

Pushwoosh subscription overview

GET FULL CONTROL OVER YOUR COSTS

PAY-AS-YOU-GO:

\$ **0** /mo

WHAT'S INCLUDED?

- ✓ All platform features
- ✓ Unlimited push sends
- ✓ Unlimited in-app impressions
- ✓ 1,000 users
- ✓ 1,000 emails after KYC
- ✓ 20 seats
- ✓ 10 projects

NEED MORE?

Grow safely and pay only for what you're using. Find additional volume price below or contact us for volume-based discounts on a custom plan.

Unique users in database

\$ **3** per 1,000 users /mo

Charges apply to unique users in your database — one per person, regardless of devices or channels.

[Contact us if you prefer billing based on Monthly Active Users \(MAU\) →](#)

In-apps

Unlimited in-app impressions

Engage users with in-app messages and banners. In-app impressions included in subscription.

Emails

\$ **1** per 1,000 emails /mo

Pay only for emails sent. We do not charge for email contacts stored.

WhatsApp

Based on Meta pricing

Best market price — no margin on top of Meta's price per conversation

SMS

Depends on the region

[Contact us to estimate SMS channel price →](#)

Projects

\$ **10** per 1 extra project /mo

One project may include mobile / web notifications, emails, in-apps, SMS, WhatsApp.

User seats

\$ **20** per 1 extra seat /mo

Number of users (team members) who can access your workspace.

Reaching a bigger audience?

WE'VE GOT A CUSTOM PLAN FOR YOU



Volume-based discounts



Custom billing terms and cycle



Personal onboarding program and Scope of Work document



24/7 priority support and a dedicated manager



Service Level Agreement and guaranteed uptime



Legal commitments: MSA, Commercial agreement and DPA



Dedicated private cloud and Single sign-on (SSO)



Ultra high-speed push delivery option

Let's discuss your needs

CONTACT US

INCLUDED FEATURES

Available for all channels

	SUBSCRIPTION	CUSTOM PLAN
Customer journey builder Launch omni- or multi-channel campaigns based on user behavior, segments, API requests, or a mix. Scheduled launch and frequency capping are included.	✓	✓
Number of concurrent campaigns	UNLIMITED	
Scheduled launch Enable the schedule and the journey will relaunch automatically taking new users who meet the segment conditions.	✓	✓
Trigger-based launch (upon user action) Send communications based on the user actions.	✓	✓
API-based launch Launch the campaign over the API for a segment of users when a target event happens on your backend.	✓	✓
Real-time statistics Monitor your overall performance, tracking key messaging metrics and conversion goals reached at each step of the journey campaign.	✓	✓
A/B/n flow-tests Test content, timing, channels and more — we will define the winner flow based on the conversion goal once statistical significance is reached.	✓	✓
Global and custom frequency capping Limit the number of communications sent to the same user across all campaigns.	✓	✓
Campaign flow branching Split the campaign flow based on user segment, events, message behavior, or reachable channel.	✓	✓
Dynamic waiting periods Advance users to the next step of the campaign based on specified time, date, or action they have performed.	✓	✓
Webhooks Connect external services via API or stream user data and events to your analytics system in real-time.	✓	✓
Real time update of user data Dynamically update user attributes in the database based on the campaigns results, no coding required.	✓	✓
Multi-language content Be personal. Deliver messages in your audience's preferred language for effective communication.	✓	✓
Dynamic content personalization Personalize content on-the-fly as your users progress in the campaign with Dynamic placeholders or Liquid templates.	✓	✓
Silent hours Set up silent hours for each channel separately to avoid disturbing users at night or on holidays.	✓	✓
Message statistics Track CTR, conversions, revenue, user retention and more.	✓	✓

Push notifications

SUBSCRIPTION

CUSTOM PLAN

Monthly allowance

We do not charge for the number of push notifications sent.

UNLIMITED

Single push across mobile platforms and browsers

No need to send to each platform separately. Supported platforms: iOS, Android, Huawei, Xiaomi, Amazon, Chrome & Chromium, Firefox, Safari, Microsoft Edge.



Optimal time to send

Send push notifications when your users are more likely to engage — we calculate best time to deliver based on user actions.



Ultra high-speed push delivery

Minimal latency when broadcasting to big audiences — we know how.



Message inbox

Reach users who have disabled push notifications with application message inbox.



Custom notification sound

Get your audience attention with catching sound of your notifications.



Media content

Send images, GIFs or even short spoiler videos to the device homescreen.



Buttons

Interact with your audience right from the push notification.



Deep links & web-links

Open a specific app section or web-page when users tap on a push message.



API access



AI content composer

Instantly generate engaging, high-quality content for your push notifications or in-apps.



Custom data

Update app design, personalize experience and run experiments right from Pushwoosh — no need to re-publish the app in the store.



Sending to all user devices

Deliver messages to all user devices if at least one matches the required condition.



In-app banners

SUBSCRIPTION

CUSTOM PLAN

Monthly allowance

We do not charge for the number of in-app impressions.

UNLIMITED

Drag-and-drop no-code builder

Create in-apps effortlessly from scratch with our user-friendly drag-and-drop builder — enjoy no-code design experience.



Trigger-based launch (upon user action)

Display in-app messages in response to user behavior, creating personalized in-app experiences that deliver results.



Interactive media content

Deliver engaging and visually appealing in-app messages using versatile rich media formats such as images, videos, and carousels.



Emails

SUBSCRIPTION

CUSTOM PLAN

Email contacts

We do not charge for email contacts stored.

UNLIMITED

Drag-and-drop builder

Create emails effortlessly from scratch using our user-friendly drag-and-drop builder — enjoy the no-code design experience.



HTML builder

Upload existing email templates or create them in the html editor and enjoy the real-time preview.



Conditional templates

Use Liquid Syntax in the email templates to manage content permutations based on the user data.



API access

Efficiently send and manage personalized emails using Liquid templates with our comprehensive API access.



SMS

SUBSCRIPTION

CUSTOM PLAN

Content management

Create and SMS content effortlessly from scratch.



API access

Efficiently send and manage personalized SMS using Liquid templates with our comprehensive API access.



[Contact us to complete verification and enable SMS →](#)

WhatsApp

SUBSCRIPTION

CUSTOM PLAN

Content management

Create and WhatsApp content effortlessly from scratch.



API access



Analytics

	SUBSCRIPTION	CUSTOM PLAN
Detailed message and campaign statistics Track results for each message you are sending.	✓	✓
Custom and pre-made dashboards Organize reporting based on your target metrics or user actions, choose a convenient view, build dashboards for different teams, export the data in CSV or PDF.	✓	✓
Retention reports Get instant insights about your app retention and see how your campaigns improve your metrics.	✓	✓
Real-time data streaming Stream user/device identifiers, tags & events to your datalake or BI system in real-time.	✓	✓
RFM analytics Build user cohorts from Champions to Loyal or Churning based on the Recency and Frequency of the target action.	✓	✓
Statistics API Feed data to your BI tools or datalakes with Pushwoosh detailed statistics APIs.	✓	✓
Transactional message statistics Use /getMessageLog API to track detailed statistics for promo or transactional messages.	✓	✓
Statistics export PDF or CSV — you choose the format.	✓	✓

Audience

	SUBSCRIPTION	CUSTOM PLAN
User attributes (tags) Data associated with the user and stored in Pushwoosh database, e.g. language, favourites, etc.	UNLIMITED	
Event tracking (user actions) Tracked user actions — use them for triggered communications, segmentation or analytics.	✓	✓
Events history Choose the events you would like to store and the retention period for them.		365 days by default, extended upon request
Segment builder Create precise segments based on user attributes, actions or a combination of both. Use segment groups to include or exclude certain audiences.	✓	✓
Import & export of segments Upload and download segments and save data about events, user properties, email addresses, and more using convenient CSV files.	✓	✓
Location-based segmentation Engage your audience and send promo offers for specific cities and countries based on the data users indicated in their profiles.	✓	✓
User segments Create precise segments based on user attributes, actions or a combination of both. Use segment groups to include or exclude certain audiences.	UNLIMITED	
API access Seamlessly access API capabilities for creating, reading, updating, and deleting user properties, events, and segments.	✓	✓

Operations	SUBSCRIPTION	CUSTOM PLAN
Team access management Invite sub-users and configure project roles and permissions with ease.	✓	✓
Two-factor authentication Your account security is fortified with two-factor authentication, providing an extra layer of safeguard for user verification.	✓	✓
Single sign-on (SSO)	✗	✓
Dedicated private cloud	✗	✓
SDKs ready for implementation Supported platforms: Adobe AIR, Cordova, Flutter, PhoneGap Build, Trigger.io, Unity, Xamarin, Appcelerator Titanium, Corona, Outsystems, React Native, Unreal Engine, and Wordpress	✓	✓
Integrated third-party services Combine powers of multiple 3rd party services (Amplitude, Google Analytics, Mixpanel, Adjust, Twilio, Apphud, mParticle, and more) to enhance your marketing strategies. See all list →	✓	✓
GDPR compliance Rest assured, Pushwoosh guarantees full compliance with the European General Data Protection Regulation (GDPR).	✓	✓
Data safety The infrastructure, operation and customer support of our data centers are fully in line with the standard ISO 27001.	✓	✓
Backup storage Rest assured, your data is securely stored with us, ensuring its safety and integrity.	✓	✓

Service & support	SUBSCRIPTION	CUSTOM PLAN
Payment method	Credit card / PayPal	Invoicing / Credit card
Billing cycle	Monthly	Annually, biannually, quarterly
Custom contract	✗	✓
Custom price	✗	✓
Ongoing support	24/7 email support	24/7 priority support with a dedicated manager
Personal onboarding program and integration plan	✗	✓
Personal account manager	✗	✓
Service-level agreement	✗	✓
Legal	Public terms of service	MSA, Commercial agreement and Optional DPA



WE DELIVER.
RIGHT ON TIME.

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[sign up →](#)