



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

segment mixpanel

Amplitude

CDP & 3rd party data sources

MySQL

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

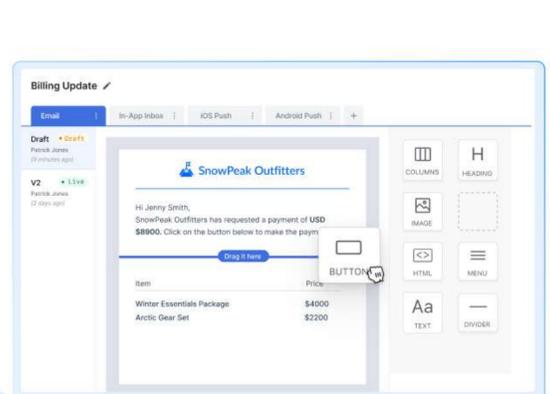


In-App Inbox

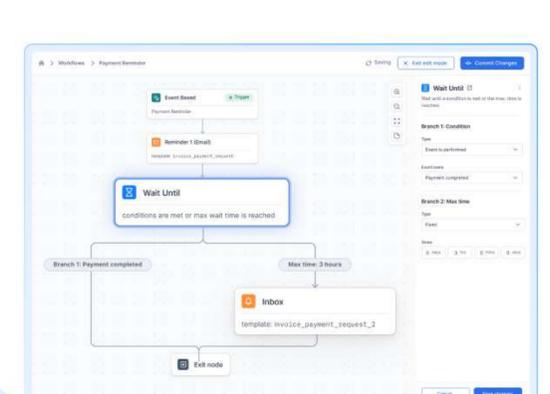


Response

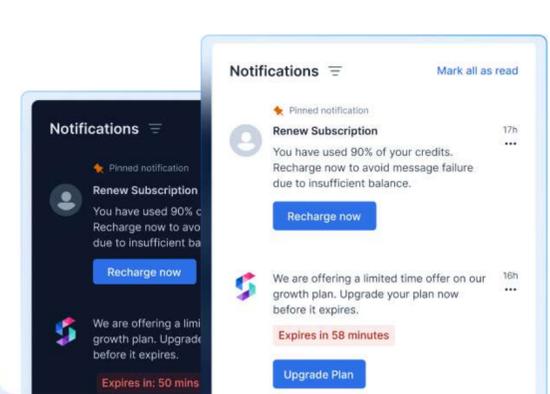
API First with GUI Console



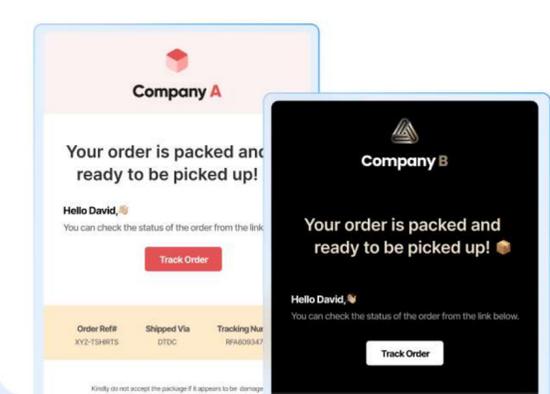
Workflow Builder



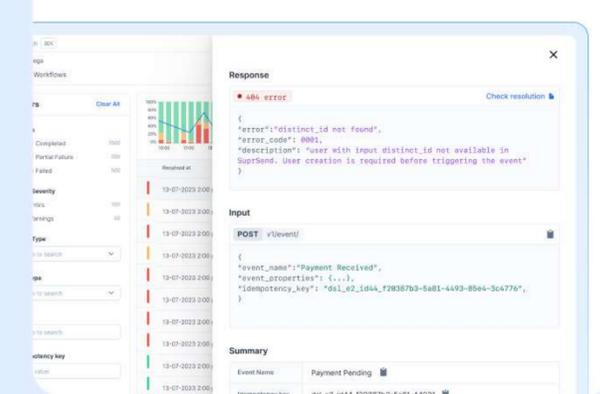
Pre-built UI Components



Multi-tenant



Observability

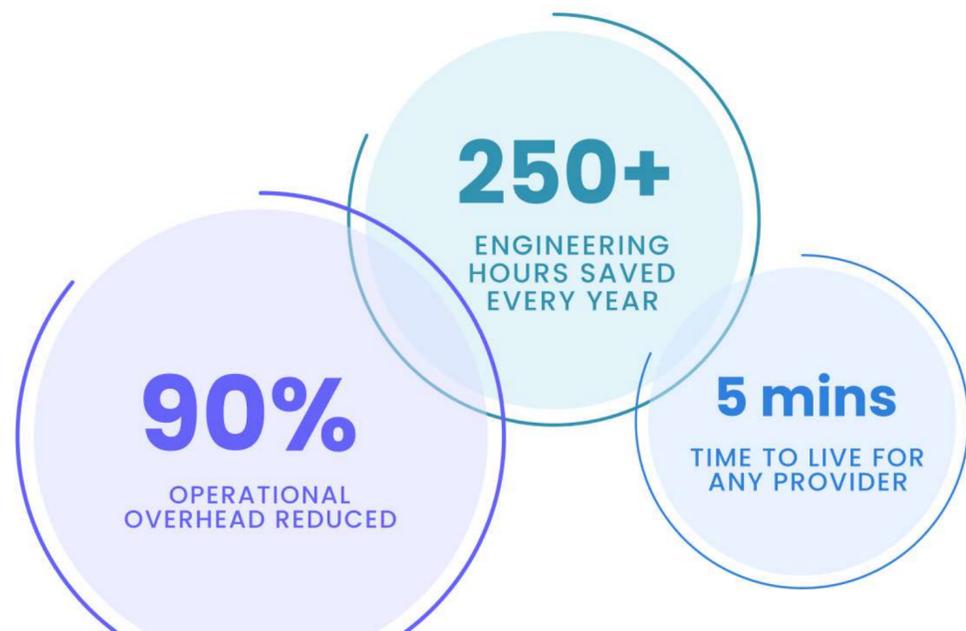




Seamlessly deliver notifications on *multiple channels*

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



SMS



Push



Whatsapp



Chat



App Inbox





Build any complex notification with *Workflows*

 **Batching / Digest**

 **Channel Routing**

 **Delays**

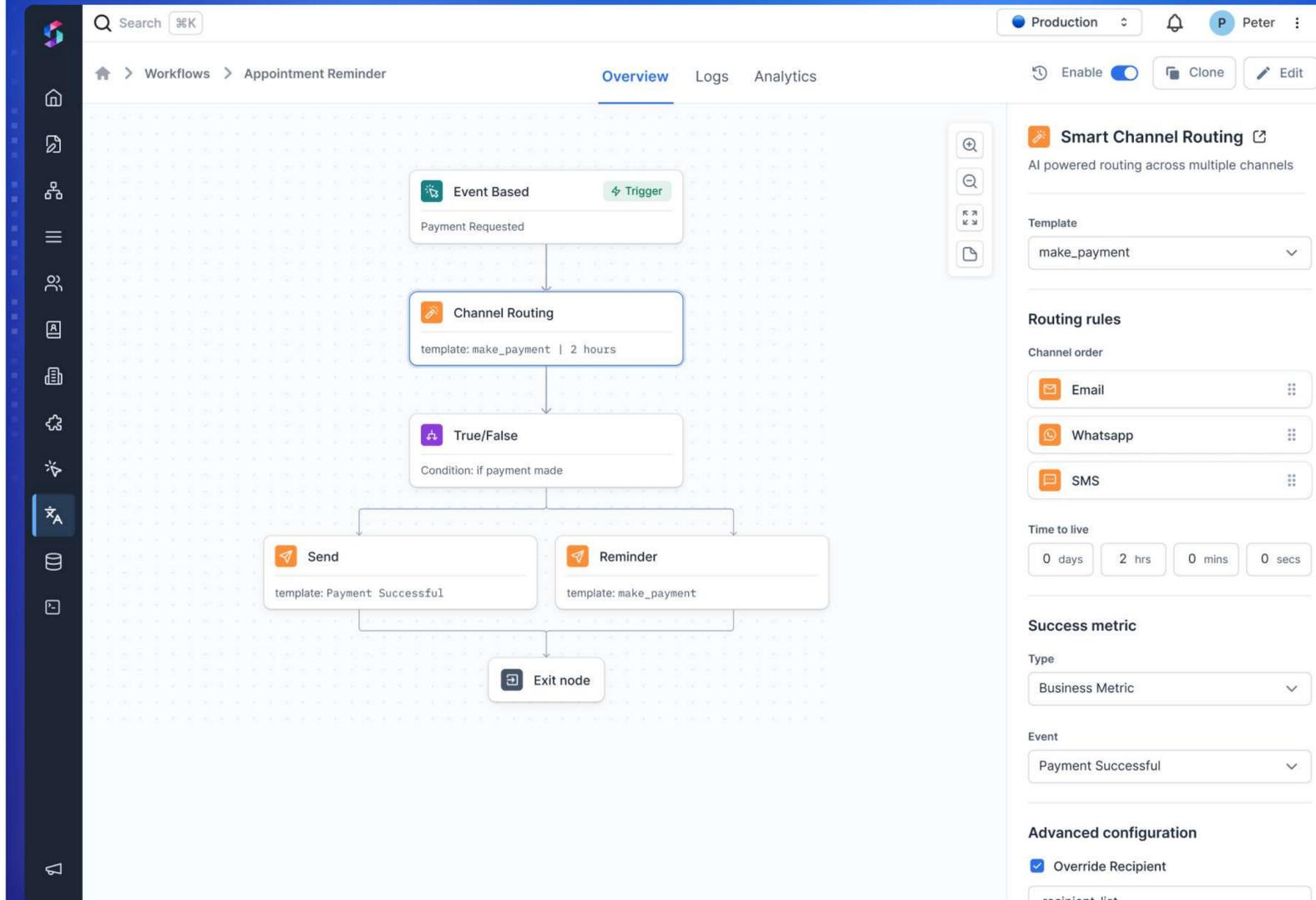
 **Reminders**

 **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

5 mins

TIME TO MARKET FOR
ADDING CHANNEL

15X

HIGHER
ITERATION RATE

100%

TECH OVERHEAD
REDUCED

Purchase Order Approval ✎

Email In-App Inbox Slack MS Teams +

Draft
Nikita
(edited 9 mins ago)



Hi Jenny Smith,
2 outstanding purchase order require approval.
Please confirm at the earliest.

Drag it here

Order Name	Order ID	Amount
Item Name #1	P5629	\$480,000
Item Name #2	P6275	\$270,000

BUTTON

COLUMNS HEAD

IMAGE

HTML MEN



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

Notification Settings

Only send me notifications for below selected categories



Invoices and Payments



Send updates related to invoices and payments

SMS Email Slack Inbox

Purchase Order Confirmation



Update me on order return and refund status

SMS Email Slack Inbox



What notifications to allow for channel?



Email

Allow all notifications



Email Preferences

All

Allow All Notifications, except the ones that I have turned off

Required

Allow only important notifications related to account and security settings



Slack Preferences

Allow all notifications



SMS

Allow all notifications





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

Popover

The popover notification center is a white card with rounded corners and a subtle shadow. At the top, it has a 'Notifications' header with a hamburger menu icon, a 'Mark all as read' link, and a settings gear icon. Below the header is a tab bar with 'Notifications 1', 'Mentions', and 'Announcements'. The main content area features a 'Pinned notification' section with a star icon, followed by a notification about a test drive appointment for Sarah Mitchell. Below that is an 'URGENT' notification about low inventory for Honda CR-V with a 'View Inventory' button. The next notification is about a new lead, John Anderson, with 'View Lead' and 'Send Message' buttons. The final notification is about a service request for a 2022 BMW X5, with 'View Request' and 'Schedule Service' buttons. At the bottom of the popover, it says 'Powered by SuprSend'.

Notifications

Mark all as read

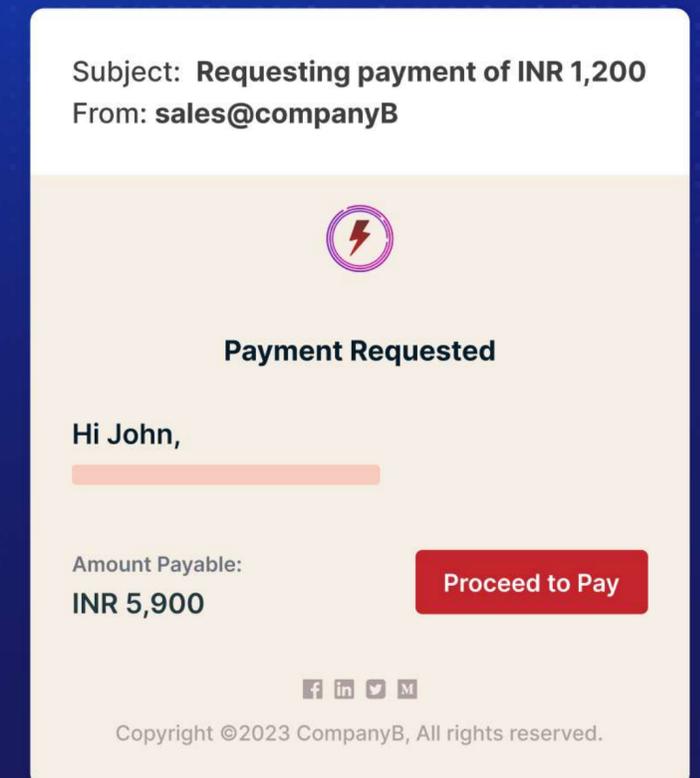
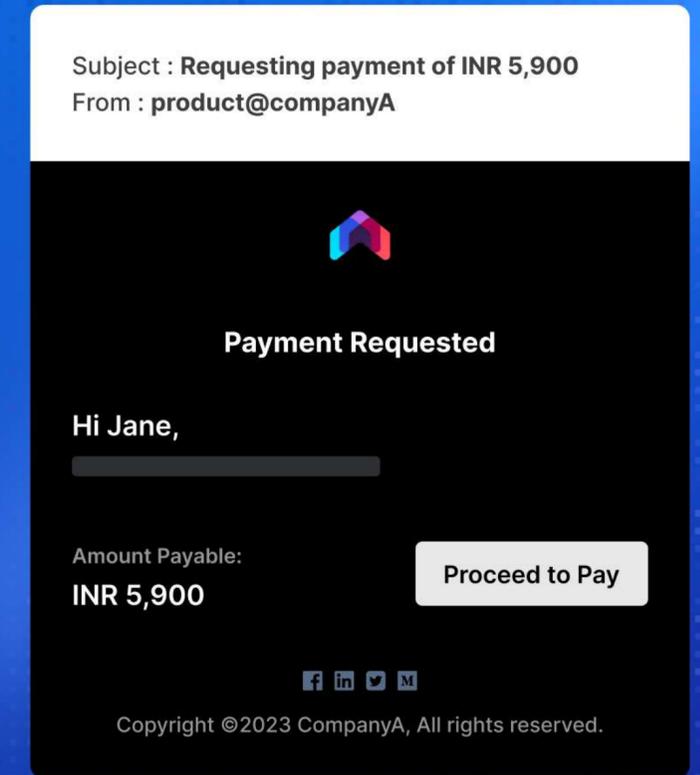
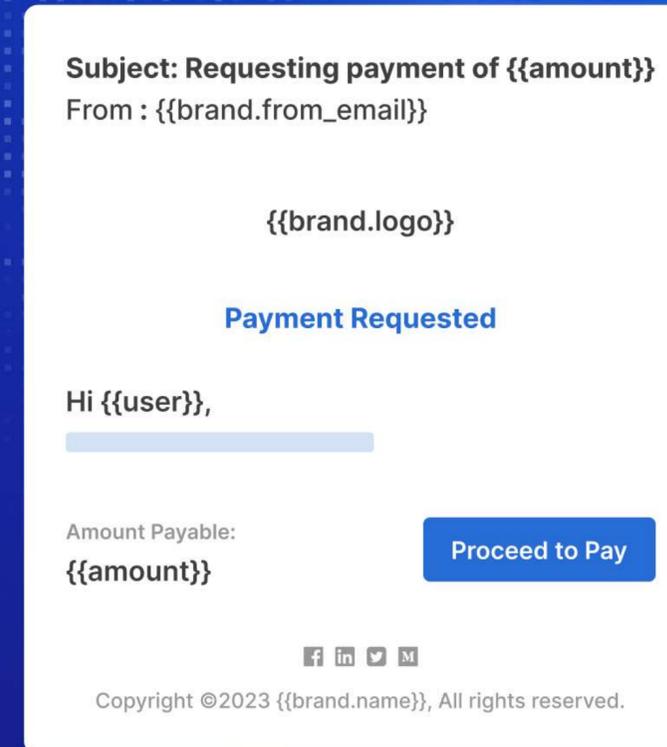
All 1 Mentions Replies

The notifications feed is a dark-themed list of notifications. Each notification includes a user profile picture, the sender's name, the notification text, and a timestamp. The first notification is from Michael Lee about a contract expiration, with a '2m' timestamp and a three-dot menu. The second is from Emma Brown about an onboarding request, with a '5m' timestamp. The third is from Jane Smith about a purchase request, with a '5h' timestamp and 'Review' and 'Approve' buttons. The fourth is from XYZ Logistics about a bid, with an '18h' timestamp and a 'Review Bid' button. At the bottom of the feed, it says 'Powered by SuprSend'.



Customize your notifications *per-tenant*

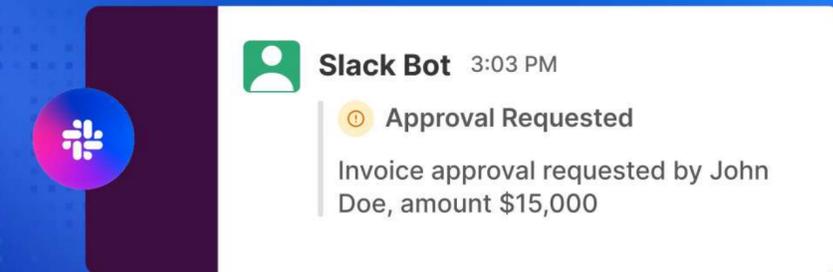
- 1 Send **Customized Notifications** with merchants' branding. Allow merchants to create & edit templates.
- 2 Route messages through the **vendors of your merchants**
- 3 Let your merchants give their notification & channel **preferences**



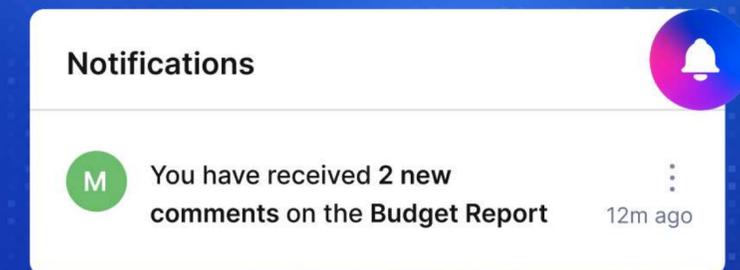


Send fewer alerts with Batching & Digest

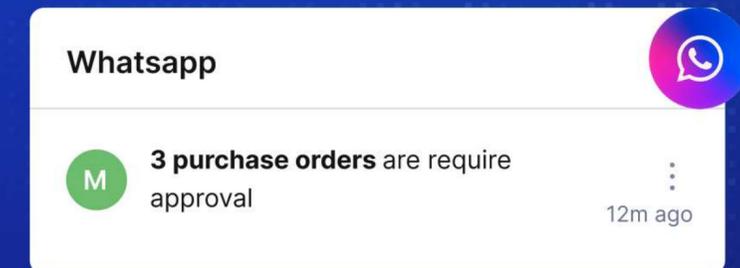
- ✓ Combine multiple alerts in a short interval & send one single notification
- ✓ Create different batching rules - fixed, dynamic, retain first few, inactivity
- ✓ Allow customers to give their batching window - instant, hourly, daily, weekly



A Slack notification card with a purple and blue gradient background. It features a Slack logo icon on the left. The text reads: "Slack Bot 3:03 PM", "Approval Requested" (with a yellow warning icon), and "Invoice approval requested by John Doe, amount \$15,000".



A "Notifications" card with a white background and a blue header. It features a bell icon in a purple circle on the right. The text reads: "You have received 2 new comments on the Budget Report" (with a green 'M' icon) and "12m ago".



A "Whatsapp" card with a white background and a blue header. It features a WhatsApp logo icon in a purple circle on the right. The text reads: "3 purchase orders are require approval" (with a green 'M' icon) and "12m ago".

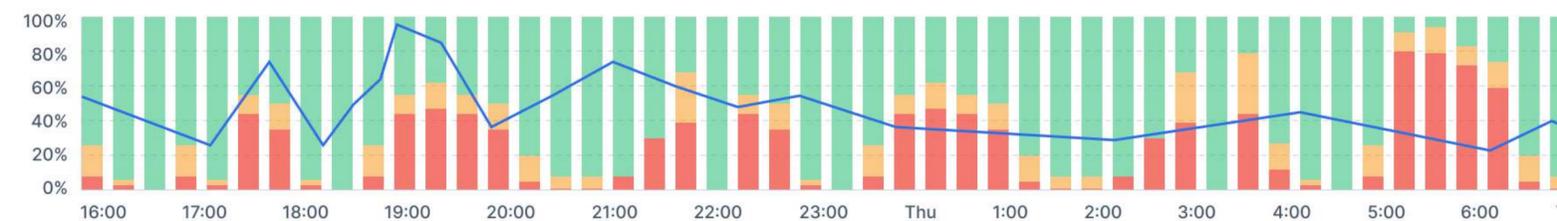


A "Digest" card with a white background. It features an envelope icon in a purple circle on the right. The text reads: "Inscribe <billing@inscribe.com> to me", "Dear Jane,", "Here is the digest of activity in last 24 hours.", "Payment Received: \$124,000", and "Payment Due: \$48,000".



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



Triggered at	Workflow / Broadcast	Node ?	Template	Recipient ID ?	T	
13-07-2023 2:00...	Activity Report	Multi-Channel	Activity Report	b12f68c8-0e4b-4d...	b	
13-07-2023 2:00...	Payment Pending	Multi-Channel	Payment Reminder-1	b12f68c8-0e4b-4d...	b	
		Vendor	Triggered	Delivered	Seen	Clicked
0m	Email	john.doe@example.com	2s	2s	2s	2s
1h 20m	SMS	+91 12345 67890				
13-07-2023 2:00...	Activity Report	Multi-Channel	Activity Report	b12f68c8-0e4b-4d...	b	
13-07-2023 2:00...	Payment Pending	Multi-Channel	Payment Reminder-1	b12f68c8-0e4b-4d...	d	
13-07-2023 2:00...	Payment Pending	SMS	Payment Reminder-2	b12f68c8-0e4b-4d...	b	
13-07-2023 2:00...	Payment Pending	Webhook	Payment Reminder-3	b12f68c8-0e4b-4d...	d	



**Deliver an experience that delights
customers with *SuprSend***