

Pushwoosh **subscription pricing**

Your monthly expenses seamlessly adapt to subscriber and data growth. To get an estimate of the cost, consult the quick pricing reference, keeping in mind that the actual payment is calculated per unit.

STARTING AT

\$49 /month

✓ Statistically significant
A/B/n testing flows

✓ Real-time analytics & custom
dashboards

✓ Omnichannel campaigns: push
notifications, in-apps, emails,
SMS, and WhatsApp

✓ Segmentation and dynamic
flow branching based on user
behavior & attributes

✓ API access & Integrations with
3rd-party services

✓ AI composer for push, email &
in-app message content

✓ Personalized & localized
content

✓ Email & in-app message
builders

AUDIENCE

Store subscribers for messaging, analytics, and segmentation. Costs vary with stored device tokens.

MONTHLY PAYMENT

\$49 basic subscription + **\$3** per 1,000 stored subscribers

START WITH

1,000 subscribers for free

USER DATA

Charges apply for storing data points (each user property and tracked event). With events retained for 1 month (expandable upon request). Storage of default data embedded in the SDK is complimentary.

MONTHLY PAYMENT

\$1 per 1,000,000 stored data points

START WITH

1,000,000 data points for free

IN-APPS

Charges are incurred for impressions in your in-app messaging.

MONTHLY PAYMENT

\$1 per 2,000 impressions

FREE MONTHLY ALLOWANCE

2,000 impressions

EMAILS

Billing is based on the number of emails sent through our platform (1 subscriber = 1 sent email).

MONTHLY PAYMENT

\$1 per 1,000 sent emails

FREE MONTHLY ALLOWANCE

100 emails

USER SEATS

Subscription includes seats for the account owner and an additional user, e.g., for project configuration.

MONTHLY PAYMENT

\$20 per 1 seat

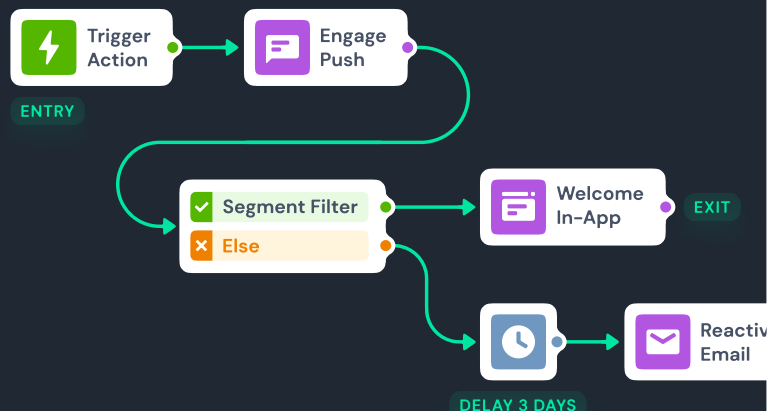
INCLUDED ON BASIC SUBSCRIPTION

2 seats (owner + sub-user)

KEY FEATURES

Automation

Create personalized omnichannel campaigns seamlessly across push notifications, in-apps, emails, SMS, and WhatsApp messages.



Customer journey builder

Craft dynamic campaigns with the drag-and-drop editor, featuring personalized messaging, behavior triggers, and intricate sequences.



Adaptable launch strategies

Launch campaigns based on user behavior, segments, API requests, or a mix. Scheduled launch and frequency capping are included.



A/B/n testing and experiments

Explore various communication options, identify the most effective one based on statistical significance and keep using it in the campaign.



Real-time statistics

Monitor your overall performance, tracking key messaging metrics and conversion goals reached at each step of the journey.



Adaptive user-centric content

As users progress on their journeys, customize your content with their properties, event attributes, and Liquid templates.



API integration with webhooks

Link campaign events to external services via API or use custom communication (e.g., WhatsApp messages) through webhooks.



Silent hours for messaging

Schedule silent hours to avoid disturbing users, with customizable settings for each channel.



Sending to all user devices

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



Split flows by dynamic attributes

Branch user journeys by segment, trigger event, message behavior, or reachable channel.



Real time updating user attribute

Modify user properties manually or based on event attributes within the campaign.



Adaptive user waiting periods

Advance users to the next step of the journey based on specified time, date, or event attribute values.



Global frequency capping

Prevent overwhelming your customers with excessive push notifications in a short period using our global frequency capping feature.

KEY FEATURES

Push notifications

Boost user retention with impactful push notifications, delivering timely and captivating messages to elevate product engagement.



One-click push on all platforms

iOS, Android, Huawei, Xiaomi, Amazon, Chrome & Chromium, Firefox, Safari, Microsoft Edge.



Multi-language content

Deliver messages in your audience's preferred language for effective communication.



Optimal time to send

Maximize engagement with smart notification delivery aligned with user habits or schedule it manually based on user timezones.



Message inbox

Rest assured your messages will be read, even if swiped off from the Notification Center. Secure access to your offers from the app.



Dynamic personalized content

Craft personalized, user-centric content using dynamic adjustments based on user properties and behavior attributes.



AI content composer

Instantly generate engaging, high-quality copy for your pushes on any topic. Simply enter your keywords.



Custom notifications

Personalize your pushes with unique sound, diverse media for platforms, and configurable buttons.



Deep links

Open a specific app section when users tap on a push message.



API access

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



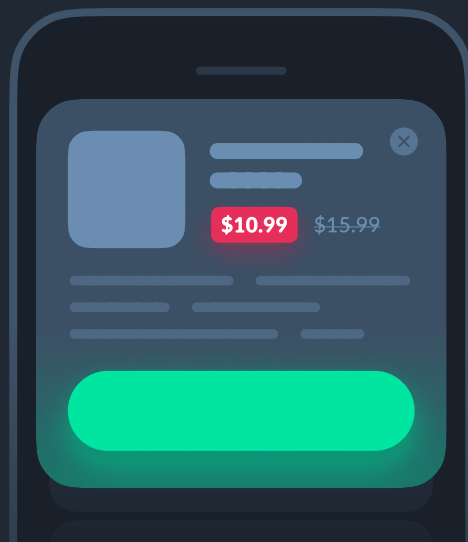
Message statistics

Track CTR, conversions, revenue, and subscribers retention.

KEY FEATURES

In-app messages

Communicate directly based on user actions for personalized engagement, establishing a direct and contextually relevant connection with your users.



Drag-and-drop no-code builder

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

Behavior-based launch

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

Dynamic personalized content

Craft personalized, user-centric content using dynamic adjustments based on user properties and behavior attributes.

AI content composer

Instantly generate engaging, high-quality copy for your in-apps on any topic. Simply enter your keywords.

Rich media formats

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

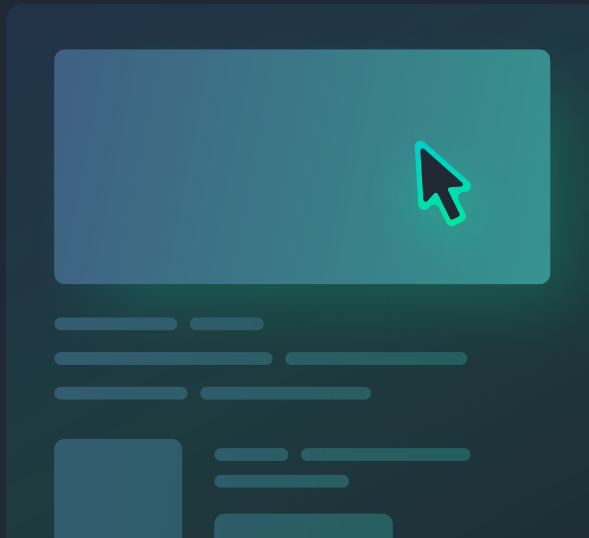
Multi-language content

Deliver messages in your audience's preferred language for effective communication.

KEY FEATURES

Emails

Craft engaging emails that resonate by utilizing extended formats such as HTML and multimedia content.



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

Gain complete control of your email design to achieve enhanced customization while ensuring your email content remains future-proof.

Dynamic personalized content

Craft personalized, user-centric content using dynamic adjustments based on user properties and behavior attributes.

AI content composer

Instantly generate engaging, high-quality copy for your emails on any topic. Simply enter your keywords.

Multi-language content

Deliver messages in your audience's preferred language for effective communication.

Message scheduling

Effortlessly plan your mailings in advance for the most effective timing and delivery.

API access

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

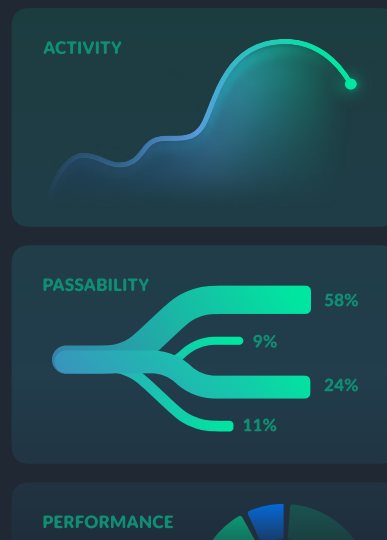
Message statistics

Track CTR, conversions, revenue, and subscribers retention.

KEY FEATURES

Audience & analytics

Collect user-triggered events and properties for personalized messaging and behavior-based campaigns. Track key metrics to optimize performance.



Segment builder

Create complex segments with any conditions, condition groups, including event-based and user-property conditions.

RFM segmentation

Enhance targeting with Recency, Frequency, and Monetary value segmentation for personalized campaigns.

Statistics dashboards

Access project overview stats, track events, message rates, and key app metrics. Customize dashboards for your specific analytics needs.

User properties & Event tracking

Store user properties and track events to enhance user segmentation and personalized messaging.

Location-based segmentation

Engage your audience and send promo offers for specific cities and countries based on the data users indicated in their profiles.

API access

Seamlessly access API capabilities for creating, reading, updating, and deleting subscriber properties, events, and segments.

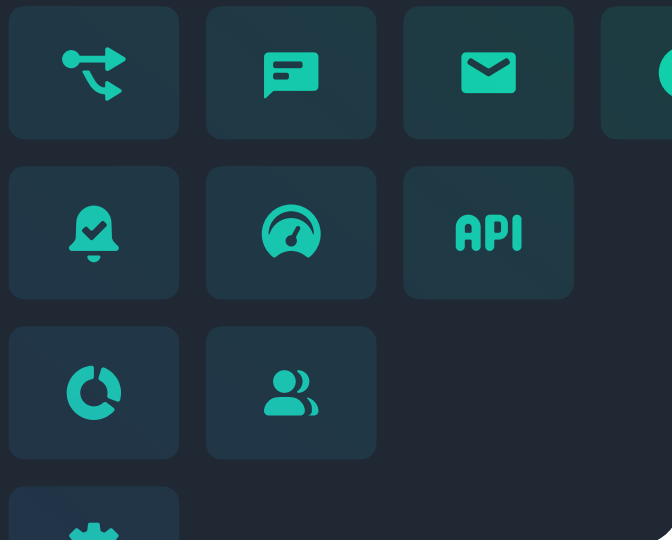
Import & export

Upload and download segments and save data about events, user properties, subscribers, and more using convenient CSV files.

KEY FEATURES

Platform

Integrate our platform effortlessly into your app or website. Be confident in reliability, scalability, and flexibility.



SDK for all platforms

Adobe AIR, Cordova, Flutter, PhoneGap Build, Trigger.io, Unity, Xamarin, Appcelerator Titanium, Corona, Outsystems, React Native, Unreal Engine, and Wordpress

GDPR compliance assurance

Rest assured, Pushwoosh guarantees full compliance with the European General Data Protection Regulation (GDPR).

Team access

Effortlessly invite sub-users, and configure project roles and permissions with ease.

Data safety

The infrastructure, operation and customer support of our data centers are fully in line with the standard ISO 27001.

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.

Multiple projects management

Distinct between your multiple projects and apps and prevent campaign overlapping.

Two-factor authentication

Your account security is fortified with two-factor authentication, providing an extra layer of safeguard for user verification.

Backup storage

Rest assured, your data is securely stored with us, ensuring its safety and integrity.

Reaching a bigger audience? We've got a plan for you!

Explore our custom offer designed to support your scalable growth. Pay a fair price for effective performance, dedicated support, and extra options, aligned with your distinct business goals.

Custom offer

- ✓ Personal onboarding program & service-level agreement
- ✓ Legal documents: MSA, Commercial agreement and Optional DPA
- ✓ Dedicated private cloud
- ✓ 24/7 priority support with a dedicated manager
- ✓ Custom contract & overage limits
- ✓ Single sign-on (SSO)
- ✓ Ultra high-speed push delivery option
- ✓ Payment by invoice & custom billing cycle

LET'S DISCUSS YOUR NEEDS

[CONTACT SALES](#)

BUSINESSES OF ALL SIZES RELY ON US

