An out-of-the-box notification infrastructure

https://www.suprsend.com/

Why companies *build* their notification system on *SuprSend*

Old Way (In-house)

- Fragmented
- Coupled with code
- Generic & Bombarding Alerts
- Limited functionalities
- Less Adaptive
- Delayed time to market

New Way (With SuprSend)

- **Multi-channel management** within a single platform
- **Composable Functions** to ship notifications at right time, right channel, right frequency
- **Centralized GUI** based interface to manage notifications
- Compliant with **user opt-in/ opt-out** management
- **End to end visibility** into each & every notification sent
- Modern, compliant, feature-rich, scalable with best industry practices

Time to Market

1 month vs **9-12 months**

Notifications Go-Live Time

2 hours vs **1 week**

Product Engagement

Customer Satisfaction

Your EBS / Service

API

SDK Backend SDKs

Web & Mobile SDKs

CDP & 3rd party data sources

Database & Data Warehouse

Triggers

Data Sync

Templates

- WYSIWYG editors
- Versioning Support
- Multi-lingual
- Preview & Test
- A/B variations
- Branding

Powerful visual editors so non-engineering teams can manage templates outside code

Workflows

- Batching / Digest
- Throttling
- Delays / Scheduling
- Timezone awareness
- Wait Until / Conditions
- Webhooks / Fetch API
- Channel Routing
- User Preferences
- Lists & Objects

Powerful functions available to create user-first notifications

Robust Delivery

- Vendor Fallback
- Failure Retries
- Swimlanes
- Channel Management
- Cross-browser Sync

Delivery infrastructure managed for you

Observability & Analytics

- Real time logs
- Notification Analytics
- User Analytics
- Failure Alerts

High grade observability to debug easily. Normalized data across channels streamed to your database

Integrations

Email

SMS

Whatsapp

Push

Chat

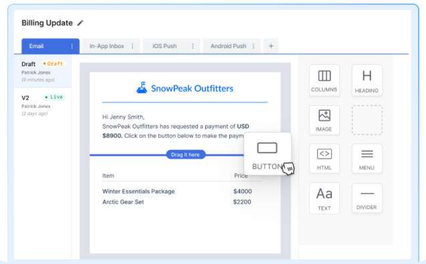
In-App Inbox

SuprSend

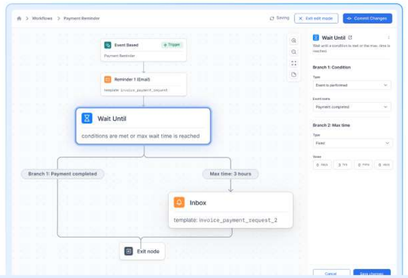
Alerts

Response

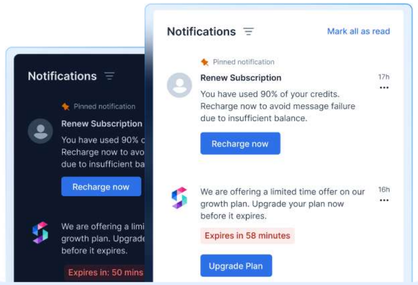
API First with GUI Console



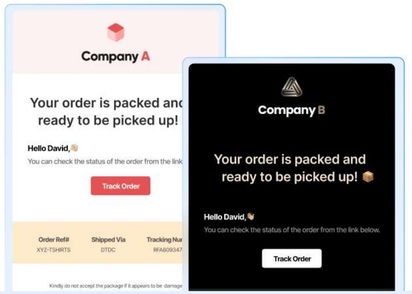
Workflow Builder



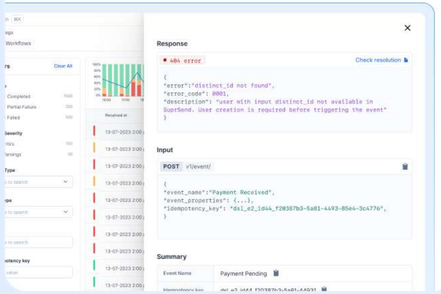
Pre-built UI Components



Multi-tenant



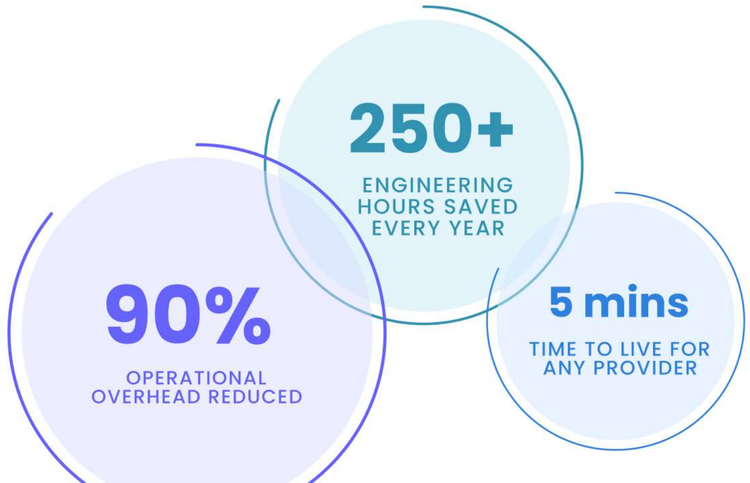
Observability



Seamlessly deliver notifications on *multiple channels*

Leverage 30+ channels and vendor integrations within a single platform

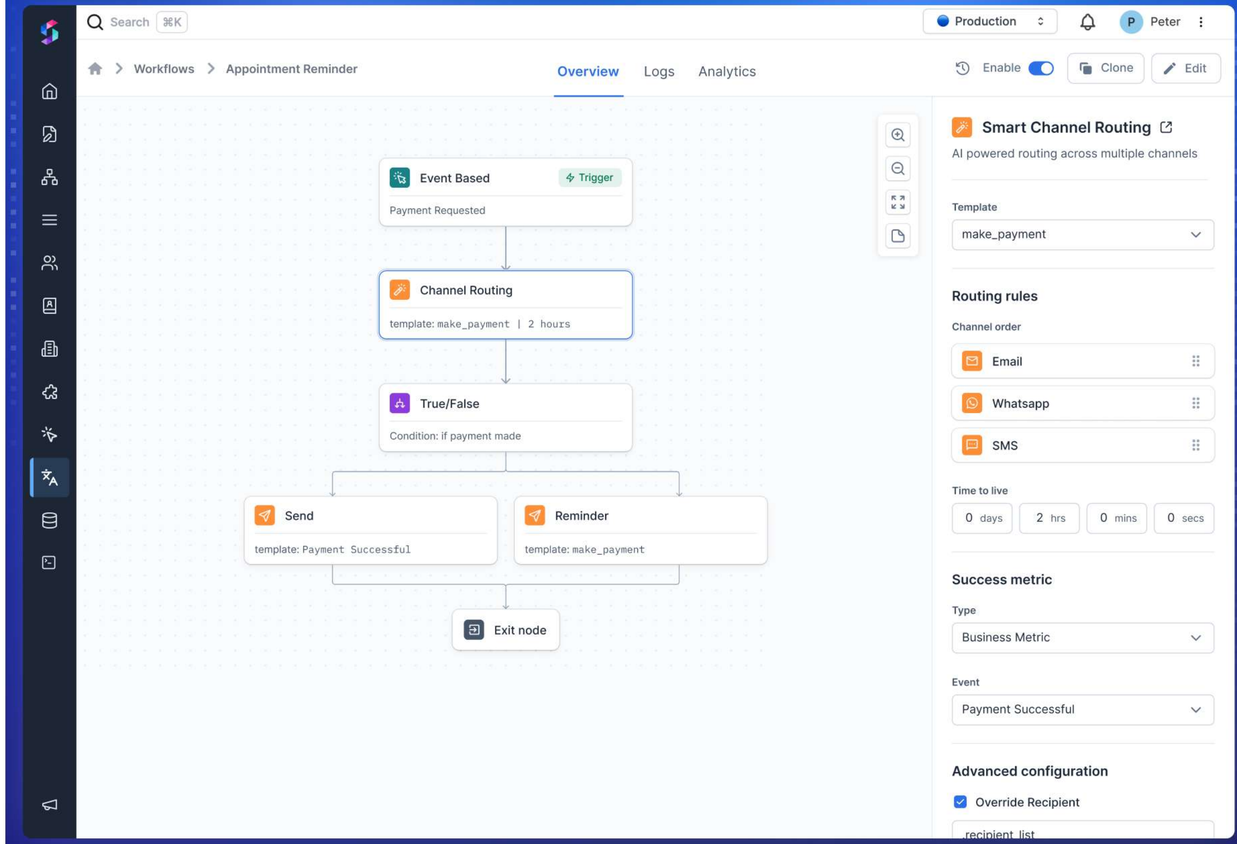
- Introduce new channels / vendors to your stack without touching code
- Built-in Retries, Vendor Routing and Fallback for reliable delivery



Email	SendGrid, Amazon SES, Mailgun, Sinch
SMS	Twilio, Sinch, MessageBird, SNS
Push	Firebase, Xiaomi, Apple
Whatsapp	Twilio, Sinch, WhatsApp, Gupshup, Karix
Chat	Slack, Microsoft Teams
App Inbox	SuprSend

Build any complex notification with *Workflows*

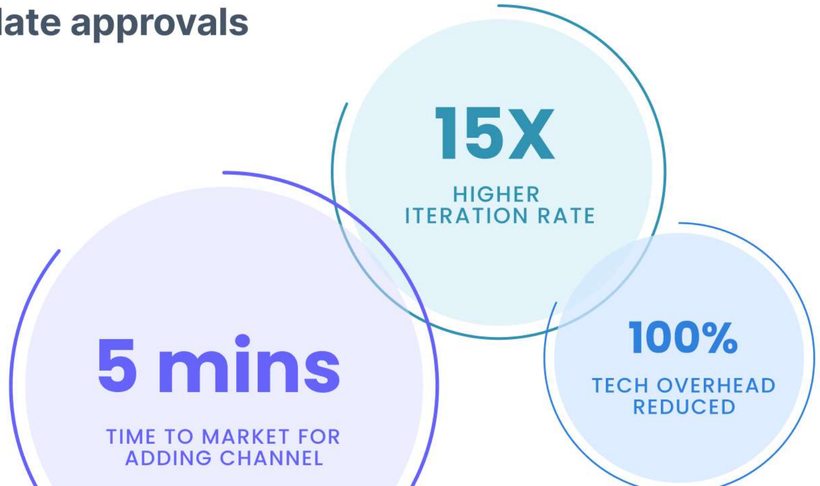
- Batching / Digest
- Channel Routing
- Delays
- Reminders
- Branching
- Timezone Awareness
- Fetch Data
- Webhooks

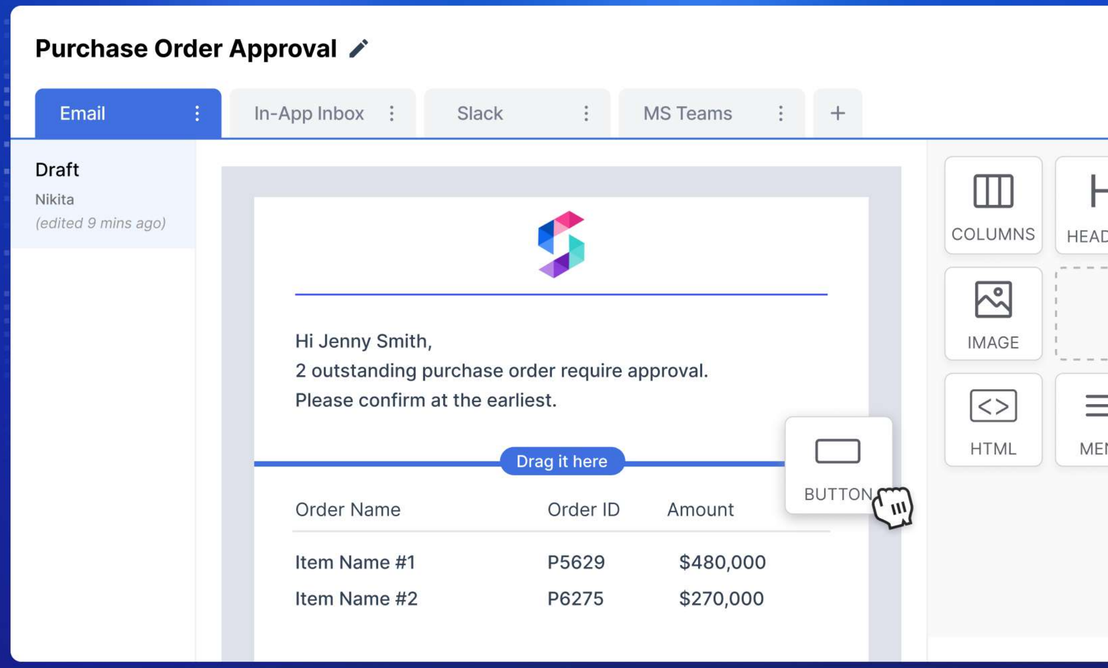


Provide WYSIWYG *Template Editors* to non-tech teams

Decouple templates from code & allow product teams to manage templates

- Powerful **visual editors** for all channels
- Make use of **all channel capabilities**, without writing code
- Deliver **consistent branding** messages due to channel grouping
- Comes with **testing**, **version control**, **multi-lingual support** & **template approvals**

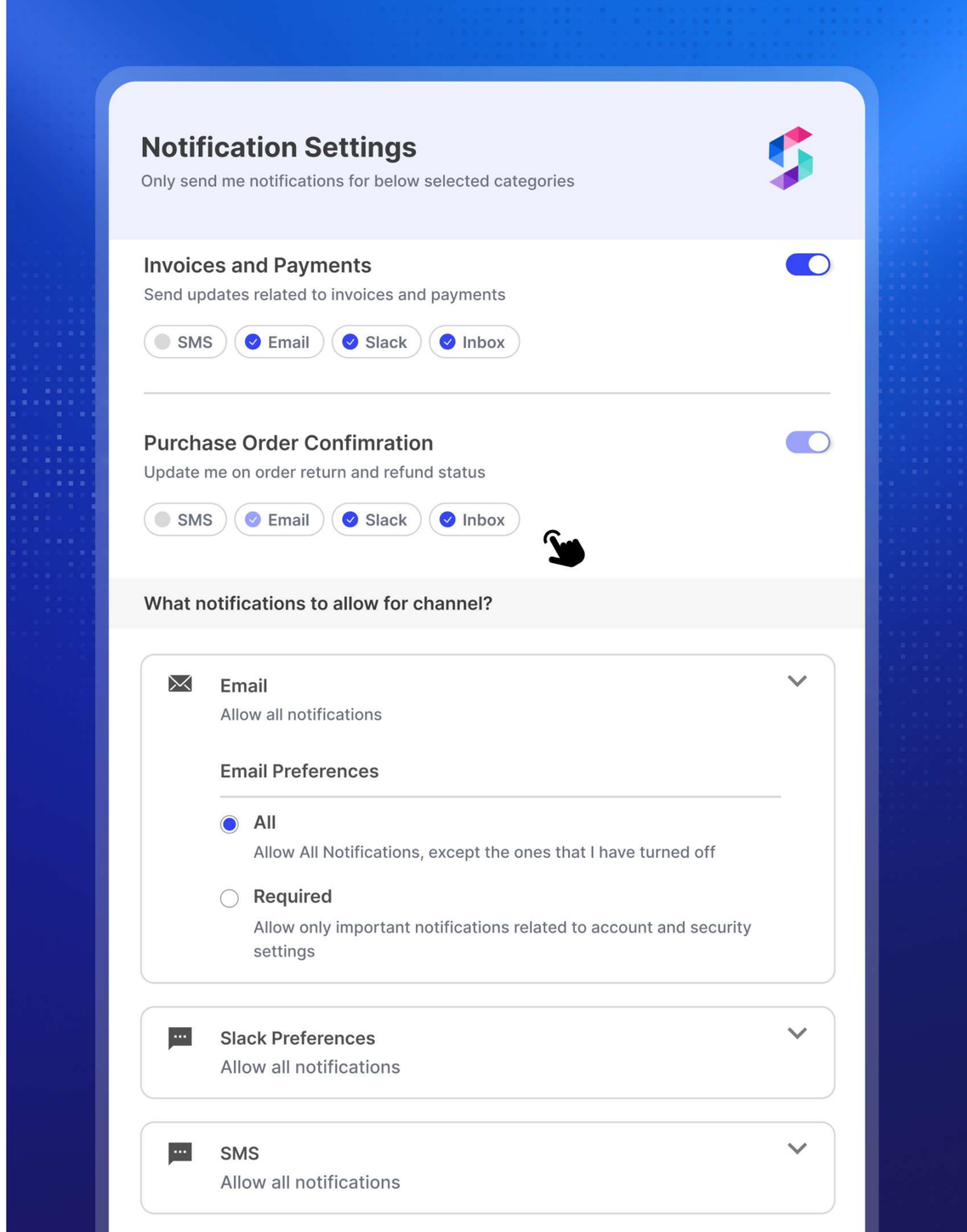




All users to opt-in / opt-out with *Preferences*

Allow your customers to choose their notification experience

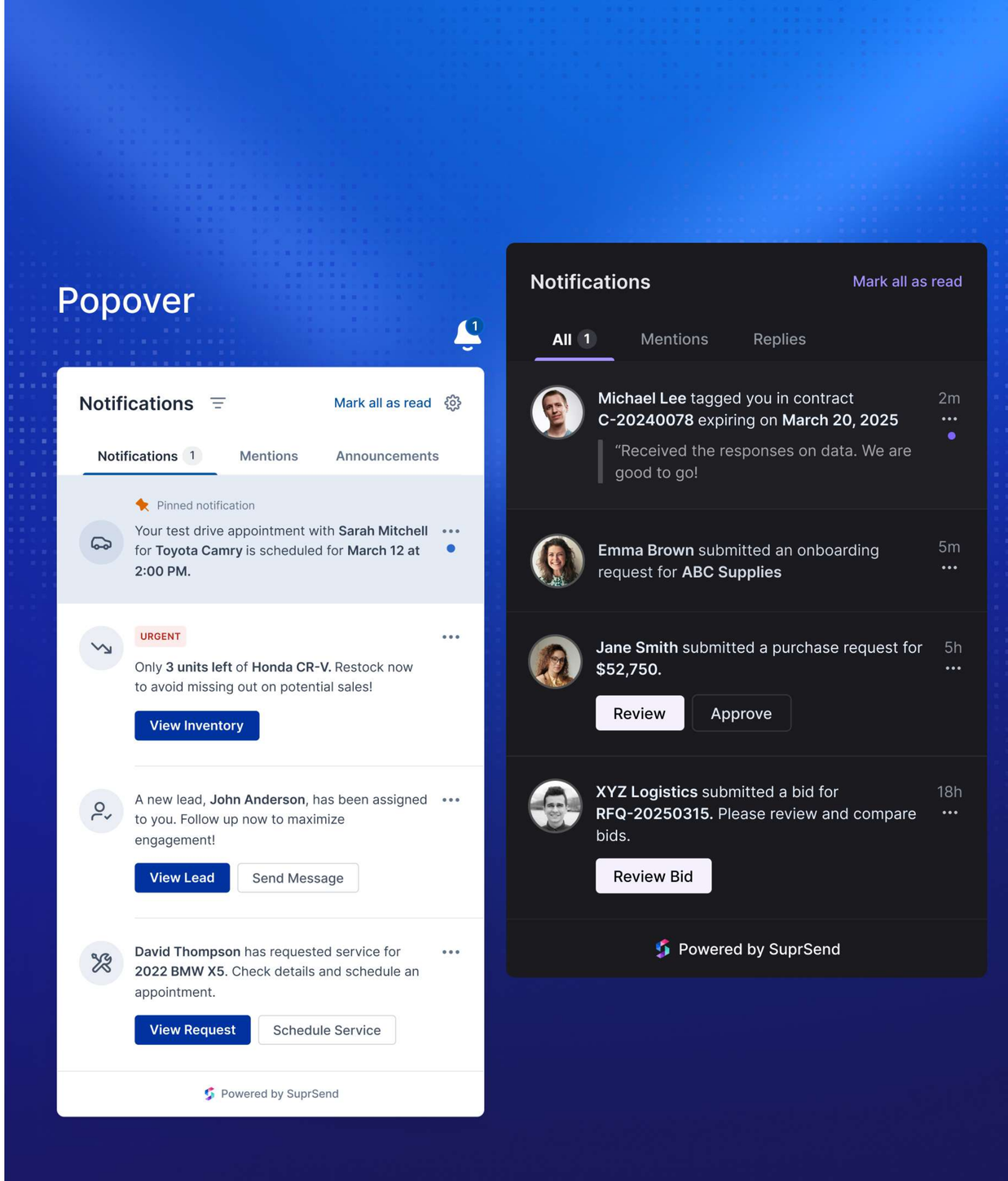
- Provide **granular control to users** across notification categories, channels, and frequency
- Seamlessly create notification categories and unsubscription rules from a **no-code interface**
- Collect user preferences with a **ready preference centre UI**
- Support for **multi-tenancy** - Empower your customers to set preferences for their account & their users



Engage customers in app with

real-time notification center

- Ship in-app inboxes, feeds, and toasts without building infrastructure for it
- Get up and running within an hour - SDKs do all the heavy lifting
- Feature packed, with state management & interaction tracking
- Completely customisable so it looks native to your product
- Per-tenant feed possible
- Secure with JWT Authentication

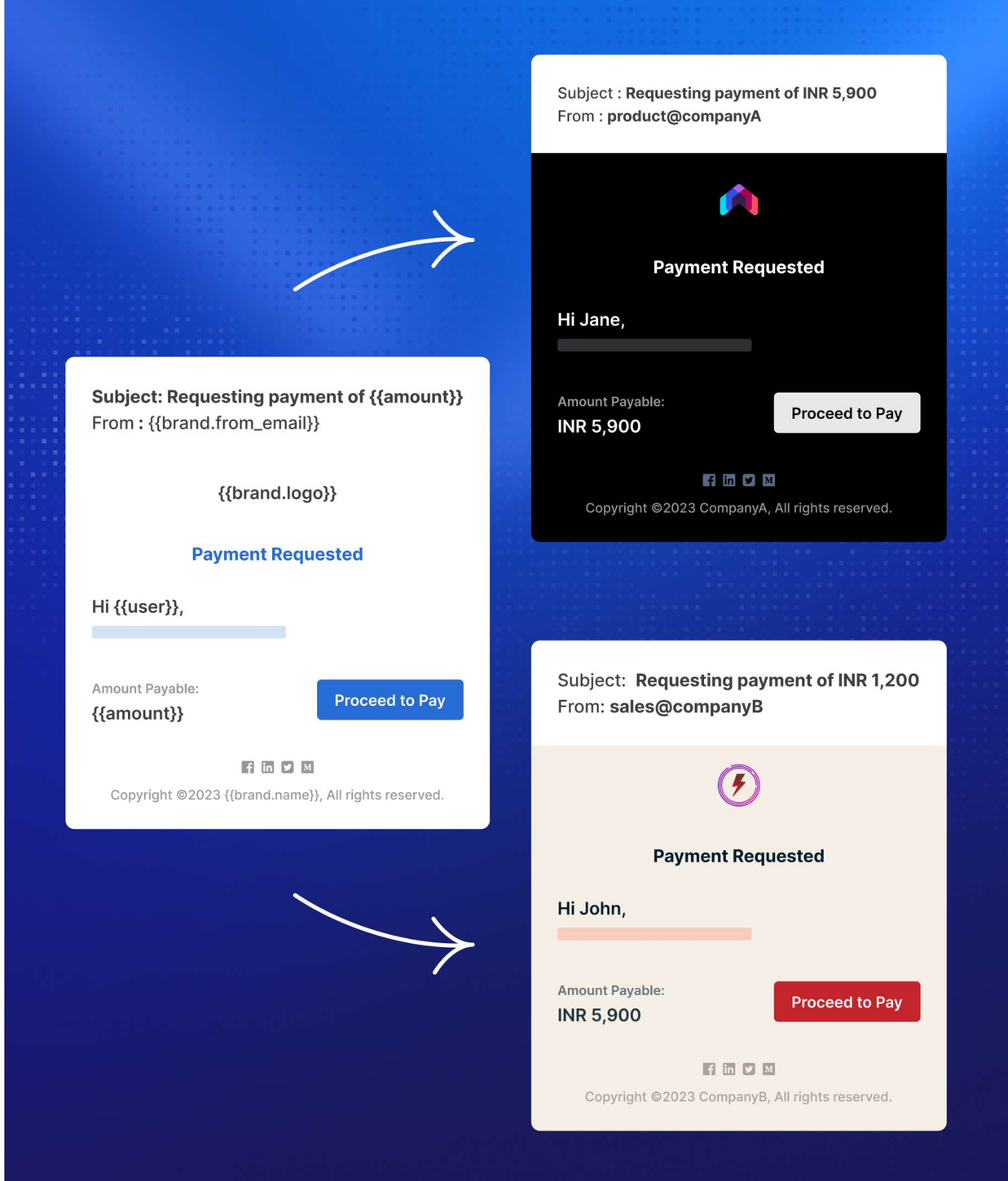


Customize your notifications
per-tenant

1. Send **Customized Notifications** with merchants' branding. Allow merchants to create & edit templates.

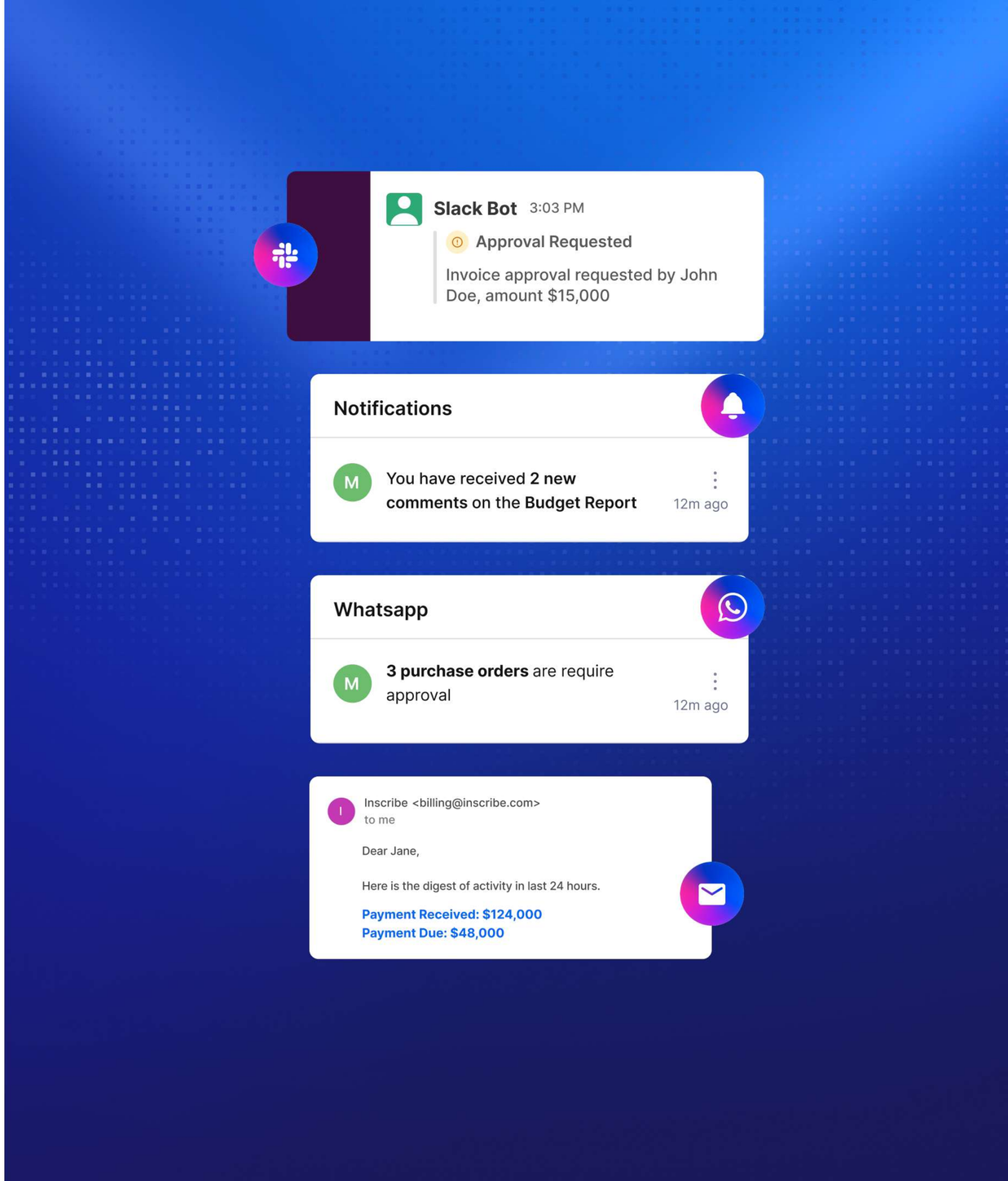
2. Route messages through the **vendors of your merchants**

3. Let your merchants give their notification & channel **preferences**



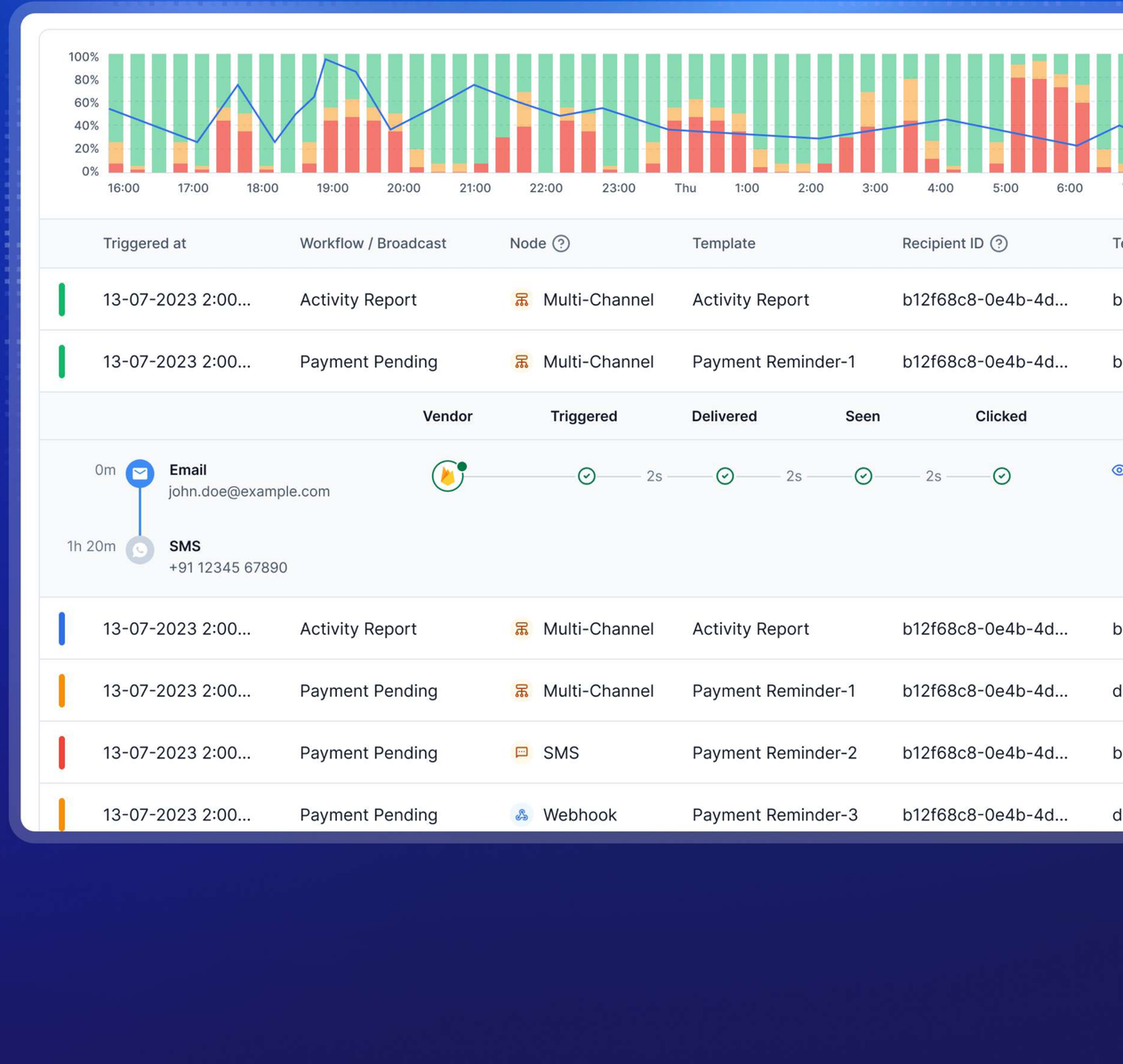
Send fewer alerts with Batching & Digest

- Combine multiple alerts in a short interval & send one single notfication
- Create different batching rules - fixed, dynamic, retain first few, inactivity
- Allow customers to give their batching window - instant, hourly, daily, weekly



Infrastructure with *high-grade Observability*

- Consolidated **cross-channel notification data** in a single place
- **Detailed real-time logs** for auditing and debugging issues
- **Real time alerts** if something breaks
- **Sync notifications data** back into your warehouse
- Show notification performances to your customers within your product



Deliver an experience that delights customers with *SuprSend*

www.suprsend.com