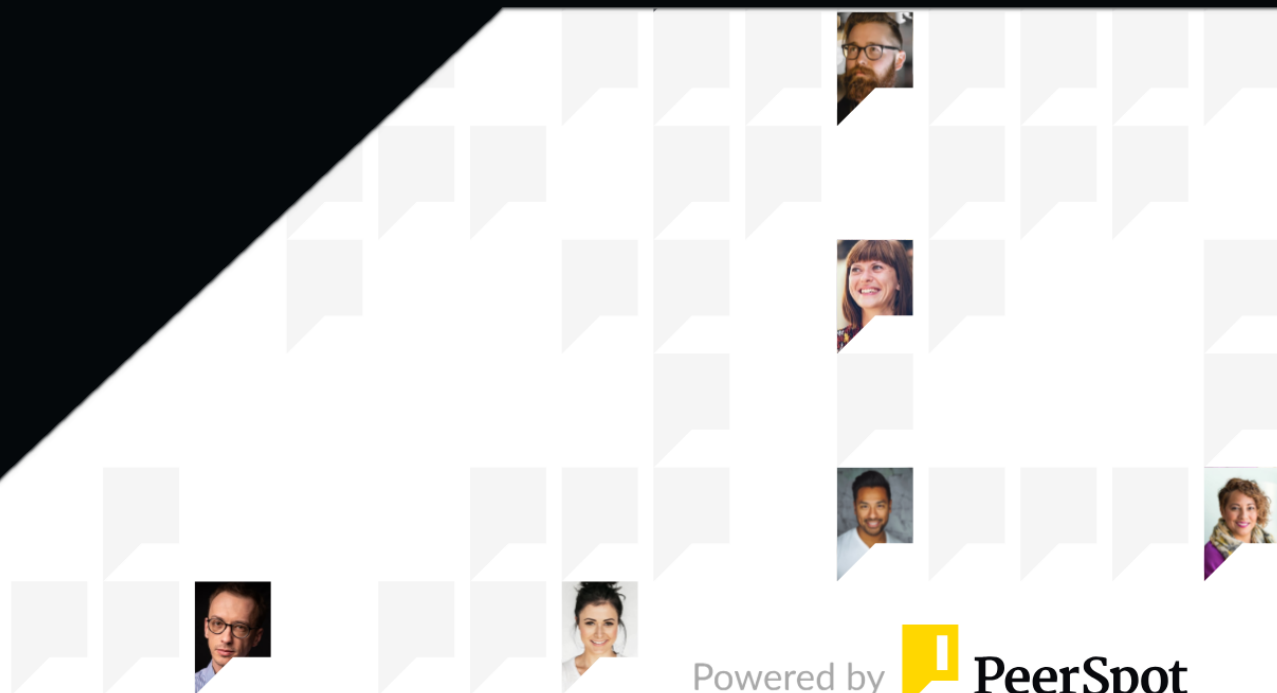


aws marketplace

OneSignal

Reviews, tips, and advice from real users



Powered by  PeerSpot

Contents

Product Recap..... 3 - 4

Valuable Features..... 5 - 12

Other Solutions Considered..... 13 - 15

ROI..... 16 - 18

Use Case..... 19 - 24

Setup..... 25

Customer Service and Support..... 26 - 27

Other Advice..... 28 - 31

Trends..... 32 - 33

About PeerSpot..... 34 - 35

Product Recap



OneSignal

OneSignal Recap

OneSignal is a leading platform for customer engagement, empowering businesses to deliver personalized notifications, messages, and in-app experiences efficiently.

With its intuitive interface, OneSignal enhances communication by enabling businesses to connect with their audience through push notifications, email, SMS messaging, and in-app messages. It supports growth by helping businesses increase engagement, retention, and monetization. Trusted by numerous brands, OneSignal offers a scalable solution for marketers and developers aiming to boost customer interaction and satisfaction.

What are the key features of OneSignal?

- **Push Notifications:** Deliver messages directly to users' devices, enhancing engagement with timely updates.
- **Email Campaigns:** Easily manage email marketing efforts to nurture customer relationships.
- **SMS Messaging:** Reach customers quickly and effectively through mobile text messaging.
- **In-App Messaging:** Engage users within the application to drive interaction and retention.
- **Segmentation and Targeting:** Personalize communication by segmenting audiences according to their behavior and preferences.

What benefits and ROI should users evaluate when considering OneSignal?

- **Increased Engagement:** Boost customer interaction with tailored messaging strategies.
- **Improved Retention:** Keep customers engaged and reduce churn with personalized communication.
- **Scalability:** Accommodate growing business needs without compromising performance.
- **Ease of Integration:** Simplify adoption with seamless integration capabilities.

OneSignal implementation thrives across industries such as e-commerce, media, and finance. E-commerce benefits from timely push notifications about sales and updates. Media companies leverage OneSignal to disseminate breaking news, while financial services use it for secure communication with clients. Each industry maximizes audience reach through tailored messaging.

Valuable Features

Excerpts from real customer reviews on PeerSpot:

- ✓ “OneSignal has positively impacted my organization by allowing us to reduce our cost of customer acquisition and increase our conversion rate from 40 to 65%.”



Lowawot Alice

Marketing Director at UPS

- ✓ “OneSignal has positively impacted my organization as it has been very easy to use, even for our marketing department, and it has increased our engagement, user engagement, increased our user retention, and increased our brand awareness from 20 to 45%.”



Steven Tombs

Key Account Manager at Wells Fargo

- ✓ “OneSignal has positively impacted my organization by increasing user engagement, increasing user retention, and increasing brand awareness by approximately 60 to 70 percent.”



Rafit Colman

Software Engineer at Medtronic



“OneSignal has positively impacted our organization by increasing our conversion rate from 27% to 40% and our retention rate from 43.4% to 55.5%, and it has been a very great tool because OneSignal has allowed us to grow the number of subscribers in a short time organically.”



Micah Gilbert

Digital Marketing Manager at Unilever



“Since we started using OneSignal, we have seen improvement in our organization, as we have been able to reduce the CAC by 40%, increase our conversion rate to 30%, maintain an average retention rate of our customers at 45.5%, and seen it being very cost-effective because it is affordable while increasing user engagement and our brand awareness.”



Fixen Gregory

Dotnet Developer at AT&T



“OneSignal is my main choice for push notifications because I believe it is the best option available.”



Palolom Kingsley

Account Manager at Samsung



“OneSignal has positively impacted my organization with increased sales attributed to it, a higher number of monthly visitors, increased customer loyalty, and it keeps users coming back, supporting customer retention.”



Patel Dhulva

Customer Service Specialist at KPMG USA

What users had to say about valuable features:

“We were trying a few solutions in the market to see which one would assist us, and this is a very useful feature. Especially, the email content and template are supposed to be managed by the product designer rather than the engineers. We want to reduce the work effort for their integration effort.

“If we adapt to it, this is definitely a very useful tool because we can save at least two to three weeks of engineer effort in designing such features, such as the automated email. It also provides the dashboard for the product owners to design the message templates. That would be super helpful..”

Claudia Bo

Product Designer at a tech services company with 1-10 employees

[Read full review](#)

“A/B testing, push notifications, and in-app messaging are the best features OneSignal offers. They are very robust, and the segmentation feature along with efficient push notifications are all great.

I appreciate the segmentation features for their efficiency in allowing us to easily target based on various criteria such as geographical area, engagement level, and specific transactions. This capability enables our business to deliver personalized messages to our audience effectively.

I also value the intuitive and user-friendly interface of OneSignal, which makes it very easy to use for non-technical users, and technical users find it very easy to navigate, making the learning curve very smooth.

OneSignal has positively impacted our organization by increasing user engagement, increasing user retention, and increasing our brand awareness..”

Christopher Milner

Data Analyst at United Home Health and Behavioral Services

[Read full review](#) 

The best feature OneSignal offers is the Journey feature, which is the most powerful function.

What makes the Journey feature so powerful for me is that it includes both automation and customization. It can be the automated campaign for a certain user scenario, so if I imagine something, I can make it happen as automatically set campaigns with the Journey feature.

“OneSignal has positively impacted my organization as it was the very first CRM messaging SaaS in our company, making it really easy to implement.

“I can share specific outcomes from using OneSignal. I first used it from the very beginning of the establishment of the CRM messaging system itself, and all those results were our first step, which improved significant results through certain CRM activity. .”

Verified user

Growth Marketer at a computer software company with 51-200 employees

[Read full review](#) 

“OneSignal has positively impacted my organization by allowing us to reduce our cost of customer acquisition and increase our conversion rate from 40 to 65%. We have also increased our conversion rate to 30%. Additionally, OneSignal has allowed us to grow our number of subscribers organically, driving more website traffic and increasing sales engagement and campaigns from 50% to 65%.

“Since we are able to send more push notifications to our subscribers on their preferred device, we can reach out to them and they can see what we offer as services, enabling them to subscribe to our platform. This allows us to drive more website traffic, increase sales, enhance sales engagement, and drive more productivity.

“OneSignal offers the best features, including sending instant notifications without delay, providing all necessary features for testing, being highly cost-effective, handling huge volume efficiently, and providing great customer support..”

Lowawot Alice

Marketing Director at UPS

[Read full review](#) 

“In my opinion, the best features that OneSignal offers include the ability to send instant notifications without any delay, providing all necessary features for testing, being a highly cost-effective alternative, being a great system to handle huge volumes, and having great customer support.

“OneSignal has been high uptime, reliability, and high performance always, so I have never had issues with scale or performance.

“OneSignal can send push notifications to all major browsers and devices, and it is very easy to set up and integrate with third-party services. Overall, this tool has helped us reduce our cost of customer acquisition and increased our conversion rate using it.

“OneSignal has positively impacted our organization by increasing our conversion rate from 27% to 40% and our retention rate from 43.4% to 55.5%, and it has been a very great tool because OneSignal has allowed us to grow the number of subscribers in a short time organically.

“The workflow in OneSignal helped boost those conversion and retention rates..”

Micah Gilbert

Digital Marketing Manager at Unilever

[Read full review](#) 

“The best features OneSignal offers are push notifications, automations, and push campaigns, as it can send push notifications to all major browsers and devices. It is very fast and lightning-quick. It is very easy to set up and integrate with other third-party tools. It has a rich API for in-app messaging.

“The automation and API features of OneSignal have helped my team, as it has REST API endpoints to support any technical stack integration, making it easy to streamline workflows.

“There is also an intuitive user interface, in-app messaging, and segmentation in OneSignal. The capability enables businesses to deliver personalized messages to their audience effectively through the segmentation feature, and the in-app messaging enhances user engagement by providing visually appealing and interactive content within the mobile experience.

“OneSignal has positively impacted my organization as it has been very easy to use, even for our marketing department. They find it very easy to use, and it has increased our engagement, user engagement, increased our user retention, and increased our brand awareness from 20 to 45%..”

Steven Tombs

Key Account Manager at Wells Fargo

[Read full review](#) 

Other Solutions Considered

Before choosing OneSignal, I wanted to adopt Braze first because at that time, that was the only tool that I knew. However, our superior, who was the decision-maker, decided to adopt OneSignal instead, so I had no other choice.

Verified user

Growth Marketer at a computer software company with 51-200 employees

[Read full review](#) 

“I previously used CleverTap, and the reason why I switched from CleverTap to OneSignal is because OneSignal comes with a free plan and easy integration, unlike CleverTap which has a starting price of \$200 per month, which is quite expensive, and a difficult integration process..”

Fixen Gregory

Dotnet Developer at AT&T

[Read full review](#) 

“Our engineering team was trying to directly use AWS SNS service to build a solution by themselves.

“As I mentioned, AWS SNS was the previous solution we considered..”

Claudia Bo

[Read full review](#) 

Product Designer at a tech services company with 1-10 employees

“I previously used a different solution called CleverTap.

“I decided to switch from CleverTap to OneSignal because OneSignal has the most engaging and responsive customer support. It is very easy to use for both us and our clients..”

Palolom Kingsley

[Read full review](#) 

Account Manager at Samsung

“Before choosing OneSignal, I evaluated other options such as CleverTap. We switched from Twilio and CleverTap because OneSignal comes with a free plan and easy integration, unlike CleverTap, which has a starting price of \$200 per month and a difficult integration process. We selected OneSignal instead of CleverTap or Twilio..”

Lowawot Alice

Marketing Director at UPS

[Read full review](#) 

ROI

Real user quotes about their ROI:

“I have seen a return on investment as we have seen direct purchase conversions on new offers, and it does a great job of driving traffic to off-site locations such as YouTube and Instagram for new videos..”

Steven Tombs

Key Account Manager at Wells Fargo

[Read full review](#) 

“With in-app messaging, we can achieve a return on investment, particularly when making sales for a limited time, and the combination of these three examples can improve retention and provide a great ROI..”

PatelDhulva

Customer Service Specialist at KPMG USA

[Read full review](#) 

“I have seen a return on investment with OneSignal, as it has allowed us to grow our number of subscribers organically in a very short time. We are able to send our news and offers instantly to our clients and subscribers, which drives more traffic to our website and increases our sales engagement and sales campaigns..”

Lowawot Alice

Marketing Director at UPS

[Read full review](#) 

“Since we started using OneSignal, we have seen improvement in our organization, as we have been able to reduce the CAC by 40%, increase our conversion rate to 30%, maintain an average retention rate of our customers at 45.5%, and seen it being very cost-effective because it is affordable while increasing user engagement and our brand awareness..”

Fixen Gregory

Dotnet Developer at AT&T

[Read full review](#) 

“We have seen a return on investment.

“I can share that we have seen direct purchase conversions on new offers. It does an excellent job of driving traffic to off-site locations such as YouTube for new videos..”

Palolom Kingsley

Account Manager at Samsung

[Read full review](#) 

“I have seen a return on investment with OneSignal being highly cost-effective for our overall marketing, as it has reduced our cost of customer acquisition and increased our conversion rate.

“OneSignal has reduced the customer acquisition cost by 40 percent and increased the conversion rate to 27 percent. We now have an average customer retention rate of 50 percent..”

Rafit Colman

Software Engineer at Medtronic

[Read full review](#) 

Use Case

“We needed to send push notifications to our mobile applications, and OneSignal is a wonderful solution for that. After our initial demonstration and integrations, we realized we could use it for much more, so we started using it for in-app messaging functions, as well as doing some A/B testing on user communications.

We needed a robust system to send multiple notifications at a time, and we use OneSignal on a daily basis to send over 40 push notifications a day and 365 days a year without any issues and cater to all countries around the globe in all major languages..”

Christopher Milner

Data Analyst at United Home Health and Behavioral Services

[Read full review](#) 

“My main use case for OneSignal is for our mobile apps department, and it is a solution to manage our push notifications. Our application is developer-friendly, and many actions are provided by APIs through SDK, plus it provides a free service for a reasonable limit. OneSignal is able to handle multiple platforms, including iOS, which we know is complicated to set up APNS, and many more.

“We also use OneSignal across our organization for push notifications on our website and mobile apps. For many years, we have used OneSignal to manage our push automations and push campaigns. I am very happy with the platform, how it works, and their pricing model is fair. Currently, we have around 250,000 push subscribers, and our campaigns perform great with OneSignal..”

Steven Tombs

Key Account Manager at Wells Fargo

[Read full review](#) 

“I have been using OneSignal for the past eight years, even in my previous roles.

“OneSignal is one of the best customer engagement platforms that enables developers, marketers, and product teams to engage and retain customers through email, mobile push, web push, SMS, in-app messages, and endless other channels via webhooks. I typically use it for my day-to-day work to empower cross-channel communication via transactional and marketing messages.

“OneSignal is a wonderful solution for that; after our initial demonstration and integrations, we realized we could use it for much more, so we started using it for their in-app messaging functions, as well as doing some A/B testing on user communication..”

Micah Gilbert

Digital Marketing Manager at Unilever

[Read full review](#) 

My main use case for OneSignal is in-app messaging and push notifications in our app.

A specific example of how I use in-app messages or push notifications with OneSignal involves the Journey feature, where I create certain campaign scenarios and set them up as CRM message campaigns.

“A typical example of those campaigns would be onboarding, where if a user signs up but does not complete a key action, I can wait for a certain period and send a push notification. If they still do not engage, I can follow up with another message or a different channel.

“I also used OneSignal for a retention use case, which involves segmentation of users who visit our website but do not take any specific action there. I then target those cohorts and send reminder in-app messages or in-web browser messages if they return. .”

Verified user

[Read full review](#) 

Growth Marketer at a computer software company with 51-200 employees

“My team has been using OneSignal as a trial a few months ago.

“We are trying OneSignal because we have some education programs with one of our partners, so we were thinking about maintaining a mail list. When we have new content created, we automatically send information to them. That's where we were trying to explore such products in the market, and this is when we met OneSignal.

“Whenever we create something, we build a notification pipeline, and for a registered email list, we can send the message to them.

“I tried the email list features of OneSignal; that was the thing that attracted us.

“We were trying to trigger the automated message to the user's email by some integration with OneSignal. For example, in our education campaign, when the user submits a survey after they finish a course, we would expect that some message would automatically be triggered and sent to their email..”

Claudia Bo

Product Designer at a tech services company with 1-10 employees

[Read full review](#) 

“OneSignal is a future-ready and enlightening, fast push notification service that we use to send push notifications to our subscribers on their devices. It can instantly send push notifications with text and images to more than 30 different platforms, including web browsers and smartphones. I appreciate it because it offers a plugin for WordPress to quickly collect new subscribers. OneSignal is a SaaS platform that can be easily integrated with HubSpot and Shopify. It can be integrated with Twilio too for SMS and MMS messaging. It can also send notifications to subscribers on Mailchimp, SendGrid, or Mailgun. Overall, it is a very powerful message delivery system that is ready for the future.

“OneSignal is developer-friendly, with many options provided from API/SDK, and it provides free services for a reasonable limit. I value it because it can handle multiple platforms, including iOS, which is known to be complicated to set up APNS and many others.

“OneSignal has always been reliable and fast while sending to a large audience base. It can send push notifications to all major browsers and devices, making it more reliable and lightning fast. It is very easy to set up and integrate with third-party services. It has a rich API for in-app messaging and offers a free plan for messaging up to 10,000 subscribers.

“We use AWS as the cloud provider for our hybrid deployment.

“OneSignal did not receive a perfect 10 because we have been using it for many years and are very happy with it. I would recommend it to anyone who wants to build their push subscriber channel. It is a great tool..”

Lowawot Alice

Marketing Director at UPS

[Read full review](#) 

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.

“My experience with pricing, setup cost, and licensing shows that the cost is very effective compared to other mediums, with straightforward and easy setup..”

PatelDhulva

Customer Service Specialist at KPMG USA

[Read full review](#) 

“Based on my experience, the pricing, setup cost, and licensing are very effective. Setting it up is straightforward and easy, especially due to the intuitive user interface, which is easy to customize and navigate for new users..”

Palolom Kingsley

Account Manager at Samsung

[Read full review](#) 

Customer Service and Support

“OneSignal's customer support is among the best. They are lightning-fast to respond to our queries and are solution-oriented, quick to reach anytime, 24/7..”

Lowawot Alice

Marketing Director at UPS

[Read full review](#) 

“I have dealt with OneSignal's customer support on four to five instances over the years, and my issues were always resolved within a matter of a few business days, so they were great and responsive..”

Steven Tombs

Key Account Manager at Wells Fargo

[Read full review](#) 

“The customer support has been very responsive, proactive, and solution-oriented. OneSignal's customer support has been great and unparalleled, and I would rate it a nine out of ten..”

Fixen Gregory

Dotnet Developer at AT&T

[Read full review](#) 

When I used OneSignal in my country, South Korea, there was no localized customer service, so I had to communicate in English. Fortunately, I can speak English, so it was no problem, but if there were no one who could speak English, that could have been trouble. That was a few years ago, and I am sure that OneSignal currently has some localized customer support systems or teams in South Korea.

Verified user

[Read full review](#) 

Growth Marketer at a computer software company with 51-200 employees

“Their customer support has been excellent, as they are able to assist with any problem that arises and respond in a very timely manner.

“I would rate the customer support a nine out of ten..”

Palolom Kingsley

[Read full review](#) 

Account Manager at Samsung

Other Advice

“If your organization does not have a quick solution for managing a mail list or push notifications, this service is definitely worth a try. It can save you engineering effort. I would rate this product a seven out of ten..”

Claudia Bo

Product Designer at a tech services company with 1-10 employees

[Read full review](#) 

“OneSignal has been an all-around better platform for our needs.

I believe OneSignal is the best option when it comes to push notifications. Their platform is top-notch for push notifications, their pricing model is fair, and their customer support is great. We have been using it for quite many years and are very happy, and I would recommend it to anyone who wants to build their push subscriber channel..”

Christopher Milner

Data Analyst at United Home Health and Behavioral Services

[Read full review](#) 

“My advice to others looking into using OneSignal is that it is one of the best options when it comes to push notifications. The platform is top-notch for push notifications, the pricing model is fair, and the customer support is unparalleled.

“We have seen direct purchases and conversion on new offers since we started using OneSignal, and it does a great job of driving traffic to off-site locations, such as YouTube as for new videos. We are very satisfied with this tool, as it has improved our sales and marketing strategies. I rate OneSignal a 9 out of 10..”

Lowawot Alice

Marketing Director at UPS

[Read full review](#) 

My advice for others looking into using OneSignal is to recommend it to mobile-first companies, SaaS businesses, or e-commerce companies that want to improve activations, retention, and engagement through push, in-app messages, emails, or SMS, as it can be serviced by itself. It is especially suited for companies that want to launch quickly without building their own messaging infrastructure.

OneSignal is a great tool that is really easy to adopt, and I especially recommend it for the beginning of a business.

“OneSignal is deployed in my organization on our private servers. I rate this product a 9 out of 10. .”

Verified user

Growth Marketer at a computer software company with 51-200 employees

[Read full review](#) 

“I rate OneSignal nine out of ten.

“I gave it a nine because I believe OneSignal is the best option when it comes to push notifications; their platform is top-notch for push notifications, their pricing model is fair, and their customer support is great, which holds it back from a 10.

“My advice to others looking into using OneSignal is to highly recommend it because OneSignal is good when you need a one-stop solution for push notifications on your multiple platform apps.

“OneSignal should be reliable for data privacy.

“OneSignal is deployed in my organization on a public cloud and hybrid cloud.

“I gave this review a rating of 9 out of 10..”

Micah Gilbert

Digital Marketing Manager at Unilever

[Read full review](#) 

“My advice to others looking into using OneSignal is that it is a free push notification service that has great customer support and is very cost-effective. It values your money, so it is a great value for money and an added advantage, especially for the marketing department.

“OneSignal is good when you need a one-stop solution for push notifications on your multiple platform apps. If you are developing your apps in Android, iOS, web, web view, and your back-end infrastructure that has push notifications for each app, it would be so complicated. OneSignal is the best solution. You just need to configure your apps and your settings from Firebase or APNS, and you are already ready to go.

“I switched from Mailchimp and [ActiveCampaign](#) to OneSignal because it is a great tool. It is very cost-effective, easy to use, and has great customer support.

“OneSignal is deployed in my organization as a hybrid solution. For our hybrid deployment, we use [AWS](#) as the cloud provider. I purchased OneSignal through the

[AWS Marketplace.](#)

“OneSignal helps us to keep our content engaging, which is a great way to build an organic audience in a world that relies on social media traffic to fuel web traffic, hence increasing our sales, engagement, and marketing. I can tell you that we measured the increase in conversion rate through the customers coming back after they receive our services, and that is how we gauge the retention rate.

“I give this product a rating of 9 out of 10..”

Steven Tombs

Key Account Manager at Wells Fargo

[Read full review](#) 

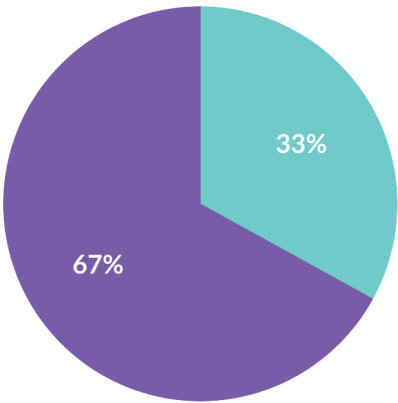
Top Industries

by visitors reading reviews

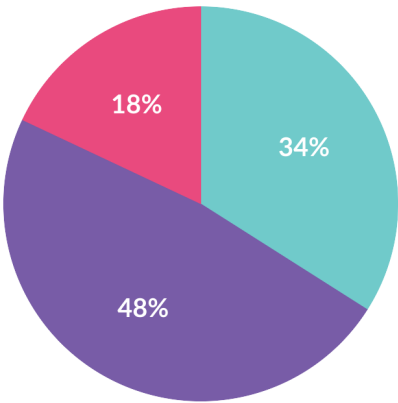


Company Size

by reviewers



by visitors reading reviews



 Large Enterprise  Midsize Enterprise  Small Business

About this buyer's guide

Thanks for downloading this PeerSpot report.

The summaries, overviews and recaps in this report are all based on real user feedback and reviews collected by PeerSpot's team. Every reviewer on PeerSpot has been authenticated with our triple authentication process. This is done to ensure that every review provided is an unbiased review from a real user.

Get a custom version of this report... Personalized for you!

Please note that this is a generic report based on reviews and opinions from the collective PeerSpot community. We offer a [customized report](#) of solutions recommended for you based on:

- Your industry
- Company size
- Which solutions you're already considering

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

Visit PeerSpot: www.peerspot.com

PeerSpot

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

reports@peerspot.com

+1 646.328.1944