

aws marketplace

Gupshup

Reviews, tips, and advice from real users



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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:

- ✓ “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 development at Flash

- ✓ “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

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



Ayush Shukla

ASDE at arya.ag

- ✔ “Gupshup is doing a good job in terms of accuracy and reliability, and they can keep doing so.”



Prajwal Shetty

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

- ✔ “My main use case with Gupshup was flawless; it was very user-friendly, and I personally loved using it.”



Khitish Baisak

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

What users had to say about valuable features:

“The best features Gupshup offers are quite straightforward. Gupshup maintains a portal, and whatever we want to set in that portal is well-defined. They have exposed their APIs through which we can integrate and send notifications to customers.

What I appreciate most about the portal and the APIs is that it works all the time. In 99% of cases where the API sends a 200, the mails, SMS, and WhatsApp are sent to customers. It has a very good interface to work with.

Gupshup has positively impacted my organization because since we have been using this for the last two years in our company, it is highly reliable. I recently integrated a feature that was tagging customer NPA. Loans that customers are not paying and are in overdue need to be tagged as NPA. For that, I integrated Gupshup in my service, through which we send notifications to customers that they are being marked NPA. If they want that to be overturned, they should pay their overdues as soon as possible..”

Ayush Shukla

ASDE at arya.ag

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“Most of the features already there, such as WhatsApp, CTA, media, rich media button, video, documents, and all other formats are supported by Gupshup, similar to other service providers. We also use SMS. SMS features include CTA, non-CTA, simple links or multiple links, transactional, and promotional. All of these features we use in Gupshup.

“In terms of triggering the campaign, we do not face much of a problem. All campaigns go smoothly without any hiccups. Approximately 90% of the time, all our campaigns execute successfully.

“For WhatsApp, we get around 70-75% delivery rate. For SMS, we get around 80% delivery rate. Open rate, click rate, and conversion metrics are really about our company, but mainly in terms of engagement, open clicks, and all of these things we track regularly..”

Prajwal Shetty

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

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“My main use case with Gupshup was flawless; it was very user-friendly, and I personally loved using it. We still use it now, but I stopped using it because I changed my profile.

Gupshup offers a variety of templates which we use for WhatsApp marketing, and all those templates are very easy to use and user-friendly as well.

Gupshup helps us simplify our tasks with its easy-to-use templates that utilize variable functions, which we can use for the student's name and phone number. We use a variable for the admission officer's name as well since each student has been allotted an admission officer, allowing us to directly send them personalized messages.

Gupshup has an option to send a test message to yourself, which lets you see how the end-user will receive the message and how they view it. For example, you can check if they are able to click the links provided or if they are receiving the correct information.

Gupshup positively impacts our organization by improving our efficiency with the variety of templates; we see more open rates of the messages and more click rates as well. The templates are very attractive, and we notice a positive impact on students after they receive them, resulting in increased open rates and click rates..”

Khitish Baisak

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

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“There are multiple features that I love about Gupshup. The first thing I love about Gupshup is the single API integration, which helps me to write the code once to send messages across SMS, WhatsApp, and RCS without needing to manage them from a separate telecom integration. The second thing I love about Gupshup is the auto intelligent routing, which helps me to route messages automatically through the most optimal telecom carrier to ensure the highest possible delivery rate and lowest latency. It basically routes through the best network, choosing the best telecom carrier to ensure that I achieve the highest possible delivery rate and lowest latency, helping me to deliver real-time alerts, OTPs, and all other messages to the end user. The third thing I love about it is that it has conversational AI agents with built-in capabilities that allow me to automate level one customer support directly over the chat, deflecting expensive call center volumes. In any case of L2 escalations, they are directly handled through my team. So 70 to 80 percent of the volume has been directly cut off by using the conversational AI agents. Lastly, I love the strict compliance that it follows, the ISO 27001 certification and data masking, which is mandatory for processing the financial data that I send. This is something I truly appreciate about it.

“Gupshup has positively impacted my organization in multiple ways. First of all, as I shifted from the traditional email SMS blast to conversational WhatsApp marketing directly, it has significantly impacted the bottom line and provided an overall return through the WhatsApp automation report showing around 398 percent on investment over a three-year period. The second ROI I have seen is in conversion rates, as WhatsApp messages boast open rates exceeding 90 percent, while businesses see around 55 percent. I have also observed a 58 percent increase in checkout conversion rates compared to traditional web or email funnels. The third ROI pertains to AOV, the average order value. Using the AI agent cross-sell feature, I have been able to cross-sell more and have seen sales boost by 3.33 percent a day..”

Jaspreet k

Head of development at Flash

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“The best feature Gupshup offers, which I value the most, is the ability to manage WhatsApp communication at scale while maintaining personalization. It allows me to engage customers through a channel they actively use, which typically results in strong delivery and engagement rates with fewer duplications. Another feature I would support is template-based messaging with dynamic variables. This enables me to personalize messages using customer information including first name, city, and preferences. Gupshup can also provide interactive message formats including reply quick reply buttons and calls to action, where customers can improve their engagement by clicking just one button and taking action directly.

For operational purposes, I find the campaign management capabilities, reporting tools, and delivery tracking very useful. I can monitor status, read rate, click performance, and delivery rate. These features make Gupshup valuable.

Gupshup has had a positive impact both from a business and operational perspective. It helped us reach customers through a high engaging channel including WhatsApp, which often generated better visibility and engagement compared to traditional channels alone. From a business standpoint, it improved our ability to reach customers for event bookings, movie ticket purchases, and re-engagement campaigns because messages were personalized and delivered through a channel which customers actively use. From a team perspective, Gupshup helped streamline campaign execution by providing a scalable platform for WhatsApp. We were able to manage audience segmentation, personalization, and template-based messaging. This reduced manual effort and allowed the team to execute campaigns faster while maintaining quality. Another significant benefit would be integration with our broader CRM ecosystem where other tools provide push notifications. Gupshup has enabled us to coordinate with customers more effectively and be more reachable through WhatsApp.

In recent times, I cannot provide an exact number because the results vary by campaign. We consistently saw WhatsApp outperform other traditional channels. For many campaigns, delivery rates were above 90% and engagement rates were significantly higher than email campaigns and other channels targeted to similar

audiences. In re-engagement and promotional campaigns, we observed higher click-through rates where customers were more inclined to view and interact with WhatsApp messages. The use of personalization and direct call-to-action buttons also contributed to stronger conversion. Overall, the combination of strong delivery, high visibility, and faster customer engagement are valued here. I typically achieved delivery rates above 95%, read rates between 60 to 80%, and click-through rates noticeably higher than other comparable tools. In some re-engagement campaigns, WhatsApp also generated 20 to 30% higher engagement when compared to other traditional channels..”

Venkateshwaran Konar

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

Other Solutions Considered

“We have been using Gupshup mainly because we switched due to the costing. The other vendors are offering more cost compared to Gupshup, which is why we had to switch to Gupshup..”

Prajwal Shetty

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

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“I choose nine out of 10 for Gupshup because I have tried other services such as Airtel, but Gupshup stands out for me because of its reliability and its pricing. It is quite easy to integrate..”

Ayush Shukla

ASDE at arya.ag

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ROI

Real user quotes about their ROI:

“We keep doing experiments on a regular basis. We do A/B testing using WhatsApp, SMS and all, and we have gotten better ROI in terms of campaigns. We are happy..”

Prajwal Shetty

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

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“Gupshup has positively impacted my organization in multiple ways. First of all, as I shifted from the traditional email SMS blast to conversational WhatsApp marketing directly, it has significantly impacted the bottom line and provided an overall return through the WhatsApp automation report showing around 398 percent on investment over a three-year period. The second ROI I have seen is in conversion rates, as WhatsApp messages boast open rates exceeding 90 percent, while businesses see around 55 percent. I have also observed a 58 percent increase in checkout conversion rates compared to traditional web or email funnels. The third ROI pertains to AOV, the average order value. Using the AI agent cross-sell feature, I have been able to cross-sell more and have seen sales boost by 3.33 percent a day.

“I have experienced an engagement spike with Gupshup where the click-through rates have increased by 57 percent on the WhatsApp notifications, resulting in a 10x ROI implementation over the legacy email and push notification channels. The traffic driven through the Gupshup conversational prompts demonstrates a 1.7x higher likelihood to purchase compared to standard web traffic. During sales seasons and sales events, this has directly contributed to hundreds of thousands of dollars in incremental monthly revenue. This is a significant and positive impact. Regarding cost savings, the call center deflection I mentioned earlier has increased productivity multiple times. By enabling the AI-enabled support agent, I have achieved a 4.3x boost in customer care productivity, as it converses with customers at the L1 level. This has cut the cost for hiring customer support teams and training. Moreover, Gupshup maximizes delivery success rates and minimizes engineering overhead. The delivery speeds have significantly increased due to this API, which led to a 78 percent increase in organizational efficiency and an 89 percent reduction in customer complaints, as most issues are resolved directly by the conversational AI agents..”

Jaspreet k

Head of development at Flash

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Use Case

“I used Gupshup for WhatsApp marketing by running countdown campaigns where we asked students to fill applications before they closed, for example, ten days to go, nine days to go, eight days to go. We sent these WhatsApp communications via Gupshup, along with all ad-hoc communications that contained informative content about the university, the application fill-up process, and the admission process..”

Khitish Baisak

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

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“My main use case for Gupshup is sending emails, messages, and WhatsApp texts to customers. I use Gupshup for sending messages and WhatsApp texts to customers in the scenario where the company I'm working for provides loans. Customers need to be notified for every small thing that happens. I send mails, WhatsApp, and SMS only through Gupshup..”

Ayush Shukla

ASDE at arya.ag

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“I have been using Gupshup for the last four years in the organization for SMS API management.

“Gupshup serves as a provider for the API, helping us to get the OTPs and the omnichannel transactional conversation messaging. I use it to automatically dispatch highly reliable, time-sensitive alerts such as delivery tracking, payment confirmation, and OTPs. I also use it to build automated AI chatbots that allow our customers and clients to browse catalogs and complete purchases entirely within the chat thread. This is our primary use case for using Gupshup..”

Jaspreet k

Head of development at Flash


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“My main use case for Gupshup is for sending WhatsApp and SMS. First, we check the plan and what we need to send, then we write the content and whitelist accordingly on Gupshup for WhatsApp and SMS. Then we trigger the campaign through MoEngage, and we connect our MoEngage or any other CRM tool to Gupshup, and then we trigger the campaigns.

“This is a normal integration, similar to what we used to do with other service providers. One special thing we built is a chatbot. Whenever a user comes and asks questions on our chatbot with the questionnaires we already predefined, the user gets the answer based on the questions they raise, and it is very helpful. That is one of the special use cases we use on Gupshup..”

Prajwal Shetty

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

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“My main use case for Gupshup is WhatsApp and SMS messaging. For WhatsApp, we work with the data to create personalized messages for users as well.

For a recent WhatsApp campaign, I ran an offer using blockbuster Tuesday where movie tickets were 92 rupees. I needed to promote multiple movies, so I managed a WhatsApp campaign with a user base of around one to two million. There was personalization where the username would be the first name and the data was managed that way. I made a WhatsApp template first using analytics in Gupshup. Once the template got approved, we ran bulk messages. We did testing where we also used JSON links. Once the testing was successful, then we sent the email to the respective audiences.

My main use case with Gupshup is primarily to improve customer engagement through personalized WhatsApp communication. A challenge we often face is reaching users who are not actively engaging with push and email notifications. WhatsApp provides a high effective engagement rate, which I found particularly valuable. We use behavioral data such as browsing history and the city where the user is located. My role involves coordinating with business stakeholders, defining audience criteria, performing QA, scheduling campaigns, and monitoring performance after deployment. This combination of campaign execution and customer-centric approach allows me to execute disciplined campaigns..”

Venkateshwaran Konar

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

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.

“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

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

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“The deployment of Gupshup in my environment is seamless. The integrations into my ecosystem of deliverables directly to the customer, including integration with the APIs for test, pre-prod, and prod environments, have been very good and hassle-free.

“The configuration process is straightforward, and I did not face any challenges.

“I connected Gupshup with S3, and the integrations are seamless without any glitches or problems. As it is an omnichannel API, I do not encounter any errors or syntax issues. I feel it provides good results..”

Jaspreet k

Head of development at Flash

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Customer Service and Support

“Customer support is rated a 10. For anyone looking for value for money, a user-friendly and intuitive experience API, and seamless deliverability through the channel, I definitely recommend Gupshup. It is the best problem solver in this category..”

Jaspreet k

Head of development at Flash

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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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Other Advice

“The advice I will give is that Gupshup is a tool where we can send WhatsApp and SMS and we can actively reach out to users on those platforms where users are very active. This maintains the engagement rate, resulting in higher deliverability chances and higher engagement. We can leverage rich media to personalize campaigns. These are areas we can capitalize on, which drives meaningful user engagement and improves click-through rates. My review rating for this product is 8 out of 10..”

Venkateshwaran Konar

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

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“Regarding Gupshup's AI capabilities, we are using it because whatever mail is sent to the customer is sensitive data. I know that data will not be exposed. Gupshup is highly reliable.

Regarding Gupshup's AI capabilities, I believe it delivers accuracy and reliability of output at 110%. It delivers; 99% of whatever I want to do is being delivered to the customer. I totally understand its capabilities and trust in them.

I believe Gupshup is one of the best services that I have used for sending notifications, and I totally trust it. I would suggest anyone who wants to know more about this to try it once. I am rating this review nine out of ten..”

Ayush Shukla

ASDE at arya.ag

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“We improved our open rates and click rates by approximately ten to twelve percent after using Gupshup.

I chose nine out of ten because in the education industry, we want every piece of information to reach the student. Nowadays, students are more interested in seeing videos of the campus or the infrastructure, so if a video feature gets added, I would give the additional point.

A colleague uses Gupshup and says it is a very good platform to send and manage campaigns, noting it is easier to manage campaigns in Gupshup than in other tools.

I gave this review a rating of nine out of ten..”

Khitish Baisak

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

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“There are not really any standout features.

“Gupshup is doing a good job in terms of accuracy and reliability, and they can keep doing so. I would rate this review as a seven out of ten based on all the feedback I have provided for the improvements.

“[Make](#) use of all the features and all the channels Gupshup is providing. Do the experimentation and check which channel is working better and where all the things they can improve and how they can improve delivery. All of these things Gupshup can provide, so make use of those things properly..”

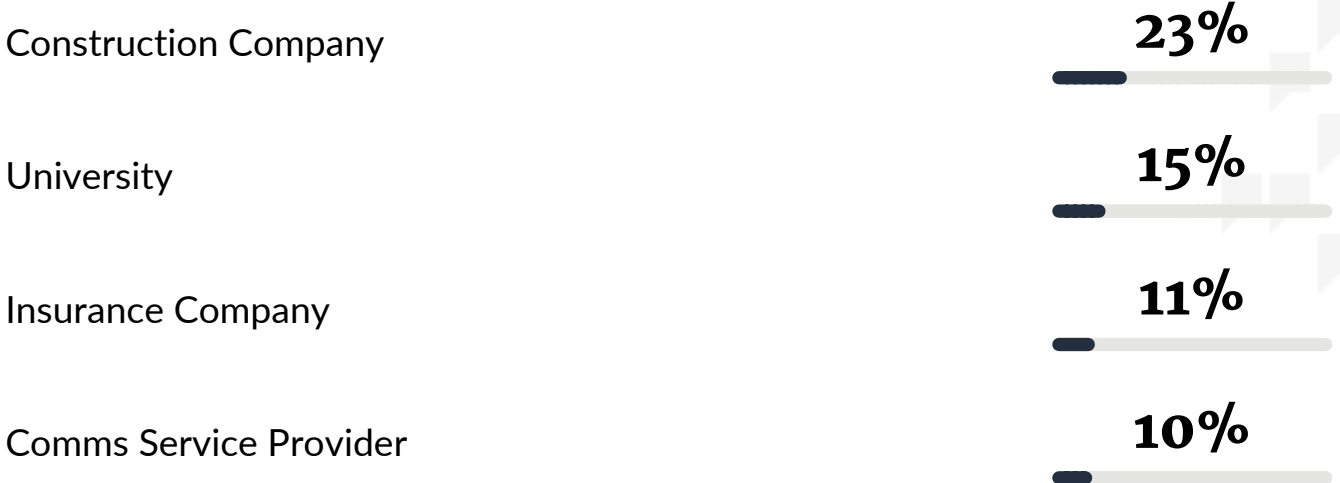
Prajwal Shetty

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

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Top Industries

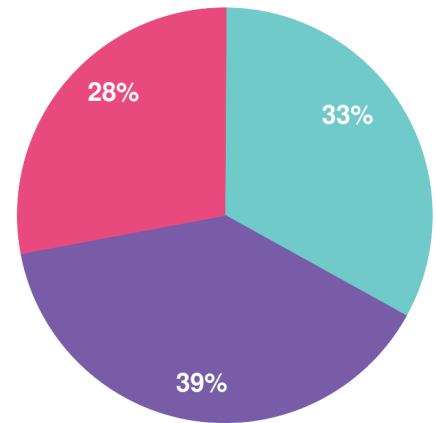
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Company Size

by reviewers

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Large Enterprise Midsized Enterprise Small Business

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