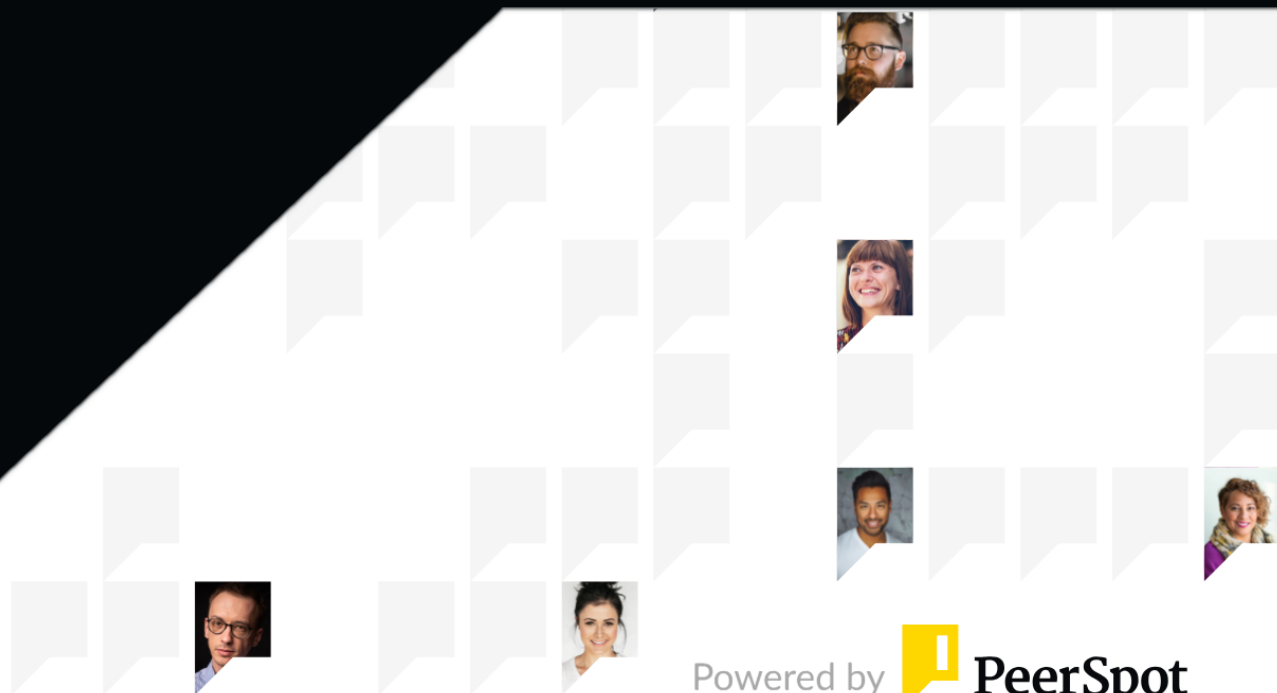


aws marketplace

Gupshup

Reviews, tips, and advice from real users



Powered by  PeerSpot

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Product Recap



Gupshup

Gupshup Recap

Gupshup offers a comprehensive communication platform that enables businesses to engage with customers effectively. Leveraging advanced APIs, it facilitates multi-channel communication for businesses.

Gupshup provides a robust ecosystem designed for seamless interaction across messaging platforms. Businesses can automate, engage, and leverage data insights through its APIs, SDKs, and integrations, fostering efficient customer communication. The platform supports high-volume messaging, ensuring timely delivery and real-time engagement, essential for modern enterprises seeking to enhance user experience and operational efficiency.

What are the most important features of Gupshup?

- **Multi-Channel Messaging:** Connects businesses to customers on channels like WhatsApp, SMS, and more for consistent outreach.
- **API Integration:** Simplifies connectivity with existing systems, enhancing communication workflows.
- **Automation Tools:** Offers chatbots and automated responses to increase efficiency and reduce manual tasks.
- **Analytics and Insights:** Provides data-driven analytics to optimize communication strategies and outcomes.

What benefits and ROI should businesses consider?

- **Enhanced Customer Engagement:** Drives better interaction through personalized messaging and responsive channels.
- **Cost-Effective Communication:** Reduces the cost of customer support by automating repetitive inquiries.
- **Scalability:** Easily adapts to growing communication demands of businesses.
- **Improved Decision Making:** Utilizes real-time data and analytics for strategic planning.

In industries like e-commerce and financial services, Gupshup is implemented to streamline customer service through automated messaging solutions that handle queries efficiently. By integrating with popular messaging apps, businesses achieve enhanced customer interaction and satisfaction.

Valuable Features

Excerpts from real customer reviews on PeerSpot:



“The return on investment has been tremendous.”



Sanket Dofe

Senior Software Engineer at Wynisco



“Gupshup has positively impacted my organization in multiple ways, significantly impacting the bottom line and providing an overall return through the WhatsApp automation report showing around 398 percent on investment over a three-year period.”



Jaspreet k

Head Of The Operations at Flash AI



“The amount we invested in Gupshup is actually a benefit for us because the ROI in terms of student admissions was growing each year.”



Shyam Kagitala

Admissions Officer at a university with 5,001-10,000 employees

- ✓ “Gupshup has impacted my organization very positively; it is a good platform, very reliable, and this is the first platform that we have used where we did not feel any need to switch over to any competitor because Gupshup is everything it markets itself to be.”



Ayush Nithanzadu

Lead Engineer at Qrahi

- ✓ “At BookMyShow, I typically achieved delivery rates above 95%, read rates between 60 to 80%, and click-through rates noticeably higher than other comparable tools.”



Venkateshwaran Konar

HTML at a recreational facilities/services company with 51-200 employees

- ✓ “Gupshup has positively impacted my organization by helping me increase the user base from an existing point of view from zero to 0.6x in a span of three months.”



Akhilesh Bangera

Growth & Strategy | Commercial Analytics at a consultancy with 1,001-5,000 employees



“I believe Gupshup is one of the best services that I have used for sending notifications, and I totally trust it.”



Ayush Shukla

SDE-1 at [arya.ag](#)

What users had to say about valuable features:

“One of the best features is the customization of the student name using variables. Another feature is the type of message that we send in WhatsApp. We can send text, image, simple text, video, or a document message in WhatsApp. Apart from sending messages, the analytics part is another feature which I felt was very useful for me.

“Coming to WhatsApp analytics using Gupshup, after sending the messages, we download the report of the particular campaign and then we compare it with our data which we have sent in communication. We calculate our click rates and open rates out of it, which helps us to enhance our campaign..”

Shyam Kagitala

Admissions Officer at a university with 5,001-10,000 employees

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“Our SaaS product is proprietary and provides many features including messaging groups and individual one-on-one chats with support for multiple people working with the same WhatsApp Business API number. We also offer automations using bot actions and many forms of WhatsApp messaging types such as templates, media messages, text messages, interactive messages, and catalog messages. We also use the WhatsApp calling feature using the official Meta APIs exposed by Gupshup's infrastructure.

Gupshup is a business solution provider that provides us access to the WhatsApp Meta APIs; they are a wrapper over the WhatsApp Business API since the APIs are being provided by WhatsApp itself..”

Sanket Dofe

Senior Software Engineer at Wynisco

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“I think the best feature Gupshup offers is the very good documentation, and I appreciate how they provide assistance when we need it, as well as the architecture of the documentation.

The documentation is very easy to read and is very specific, and I don't have any trouble when developing our features using Gupshup, such as using webhooks.

Gupshup has improved a lot how our clients can talk to other users. When we implemented the integration with Gupshup, almost all our clients approved the integration and they appreciate it. Plus, we use almost all the features about Gupshup, which I think is the most important for our clients..”

Victor Avancini

Software Engineer at a tech vendor with 11-50 employees

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“In my experience, the best features Gupshup offers include the ability for a user with no prior knowledge of code to also use this platform if they are creative. The only thing that Gupshup's use case is limited to is the person's own creativity. It can be used in any way a person sees fit. It is a very versatile tool.

Gupshup has impacted my organization positively by bringing QA really closer to the developers because the one thing which kept us apart was the ability to affect the code and behavior of the application. Now the QA themselves can also affect the behavior of the application in the chatbot area. So they also feel ownership towards the product without actually writing the code. This has brought QA and the developer into a parallel mindset and it is not QA versus developer as it is in a typical situation. It has become QA and developer, so it has brought people closer..”

Samar Chandra

Senior Engineer at a tech vendor with 1,001-5,000 employees

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“In my experience, the best features that Gupshup offers are support in Portuguese, relatively fast support, and ease of integration. It is much easier to carry out the integration via Gupshup than to do it directly through Meta.

The ease of integration that I mentioned contributes to my team's day-to-day work because using their webhook makes the integration process fast. You create the account in a much more agile way. Regarding support, whenever we needed changes, alterations or even assistance in cases of blocking or banning, they were very quick in supporting us, even with calls and hands-on service. This was very positive.

I believe Gupshup has made the process of integrating WhatsApp for customers more agile.

I do not have anything else I would like to add about Gupshup's features..”

Verified user

[Read full review](#) 

Consultor Técnico at a comms service provider with 11-50 employees

“The best features in my experience are the Unified Omni-channel API, robust webhook framework, WhatsApp template management, developer sandbox, and intelligent routing.

The Unified Omni-channel API provides a single API payload structure that can route messages seamlessly to WhatsApp, SMS, or RCS, which has helped significantly. The unified WhatsApp Business API gateway completely eliminated the operational complexity of managing direct telecom carrier lines and dealing with disparate WhatsApp onboarding processes, allowing us to deploy communication channels in hours instead of weeks.

It has vastly improved our communication engagement metrics, lowered communication delivery latency, and simplified compliance auditing by centralizing our messaging logs.

We have achieved a 97 to 98 percent successful delivery rate for business-critical OTPs and transactional notifications. We also significantly reduced message delivery latency down to sub-three seconds globally, which slashed user drop-off rates during onboarding..”

HarshShah2

DevOps Engineer at Veefin Solutions Ltd.

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Other Solutions Considered

“Gupshup was decided by the higher-level management, and we were not involved in those meetings to choose which application. The comparison was done by the higher management. We were just told that we would be getting Gupshup access..”

Shyam Kagitala

Admissions Officer at a university with 5,001-10,000 employees

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“Regarding evaluating other options before choosing Gupshup, there were different people with different tools. We just provided our inputs to the BA and the decision was taken by the BA..”

Samar Chandra

Senior Engineer at a tech vendor with 1,001-5,000 employees

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“Before using Gupshup, we tried making a chatbot on our own, but it was really static and clunky. During my college, I had used Gupshup for my personal project. So I suggested that to my BA and then we got to use it in our organization as well because it was a one-stop solution, and we did not look for any alternatives..”

Samar Chandra

Senior Engineer at a tech vendor with 1,001-5,000 employees

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“I evaluated many other options before choosing Gupshup, such as Twilio and others. It was a while back, so I do not remember the names of all of them. Twilio was one that looked good to me, but it was quite expensive compared to Gupshup, so I decided to go with Gupshup..”

Ayush Nithanzadu

Lead Engineer at Qrahi

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“Prior to Gupshup, we have been using another application where we did not try WhatsApp communication. Gupshup brought a change completely, from email only communication to WhatsApp as well. It helped us a lot in reaching out to students and parents.

“Before Gupshup, we have not been using any WhatsApp communication. Gupshup is the first application that we started using. Earlier, only email communications were being sent using Salesforce Marketing Cloud..”

Shyam Kagitala

Admissions Officer at a university with 5,001-10,000 employees

[Read full review](#) 

“Before Gupshup, we were using 360dialog, which is also a business solution provider for WhatsApp by Meta, and they were very costly at around \$10 per WhatsApp Business API number, while Gupshup has been much cheaper compared to 360dialog.

I evaluated some options, one being Twilio, and there was another option I don't remember, but it seemed questionable, so we didn't pursue it.

As I mentioned earlier, I used 360dialog before Gupshup and switched because 360dialog's pricing was around \$10 per WhatsApp Business API number whereas Gupshup was around \$4, so that represented a huge cost saving..”

Sanket Dofe

Senior Software Engineer at Wynisco

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ROI

Real user quotes about their ROI:

“I have seen a return on investment with Gupshup because our business expanded with gold customers. All these metrics are being measured by the BA, so more details will be with them..”

Samar Chandra

Senior Engineer at a tech vendor with 1,001-5,000 employees

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“I have seen a return on investment. Specifically, I would point to the employee example. The particular workflow before Gupshup used to take at least ten to fifteen employees to do the work and after Gupshup it took only three to four employees to do the same..”

Akhilesh Bangera

Growth & Strategy | Commercial Analytics at a consultancy with 1,001-5,000 employees

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“I do not have any specific metric or feedback that stood out about how this agility has impacted business results or customer satisfaction.

I do not have that metric available regarding return on investment using Gupshup..”

Verified user

[Read full review](#) 

Consultor Técnico at a comms service provider with 11-50 employees

“Gupshup saves us around five to six dollars per cafe, which is quite a lot. If we were to do this manually, we would have to keep a person, which would take about \$60 an hour, and they could only handle maybe 60 insights. That would be approximately \$6-7. Gupshup is very cheap; I think it is around 50 cents per thousand messages or something, but I am not sure. It has been a while since I went through the pricing; I just pay the bill..”

Ayush Nithanzadu

[Read full review](#) 

Lead Engineer at Qrahi

“The return on investment in the sense of admissions we have received has been significant. Earlier, we have been sending only email campaigns and WhatsApp was completely new in GITAM for bulk messages. The amount we invested in Gupshup is actually a benefit for us because the ROI in terms of student admissions was growing each year. When compared to 2023 and 2024, there were quite a few improvements in the admissions part. I feel we have a good ROI in terms of Gupshup and the employee experience..”

Shyam Kagitala

Admissions Officer at a university with 5,001-10,000 employees

[Read full review](#) 

“The return on investment has been tremendous. The partner we used earlier, 360dialog, cost around \$10 per WhatsApp Business API number, while Gupshup costs around \$3.50, leading to huge cost savings.

Since it was a Gupshup partner program, the pricing was straightforward at around \$4 per WhatsApp Business API number onboarding to the platform and could go down to around \$2.50 at scale. The licensing and contracting were clear, but initially, we learned they took a cut on media they stored from WhatsApp before the cloud API. After further discussions, that clause was removed from our partnership, making it straightforward thereafter..”

Sanket Dofe

Senior Software Engineer at Wynisco

[Read full review](#) 

Use Case

“My company has a solution that our clients use to talk with clients, and we use Gupshup as a broker to send a message to Meta and receive a message from Meta because we thought that it was easier to use a broker than to develop our integration with Meta.

I don't have anything else to add about my use case because I've been using Gupshup for just six months, and it's not every day that I use the integration with Gupshup, so I am learning a lot about Gupshup..”

Victor Avancini

Software Engineer at a tech vendor with 11-50 employees

[Read full review](#) 

“My main use case for Gupshup is for integration with WhatsApp.

A quick and specific example of how I use this integration with WhatsApp in my day-to-day work is that we use the integration with OTEC call centers. OTEC is a national manufacturer from Florianópolis that has a PBX, and we use Gupshup's broker to do this integration with OTEC's system and have customers communicating on WhatsApp through it.

I do not have anything else I would like to add about this use case or any detail I consider relevant..”

Verified user

Consultor Técnico at a comms service provider with 11-50 employees

[Read full review](#) 

“Gupshup's WhatsApp Business API serves as the main foundation for our business. Since Gupshup is a business service provider of Meta for WhatsApp, we partnered with them to use their infrastructure of WhatsApp Business API for our SaaS product. This allows our customers to send and receive messages using their APIs and webhooks.

Meta has stopped onboarding Indian-based businesses as business solution providers for WhatsApp, so we have to rely on a company that can provide this service as a business solution provider. Gupshup has been one of the best companies for this specific purpose, as they are registered with Meta as a business solution provider and have access to the WhatsApp Business API. This was used as the baseline for the entire infrastructure we built for WhatsApp messaging for our customers, allowing them to directly use WhatsApp through our interface, which is powered by Gupshup's APIs internally..”

Sanket Dofe

Senior Software Engineer at Wynisco

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“I typically use Gupshup for the quick connect chatbot tool they have. I just have to drag and drop the conversations in order to make a whole flow of a conversation and depending on that I can take decisions on my end. So, it becomes a really neat helper for my application, which I can make with low-code or no-code using Gupshup.

While using Gupshup's drag and drop chatbot tool in a real project, we had KYC, and instead of making a user guess what their KYC is actually going to be, we gave them a chatbot to chat with so that they can explore the different pathways. There were different kinds of KYC standards: silver and gold. Users could select the options from the chatbot and it would tell them all the features they would get with the acceptance of any one of the KYC options, so the user may have greater insight into which type of KYC they should do for our application.

I have covered most of what I have used Gupshup for. There might be vastly more things which Gupshup could do but my use case was only related to the chatbot, and I did not have to vastly explore it. My use case was very easily solved by Gupshup, and that is what I have used it for..”

Samar Chandra

Senior Engineer at a tech vendor with 1,001-5,000 employees

[Read full review](#) 

“I have been using Gupshup since the beginning of my journey with GITAM for communications. It helped me in sending all WhatsApp bulk messages to all targeted students and parents.

“The main purpose of Gupshup for me, as an entity of GITAM, is to send bulk messages to all the students.

“At GITAM University, we have all net admissions and students with their mobile numbers. I took their mobile numbers and names as variables and ran a campaign for their entire admission process starting from the lead stage till the enrollment of their seat in GITAM University. For example, the first message could be about GITAM, what is GITAM and why GITAM, and what are our mission and vision. In the next step, we used to send applications such as countdown for applications stating that today is the last day for your application. Then comes the test-taking part, so we send their admit card in WhatsApp as a PDF and ask them to attend the online examination. After completing the examination, we again send messages to the students about their results that have been declared through the same WhatsApp. We use Gupshup for this as well. Once the test results are out, we offer them seats and ask them to come to the university and complete the forwarding steps to meet their admission counselor..”

Shyam Kagitala

Admissions Officer at a university with 5,001-10,000 employees

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“My primary use case is managing the infrastructure for our omni-channel communication pipeline, specifically automating multi-factor authentication, delivery transaction alerts, and automated customer onboarding notification via WhatsApp Business API and SMS channels.

In our digital lending and supply chain finance platform where real-time alerting is critical, we configured our microservices running in AWS EKS to trigger Gupshup's REST API whenever a milestone occurs. We built a high-throughput webhook architecture using AWS API Gateway and Lambda to consume Gupshup's real-time delivery status reports. This allows us to track message delivery latency and instantly failover from WhatsApp to SMS if a customer is offline, ensuring compliance with the financial notification timelines.

We use it to abstract communication infrastructure for our product team. Instead of developer teams writing custom logic for various telecom operators, we provide them with a single internally managed wrapper around Gupshup's API.

It is a communication platform as a service. Our microservice hosted on AWS EKS connects directly to Gupshup cloud endpoints, and Gupshup streams transactional data back to our public cloud VPC via secure webhooks..”

HarshShah2

DevOps Engineer at Veefin Solutions Ltd.

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Setup

The setup process involves configuring and preparing the product or service for use, which may include tasks such as installation, account creation, initial configuration, and troubleshooting any issues that may arise. Below you can find real user quotes about the setup process.

“I was not involved in the cost part. The only part that I got involved in was the credit and balance part for sending messages for customers. It is relatively simple, as they have a wallet with the balance for sending messages and we can monitor the sending and how much the customer consumes. We do not have server, storage, cloud, or any costs with Gupshup..”

Verified user[Read full review](#) 

Consultor Técnico at a comms service provider with 11-50 employees

“I rate the initial setup a 10 out of 10 because I started using Gupshup and it just works. I did not have any problem with it; I just had to get my templates approved, set up the work with the API, and integrate it into my backend, and it just works. It never gave me any problem, and there was no reliability issue..”

Ayush Nithanzadu[Read full review](#) 

Lead Engineer at Qrahi

“Integrating Gupshup with our existing systems was not that tough; it was easy because we used to have Salesforce, and we were accustomed to that. Gupshup was also easy for us to adapt to, and we acquired the process of sending campaigns very easily with hardly one day of training before becoming experts with it..”

Khitish Baisak

[Read full review](#) 

Business Analyst at a university with 5,001-10,000 employees

“There were no such problems during the initial setup or onboarding with Gupshup. The only problems I faced were the vendor login bugs where I was unable to log in through multiple accounts. I also found difficulty changing the spaces from a particular team. For example, if I had to operate the Gupshup account and manage a few spaces for specific campaign related workflows, the shift from one particular project to another was a little bit confusing. That can be improved..”

Akhilesh Bangera

[Read full review](#) 

Growth & Strategy | Commercial Analytics at a consultancy with 1,001-5,000 employees

“As I have mentioned, it is simple to use and the interface is quite simple. Any new learners, such as freshers who have joined, can learn how to send a quick bulk message to students.

“It was quite simple to learn because of the interface which Gupshup has. It became quite easier for me when I joined GITAM. It is simple to learn and simple to execute and to target all the audiences..”

Shyam Kagitala

[Read full review](#) 

Admissions Officer at a university with 5,001-10,000 employees

“Since it was a Gupshup partner program, the pricing was straightforward at around \$4 per WhatsApp Business API number onboarding to the platform and could go down to around \$2.50 at scale. The licensing and contracting were clear, but initially, we learned they took a cut on media they stored from WhatsApp before the cloud API. After further discussions, that clause was removed from our partnership, making it straightforward thereafter.

When we started with Gupshup as a WhatsApp business solution provider, Meta had two types of setups: one was an on-premise setup and the second was the WhatsApp Cloud API. The on-premise setup is a software package or SDK given directly to business solution providers by Meta, which Gupshup would host and manage its own reliability while connecting with Meta servers. However, within months the on-premises setup was deprecated, and the cloud API became the standard, hosted directly by the WhatsApp server, meaning Gupshup merely serves as a wrapper over the Meta APIs, acting as a billing provider for the WhatsApp numbers bought through their platform..”

Sanket Dofe

[Read full review](#) 

Senior Software Engineer at Wynisco

Customer Service and Support

“Customer support with Gupshup is good. I never had any problem that required me to reach out to customer support, so that is not something I can answer..”

Ayush Nithanzadu

Lead Engineer at Qrahi

[Read full review](#) 

“We have a WhatsApp group with some people from Gupshup Brazil, and when I have a question or need assistance, I send a message there and they respond quickly and accurately. I don't have any problems with the customer support, which is very good at Gupshup..”

Victor Avancini

Software Engineer at a tech vendor with 11-50 employees

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“Today, Gupshup's support is essentially via email, so most of the requests we send are by email. In critical cases where we had a customer banned, we managed to schedule a call with the analyst. However, ninety-nine percent of the time requests are by email, and it takes twenty-four to forty-eight hours to get a response..”

Verified user

Consultor Técnico at a comms service provider with 11-50 employees

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“I generally raise a ticket to the customer support team.

“We got quick responses from the customer support team about the same issue and the issue was solved within five minutes or so..”

Shyam Kagitala

Admissions Officer at a university with 5,001-10,000 employees

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“The main area is the support team. Whenever there are hiccups, the support team takes a lot of time to come back with the resolution. When I face an issue with the template triggering or delivery of the campaigns, the support team will take some time or a lot of time to come back. By the time they respond, I have already figured out what exactly the cause of the problem is. The main thing the support team should do is give immediate resolution, not take a day or two or three days. That is the only thing Gupshup can improve.

“Customer support needs to improve, and there are many areas they can improve in terms of bringing resolution, troubleshooting issues, and all..”

Prajwal Shetty

CRM Manager at a computer software company with 201-500 employees

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“Since we onboarded with Gupshup specifically on the partnership side, the process has been straightforward. They assigned us a very good business development representative, Meet Nandu, who helped us onboard with Gupshup very quickly. There were many issues during the initial integration process, such as the lack of certain features via their APIs that were exposed earlier and were on the hosted WhatsApp Business API provided by Meta around three to four years ago. Meta then migrated to WhatsApp Cloud API, and Gupshup took some time to migrate to WhatsApp Cloud API; their infrastructure was not ready initially, but their engineers were prompt and completed it within several business days. They also helped us with all the things we needed. In the initial days, their template API was not very verbose and we needed many additional fields, such as what type of template it was, when it was approved, and the reasons for rejection. We went to their team and asked them for these fields and the complete template structure in the response, and they gladly implemented that. I believe that the reliability and onboarding process of their team has been a game changer for us.

The customer support might have been inconsistent in the earlier days, but with the business development representative involved in conversations, we were always able to connect with engineers and get things done as per our needs..”

Sanket Dofe

Senior Software Engineer at Wynisco

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Other Advice

“Invest early in building a resilient webhook consumer architecture on your cloud backend. If you handle delivery status reports effectively, you can build a highly powerful, self-healing message routing logic.

For any DevOps or engineering team tasked with building a scalable, omni-channel notification pipeline, especially in a region where WhatsApp dominates customer engagement, Gupshup is a highly scalable, capable, and dependable utility. I would rate this solution an 8 out of 10..”

HarshShah2

DevOps Engineer at Veefin Solutions Ltd.

[Read full review](#) 

“Gupshup is handling the service pretty well.

If you're looking for a cheap WhatsApp Business API solution for at least 500 numbers, you can choose Gupshup as their partner program is good and saves a lot compared to others. There's no need to worry about why Gupshup and not others since they and other companies are simply business solution providers and wrappers over the WhatsApp APIs managed by Meta. However, individual organizations might consider setting it up themselves if it's worth the effort in the Facebook business settings. I would rate this service an 8 out of 10..”

Sanket Dofe

Senior Software Engineer at Wynisco

[Read full review](#) 

“On a scale from one to ten, I would rate Gupshup an eight. I rate it eight because I imagine they could have improvements to get to ten. I understand ten as something that is perfect, and eight I understand as something that is very good. I really think it is very good, but I think it can still be improved.

I recommend that others who are thinking about using Gupshup consider that the ease of integration makes using Gupshup worthwhile. It is a stable platform and has good support..”

Verified user

Consultor Técnico at a comms service provider with 11-50 employees

[Read full review](#) 

“My advice to others looking into using Gupshup is to dive right in, get your hands dirty, and you will find yourself understanding why you are going to use Gupshup in your organization.

Gupshup is a pretty neat software for people who are looking for integrating a chatbot or other AI capabilities into their applications, and it is a pretty neat solution.

I found this interview to be a pretty neat kind of interview. It is really new, and I have not had any voice-assisted reviews for any products earlier, so it was really refreshing.

I would appreciate a short poem or haiku that summarizes my review. My review rating for Gupshup is nine out of ten..”

Samar Chandra

Senior Engineer at a tech vendor with 1,001-5,000 employees

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“I think there isn't anything else I appreciate about Gupshup's features.

My advice for others looking into using Gupshup is to read the documentation very carefully and try to integrate using it because it's very good.

I don't remember anything else to add about Gupshup.

I think that I just don't give a ten because everything needs to improve—there's always something to enhance. I think Gupshup is very good, but I believe that if we think about the ten, it might lead to complacency, so I give it a nine because maybe they can surprise me in the future by adding a feature that would impress me. I would appreciate a short poem or haiku that summarizes my review.

I rate this review a nine out of ten..”

Victor Avancini

Software Engineer at a tech vendor with 11-50 employees

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“We do not just use Gupshup for WhatsApp communication. We have started using it for SMS campaigns to run our SMS campaigns and something called RCX text. We started using that as well.

“I have the click-through rates for the campaigns, which determines the campaign's performance. We have got enough metrics.

“Considering 10 as the highest, I would rate Gupshup a solid eight out of 10.

“We try hard to ensure that we do not keep sensible information outside, and we always try to save it. That is how we keep our information secure.

“There is not a tool specifically being used for this. We calculate it based on the open rates and the click-through rates.

“Gupshup is stable and performs as expected.

“I would definitely recommend Gupshup. My overall rating for this review is 8 out of 10..”

Shyam Kagitala

Admissions Officer at a university with 5,001-10,000 employees

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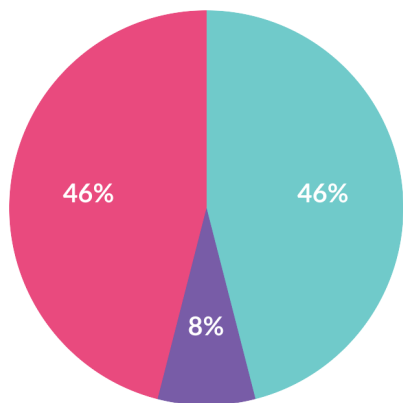
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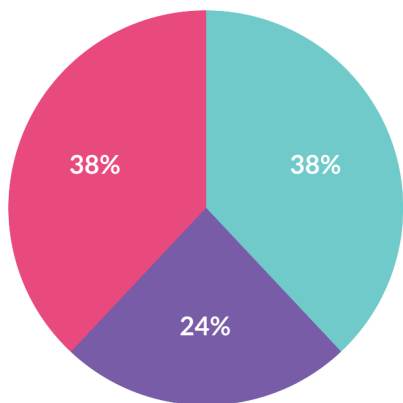


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Large Enterprise Midsize Enterprise Small Business

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The customized report will include recommendations for you based on what other people like you are using and researching.

Answer a few questions in our short wizard to get your customized report.

[Get your personalized report here](#)

About PeerSpot

PeerSpot is the leading review site for cloud, AI, and business software. We created PeerSpot to provide a trusted platform to share information about software, applications, and services. Since 2012, over 22 million people have used PeerSpot to choose the right software for their business.

PeerSpot helps tech professionals by providing:

- A list of products recommended by real users
- In-depth reviews, including pros and cons
- Specific information to help you choose the best vendor for your needs

Use PeerSpot to:

- Read and post reviews of products
- Access over 30,000 buyer's guides and comparison reports
- Request or share information about functionality, quality, and pricing

Join PeerSpot to connect with peers to help you:

- Get immediate answers to questions
- Validate vendor claims
- Exchange tips for getting the best deals with vendor

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244 5th Avenue, Suite R-230 • New York, NY 10001

reports@peerspot.com

+1 646.328.1944