

aws marketplace

OneSignal

# Reviews, tips, and advice from real users



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# 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:

“OneSignal has helped us to optimize our efforts greatly, reduced our cost of customer acquisition, and increased our conversion rate using it.

“The best features OneSignal offers include sending instant notifications without any delay, providing all necessary features for testing and A/B tests, being highly cost-effective, having a great system to handle huge volumes, great customer support, and also in-app messaging and push notifications..”

**Fixen Gregory**

Dotnet Developer at AT&T

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“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

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“OneSignal offers excellent features including push notifications, integration, easy installation, and easy scheduling. It connects with WordPress for hands-off notification and provides a simple user interface for composing messages.

“Out of those features, the segmentation feature makes the biggest difference for my team, as it is very effective in allowing easy targeting based on various criteria such as geographical area, engagement levels, and specific transactions. This capability enables our business to deliver personalized messages to our audience effectively. Additionally, the efficient push notifications are highly configurable and provide real-time delivery, ensuring timely communication and offering valuable metrics for tracking performance.

“I also love the in-app messaging feature, as it enhances user engagement by providing visually appealing and interactive content within the mobile app experience.

“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

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“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

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“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

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“The best features OneSignal offers include lightning-fast performance, very easy setup and integration with third-party services, a rich API for in-app messaging, and a free plan for messaging up to 10,000 subscribers. I love the push notifications, automation, and push campaigns features.

“All the features I have mentioned are great and robust, and they help elevate our marketing campaigns through effective push notifications.

“OneSignal also has multi-platform support, is very well-documented, and is developer-friendly.

“OneSignal has positively impacted our organization by allowing us to grow the number of subscribers in a short time organically. We are able to send our news and offers easily and instantly. We have become able to drive more website traffic and increase our sales engagement and campaigns easily.

“Regarding the increase in website traffic and sales engagement, we have been able to reach more customers than with our previous tool. More than 60% of customers have been reached over the past years when we compare it to our previous tool, CleverTap. It is also very cost-effective, targets our market effectively, and is easy to maintain..”

**Palolom Kingsley**

Account Manager at Samsung

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# Other Solutions Considered

“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

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“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**

Account Manager at Samsung

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“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

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# 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

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“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

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“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

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“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

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“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


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“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

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# Use Case

“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

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“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

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“OneSignal has been a very cost-effective way for me to have a direct connection with our user base. I have used OneSignal to send push notifications via our website as well as through our mobile apps. The marketing department especially utilizes it to push critical messages that our organization cares about.

“The notification allows us to generate significant traffic at an extra affordable rate compared to some of the other alternatives.

“A specific example of a campaign that stands out to me using OneSignal is how it is very effective for getting push messages out on a new contact, special offers, and anything that someone visiting our website will generally be interested in.

“OneSignal is one of the best and only free push notification services on the market..”

**Rafit Colman**

Software Engineer at Medtronic

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“OneSignal is my main choice for push notifications because I believe it is the best option available. The platform is top-notch for push notifications, offers a fair pricing model, and provides excellent customer support. We have been using OneSignal for many years and are very satisfied. I would strongly recommend it to anyone who wants to build their push subscriber channel.

“A specific example of how I use OneSignal at work involves organizing push notifications across our website and mobile apps. For years, we have used OneSignal to manage our push automations and push campaigns. We are very happy with how the platform works, and their pricing model is fair. Currently, we have approximately 4,000 to 5,000 push subscribers, and our campaigns perform exceptionally well with OneSignal.

“Day-to-day, I appreciate that OneSignal can send push notifications to all major browsers and devices, which allows us to reach our customers easily..”

**Palolom Kingsley**

Account Manager at Samsung

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“In my organization, we need to send push notifications to our users on our mobile applications, and OneSignal is a wonderful solution for that. After our initial demo 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 conducting some A/B testing on user communication.

“We needed a robust system to send multiple notifications at a time, and we use OneSignal on a daily basis to send over 50 push notifications a day, 365 days a year without any issue and cater to all the countries around the globe in all major languages. OneSignal is highly cost-effective for our overall marketing and is playing a major role in bringing users to our website. It is also a feature-loaded tool with user segmentation, A/B testing of push notifications, intelligent delivery, and many more capabilities.

“We have been able to drive more website traffic and increase our sales campaigns, as we are able to send our news and offers easily and instantly to our new subscribers or old clients, and OneSignal has allowed us to grow in numbers of subscribers in a short time, organically.

“OneSignal is ideal when you need a one-stop solution for push notifications or notifications on your multi-platform apps. If you are developing your apps in Android, iOS, web, web view, and other platforms, and your backend infrastructure has push notification for each app, it will be so complicated. OneSignal is the best solution, as you just need to configure your apps and your settings from maybe Firebase and APNs, and you are ready to go..”

**Fixen Gregory**

Dotnet Developer at AT&T

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“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

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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.

“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

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“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

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# 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

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“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

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“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

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“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**

Account Manager at Samsung

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# Other Advice

“OneSignal provides fast push notifications that enhance marketing strategies. It is very easy to set up and integrate with third-party services, and it is rich in API for app messaging. It comes with a free plan and easy integration, making it an excellent tool to use. I would rate this product an 8 out of 10..”

**Rafit Colman**

Software Engineer at Medtronic

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“OneSignal is deployed in my organization using a hybrid approach. OneSignal is best suited for news and media publishing websites, as media agencies can quickly broadcast their news by sending notifications to their subscribers; overall, it is not suitable for corporate business where there is no frequent news and updates, and most of the communication relies on emails. I rate OneSignal a nine out of ten..”

**Fixen Gregory**

Dotnet Developer at AT&T

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“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

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“OneSignal is fantastic for getting push messages out on new content, special offers, and anything that someone visiting your website would generally be interested in. It keeps your contacts engaged, which is a great way to build an organic audience in a world that relies on social media traffic to fuel web traffic. OneSignal has the potential to be overused.

“OneSignal is very easy to use and has top-notch customer support, making it a cost-effective way to have a direct connection with your user base. I would rate this product an eight out of ten..”

**Palolom Kingsley**  
Account Manager at Samsung

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“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

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“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

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# Top Industries

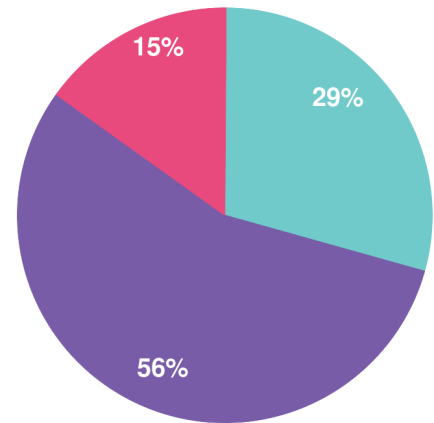
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# Company Size

by reviewers

by visitors reading reviews



Large Enterprise      Midsized 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.

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- Company size
- Which solutions you're already considering

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# 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:

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- Specific information to help you choose the best vendor for your needs

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