leanplum

**Top Performers**
- Localytics
- moengage
- WebEngage

**Rising Stars**
- One Signal
- Pusher
- Swive
- Talytics

**Other**
- ACCengage
- Omnisend
- Pushwoosh
OVERALL BEST
OF PUSH NOTIFICATION SOFTWARE

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.

“We use location and segmentation technologies to deliver automated weather alerts tailored to what’s important to users. We tell them if the forecast is optimal for running or fishing, whether they’ll need an umbrella, if weather is likely to affect their commute, or if there’s a severe weather warning. For all these examples, push messaging plays a vital role.”

David Mitchell
Vice President of Digital Media Product, AccuWeather

“Push is a huge part of our mobile ecosystem, and as a result is very much an essential part of the service. Using Urban Airship was a no brainer—our travelers know they can rely on us to deliver crucial information and make their lives easier. As a result, we get many satisfied customers.”

Andrew Vilcsak
Mobile Platform Lead, Airbnb

“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

“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
ABOUT CLEVERTAP

CleverTap is a customer retention platform that helps consumer brands maximize user lifetime value. Over 8,000 companies around the world, including Vodafone, Hotstar, Carousell, Domino’s Pizza, GO-JEK, Fandango, and BookMyShow trust CleverTap to deliver personalized experiences and improve the impact of omnichannel marketing across the entire customer lifecycle. Every day, thousands of brands use CleverTap’s machine learning models to create differentiated customer engagement strategies that help marketers drive omnichannel growth. Build valuable customer relationships using actionable, real-time insights that help create amazing customer experiences.

“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

“Be it fighting chronic illnesses, giving back to the community, or giving wings to a new idea, CleverTap’s multichannel marketing suite enables us to engage all our supporters — and get realtime customer insights that help us make informed marketing decisions.”

Zaheer Adenwala
Co-Founder & CTO, Ketto

“Cleartrip is building a culture of digital transformation by combining cross-functional data. CleverTap’s marketing growth platform enables us to correlate data across devices and engagement channels for a KPI driven customer engagement strategy.”

Suman De
Director of Product Management, Cleartrip

“CleverTap has proven to be a very valuable (and effective) platform for customized user engagement. Not only is easy to integrate but easy to use. CleverTap requires little to no engineering or development effort. We plan to explore the other avenues of prescriptive campaigns that CleverTap provides and to incorporate CleverTap into all our shopping...”

Craig Thayer
Vice President, DealsPlus
ABOUT 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.

46 Customer references from happy Leanplum users

"Initially, onboarding was the focus, but we wanted to identify new engagement opportunities. Because Leanplum helped us improve our communication with users through push and in-app notifications, we successfully optimized the entire user journey leading to huge gains in revenue."

Lomit Patel
Vice President of Growth, IMVU

"Leanplum helped us launch a series of push notifications and in-app messages that encouraged loyal users to spread the word about our app. The campaign dramatically boosted awareness to drive more organic users to our app."

Birk Cooper
Chief Marketing Officer, Fetch Rewards

"I've had a great experience with the Leanplum Customer Success team. It was late at night and I had to create a campaign for the next day. I had questions that couldn't wait and I sent a message to the Leanplum Customer Success team, hoping they would respond to me early in the morning. I was very surprised when I got the message back in a..."

Fabiana Azevedo
Mobile Growth Product Manager, Hotwire

"Leanplum enables us to engage with millions of customers using a multi-channel combination. The ability to segment users by region, and send promotions at the right time, has helped us deliver a personalized user experience and drive value to our business."

Honey Mittal
Senior Vice President of Product, Wego
Localytics provides the most powerful analytics and marketing platform for mobile and web apps. It is used in more than 20,000 apps on more than 1.4 billion devices, helping companies such as ESPN, eBay, Fox, and the New York Times drive user engagement, loyalty, and customer lifetime value. The platform allows organizations to gain deep, actionable insights into app user behaviors, and to create automated marketing programs that drive efficient user acquisition, targeted push and in-app messaging, and a personalized in-app experience. Localytics is headquartered in Boston, MA with offices in San Francisco and London.

"Localytics gives us the ability to address app design and navigation challenges with more than just intuition. With Localytics, we not only have the tools to track the way our community uses our app, but we can use that data to make the shooting, editing, and sharing experience even better."

Kevin Madsen
Head of Partnerships and Growth, VSCO

"Localytics takes the guesswork out of our app strategy. With every interface update, it's easy to understand what's working and what isn't. The insights we get from Localytics are helping us make an app that kids love and parents trust."

Marie Steinthaler
Head of Marketing Growth, Hopster

"Localytics saves me time and makes it a lot easier to communicate test results. It provides actual insight. Localytics makes my life easier."

Jon Gillman
Product Manager, RunKeeper

"Localytics is an invaluable tool for our marketing, engineering, and product teams. We use Localytics dashboards during our company meetings and we can track product flows and get to a level of granularity that our previous analytics solution didn't provide."

Bjorn Fant
Director of Marketing, Lifesum
MoEngage is an Intelligent Marketing Cloud, built for the Mobile-first world. With MoEngage, companies can orchestrate campaigns across channels like push, email, in-app messaging, web push, and SMS, with auto-optimization towards higher conversions powered by machine learning.

“MoEngage is just perfect! Be it the ease of use or segmentation to the lowest level possible. It’s a powerful tool for us, and I use it on a daily basis for all our engagement needs.”

Ashwin Casmir
Marketing Manager, TaxiForSure

“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

“We liked the zeal of the MoEngage team to work with us and invest in building this relationship. Their team collaboration with different stakeholders within the Future Group demonstrates how MoEngage product can handle various use-cases.”

Arvind Pawar
Strategy and Innovation Head, Future Pay
ABOUT WEBENGAGE

WebEngage is a powerful Marketing Cloud for Consumer Businesses which automates communication and improves retention across users’ life-cycle. It enables cross-channel user engagement via these channels - Web Message (notification, survey and feedback), In-App Message, Push Notification, Email, Text Message and Web Push. In addition, WebEngage Journey Designer is a drag-and-drop user workflow builder for implementing multi-channel campaigns.

“WebEngage has a very power set up of tools that help us keep tap of our users. Its feedback tool is a virtual customer care tool for us, that helps us answer user queries. The notification tool comes handy when we need to get attention on our new launches. We look forward to new and exciting features from WebEngage that will add more value to our…”

Ram Jalan
Head, Products - Mobile, Web and Voice, Getit

“WebEngage has been a good growth partner and instrumental in improving our engagement with our users. Their "Journey Designer" module ties all the engagement channels together and helps us visually design our engagement across the user lifecycle. We are able to do a lot more experimentations with our campaigns and seeing positive results.”

Gaurav Maheshwari
Chief Technology Officer, PrettySecrets

“WebEngage’s Journey Designer feature has been instrumental in helping us create lifecycle marketing campaigns at scale while maintaining contextual relevance with hyper-personalization capabilities.”

Vikalp Sahni
Co-Founder and Chief Technology Officer, Goibibo

“WebEngage enabled us to communicate with specific segments of visitors on our mobile site and website. Using the tool’s targeting rule builder, we deployed campaigns meant for a very specific audience on our site. That has helped us market our products to the relevant audience leading to enormous success. As an add on to efficiency, the tool is…”

Abhisheke Sharma
Marketing Manager, Bajaj Finserv
ABOUT IZOOTO

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

“Really love the playbooks. Setting up dynamic retargeting to recover abandoned shopping carts couldn’t get easier than this. An awesome team which truly believes in the success of their customers.”
Rory Witt
Digital Strategist, Digimar

“In less than 3 months iZooto has scaled to contribute 15% of the total revenue and continues to grow. We are super excited about leveraging push notifications both for user engagement and monetization.”
Ankur Agarwal
Founder, Pricebaba

“iZooto has helped us quickly and easily leverage new traffic sources for our main websites thanks to a fast integration and great communication with the teams.”
Geraldine Mésange
SEO Manager, Hear.com

“Excellent team that has helped us to open and optimize a new marketing channel. The returns have been good so far and I can’t wait to scale up.”
Stephen Huffman
Digital Marketing Manager, SimpleCPR

Customer references from happy iZooto users

VIEW ALL REFERENCES
ABOUT ONESIGNAL

OneSignal is a platform that helps developers and marketers deliver engaging mobile and web push messages across all platforms.

21
Customer references from happy OneSignal users

VIEW ALL REFERENCES

"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

"In less than 3 months of using OneSignal, it is already our 3rd highest organic traffic source!"

Brian Jackson
Director of Inbound, Kinsta

"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 tech and documentation has allowed us to move fast and realize value quickly. Minimal engineering support is required to execute tactics that create a lot of value for our business - personalization & segmentation, to A/B testing, and beyond."

Mike Rome
VP of Growth, EatStreet
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.

“"We chose Pusher because we need to scale. We don’t want to have to manage that infrastructure. It is much easier and cheaper to take Pusher and implement it. Technically, it was really easy.”"  
Printful

“"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

“"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

“"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
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.

"With Swrve, we can thoroughly analyze and test messaging campaigns and different iterations of the user experience, giving us tangible insight into what works best."  
Ernesto Schmitt  
Co-Founder And CEO, Beamly

"Swrve has been an excellent partner to EA. Their platform has helped us gain a deeper understanding of our players and improve every aspect of our mobile games."  
Dan Nord  
Senior Director, Core Product, Electronic Arts

"We’ve found great success using Swrve in our campaigns. We’ve asked Swrve to elevate KeyPoint member experiences on mobile, and they’ve done exactly that. I’m excited to take our use of Swrve to the next level by incorporating more location-based campaigns that will be totally personalized to our members. We’ll deliver even more value exactly when..."  
Belinda Blair  
Vice President of Marketing, Keypoint Credit Union

"Swrve has been quick to implement. We receive excellent support from Swrve’s customer success team, who have good technical knowledge and have been so enthusiastic and helpful that it helped our whole onboarding process."  
Adam Ferguson  
Head Of Online Marketing, Ding
ABOUT 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.

“Taplytics gives us the peace of mind to try things we otherwise wouldn’t try in our live apps. This means that our team has less boundaries than they did before, and can now be more creative.”
Douglas Wengell
Director, Mobile E-Commerce, Karmaloop

“Taplytics solves a real need for us by empowering our mobile team to roll out A/B tests quickly and easily.”
Isaac Souweine
Head of Product Management, Frank & Oak

“With Taplytics’ visual A/B testing solution, we saw a huge bump in credit card purchases once we introduced our new payment flow. The number of customer payment option complaints dropped to zero, meaning customers are much happier with their Chick-fil-A experience.”
Jay Ramirez
Product Owner, Chick-fil-A

“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
2019 RISING STARS

accengage
AN AIRSHIP COMPANY

omnisend

PUSHWOOSH
ABOUT ACCENGAGE

Accengage develops and provides the most advanced Push Notification Technology for Mobile Apps, Websites and Facebook Messenger. Available as a SaaS solution, Accengage enables CRM and Marketing managers to accelerate the engagement of their app users and website visitors by empowering them with all the necessary features to send targeted, personalized and automated Push Notifications to their customers on desktops, mobiles, tablets and smartwatches.

"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

"Accengage is an advanced and intuitive Mobile CRM Technology, which lets us implement complex yet easy to set-up automated scenarios for our iOS and Android apps. It does all we could expect for our Push Notification Strategy, and clearly has a major impact on app usage!"

PriceMinister-Rakuten

"Vente-privee.com is interconnected with Accengage to manage daily sales alerts and automatically send personalized notifications to users registered for specific sales in our system. We particularly appreciated the availability of the support team when implementing the solution."

Vente-privée

"Thanks to Accengage, we've set-up advanced push notification scenarios triggered automatically by sophisticated dynamic segments including: "country", "first open", "open count", "registration completed", etc. Accengage clearly is a must-have for its advanced targeting features!"

Chief Marketing Officer
Libon
ABOUT OMNISEND

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

"We decided to go with Omnisend'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

"I didn’t think marketing and emailing could be this easy. I love the software very much, and also need to say that their support and post sales were. They solved my problems even in the middle of the night. I would definitely recommend this app to colleagues."
The Impart

"I just started using Omnisend, 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 Omnisend."
Retro Hip Hop Shop

“Two important things convinced me to try Omnisend, simplicity and support.”
Tim Slatter
Founder, The Cake Store
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.

"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…"

Farrell Edwards
VP Product Development, XacFAQ

"Our company is now using Unity 3D for a couple of major games in development and it became clear we wanted to benefit from this amazing work done by Pushwoosh team. It requires minimum efforts on our side and delivers functionality which is essential for most of the gaming projects.”

Olga Zobova
Head of Mobile Games Publishing, Alawar Entertainment

"It took us just minutes! to integrate Pushwoosh API with our mobile apps’ backend CMS, and that’s because of their easy to follow API guidelines and ready-to-deploy- examples that made us focus entirely into our frontend instead and let Pushwoosh do the rest. The best part? there is a guide for almost every mobile platform out there so it's a MUST-HAVE..."

Francisco Nunez
Senior Application Developer, ITTCOOP

"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..."

Kevin Cook
Programming Director, PixelFlip Media Ltd.