Web Push Notification Competative Matrix

Features	SEYND		One Signal			AimTell				Izooto				Push Engage				VWO			
	Enterprise	Free	Free	Starter	Pro	Starter	Basic	Plus	Enterprise	Basic	Publisher: Engage	Essential	Advanced	Free	Business	Premium	Enterprise	Start-Up	Premium	Business	Enterprise
Push Notifications																					
Desktop																					
Windows	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes
MacOS	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes
Linux	yes	yes	no	no	no	no	no	no	no	no	no	no	no	yes	yes	yes	yes	yes	yes	yes	yes
Mobile																					
Android	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	no	yes	yes	yes
Supported Browsers																					
Chrome	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes
Firefox	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes
Safari	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes
Opera	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes
Microsoft EDGE	yes	yes	yes	yes	yes	no	no	no	no	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes
UC Browser	yes	yes	no	no	no	no	no	no	no	yes	yes	yes	yes	yes	yes	yes	yes	no	no	no	no
Samsung Internet Browser	yes	yes	yes	yes	yes	no	no	no	no	yes	yes	yes	yes	yes	yes	yes	yes	no	no	no	no
Rich Notifications Support																					
Devices																					
Windows	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes
MacOS	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	no	no	no	no	yes	yes	yes	yes
Linux	yes	yes	no	no	no	yes	yes	yes	yes	no	no	no	no	yes	yes	yes	yes	yes	yes	yes	yes
Android	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	no	no	no	no	yes	yes	yes	yes
Browsers																					
Chrome	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes
Firefox	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	no	no	no	no	yes	yes	yes	yes
Opera	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	no	no	no	no	yes	yes	yes	yes
CTA Support																					
Devices																					
Windows	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	no	no	yes	yes
MacOS	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	no	no	yes	yes
Linux	yes	yes	no	no	no	yes	yes	yes	yes	no	no	no	no	yes	yes	yes	yes	no	no	yes	yes
Android	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	no	no	no	no	no	no	yes	yes
Browsers																					
Chrome	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	no	no	yes	yes
Multi Action Capable	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	no	no	yes	yes
Image Support																					
Small	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes
Large																					
Devices																					
Windows	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	no	no	yes	yes
MacOS	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	no	no	no	no	no	no	no	no
Linux	yes	yes	no	no	no	yes	yes	yes	yes	no	no	no	no	yes	yes	yes	yes	no	no	yes	yes
Android	yes	yes	yes	yes	**yes**	yes	yes	yes	yes	yes	yes	yes	yes	no	no	no	no	no	no	yes	yes
Browsers																					
Chrome	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	no	no	yes	yes
Emojis and Icons																					
Devices																					
Windows	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes
MacOS	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes
Linux	yes	yes	no	no	no	no	no	no	no	no	no	no	no	yes	yes	yes	yes	yes	yes	yes	yes
Android	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes
Browsers																					
Chrome	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes
Firefox	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes
Safari	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes
Unlimited Notifications	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	no	yes	yes	yes	yes	yes	yes	yes
Remove Branding	yes	no	yes	yes	yes	yes	yes	yes	yes	no	yes	yes	yes	no	yes	yes	yes	no	no	yes	yes
Prioritized Delivery	yes	no	no	yes	yes	yes	yes	yes	yes	no	no	no	no	no	no	no	no	yes	yes	yes	yes
Lifetime clicks	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	no	yes	yes	yes	yes	yes	yes	yes
Multi Lingual Notifications	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes
Pop Up Parameters	yes	no	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes
Custom Opt-in Repeat Delay	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	no	yes	yes	yes	no	no	no	no
Do not show for Session duration	yes	yes	no	no	yes	yes	yes	yes	yes	yes	yes	yes	yes	no	no	no	no	no	no	no	no
"x" days	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	no	no	no	no	no	no	no	no
Page visits	yes	yes	no	no	yes	yes	yes	yes	yes	no	no	no	no	no	no	no	no	no	no	no	no
Analytics																					
Notification Performance Reporting	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	no	yes	yes	yes	yes	yes	yes	yes
Real-Time Reporting	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	no	no	no	no	no	no	no	no
CTR Performance	yes	yes	yes	yes	yes	yes	yesy	yes	yes	yes	yes	yes	yes	no	no	no	no	yes	yes	yes	yes
A/B Testing	yes	yes	yes	yes	yes	no	no	yes	yes	no	no	no	no	no	no	yes	yes	no	no	no	yes
AB/N Testing	yes	no	no	no	no	no	no	no	no	no	no	no	no	no	no	no	no	no	no	no	no
Automated	yes	no	no	no	no	no	no	no	no	no	no	no	no	no	no	no	no	no	no	no	no
Statistical Graphics	yes	yes	yes	yes	yes	no	no	no	no	no	no	no	no	no	yes	yes	yes	yes	yes	yes	yes
Automation																					
Scheduling	yes	yes	yes	yes	yes	yes	yes	yes	yes	no	yes	yes	yes	yes	yes	yes	yes	no	yes	yes	yes
Notification Expiry	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	no	no	no	yes	no	yes	yes	yes
TimeZone Optimization	yes	yes	yes	yes	yes	no	yes	yes	yes	no	yes	yes	yes	no	no	yes	yes	no	no	no	yes
Intelligent Delivery	yes	no	no	yes	yes	no	no	no	no	no	no	no	no	no	no	no	no	no	no	no	yes
Recurring & Drip Notifications	yes	yes	yes	yes	yes	no	yes	yes	yes	no	yes	yes	yes	no	no	yes	yes	no	no	no	yes
Triggered Notifications	yes	yes	yes	yes	yes	yes	yes	yes	yes	no	no	no	yes	no	no	no	yes	no	no	no	yes
Triggered within hours	yes	yes	yes	yes	yes	yes	yes	yes	yes	no	no	no	no	no	no	no	yes	no	no	no	yes
Triggered within min.	yes	yes	no	yes	yes	yes	yes	yes	yes	no	no	no	yes	no	no	no	yes	no	no	no	yes
API Access	yes	yes	yes	yes	yes	no	no	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes
Unlimited API Requests	yes	no	yes	yes	yes	yes	yes	yes	yes	no	no	no	no	no	no	no	no	yes	yes	yes	yes
One Click Subscribe	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes
One Click Unsubscribe	yes	yes	yes	yes	yes	yes	yes	yes	yes	no	no	no	no	yes	yes	yes	yes	yes	yes	yes	yes
Unlimited Websites	yes	yes	yes	yes	yes	no	no	yes	yes	no	no	no	no	no	no	no	no	no	no	no	yes
Audience Targeting																					
Segmentation Targeting	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	no	yes	yes	yes	yes	yes	yes	yes
Unlimited Segments	yes	yes	yes	yes	yes	no	yes	yes	yes	yes	no	yes	yes	no	no	no	no	no	no	no	no
Device Targeting	yes	yes	yes	yes	yes	yes	yes	yes	yes	no	yes	yes	yes	no	yes	yes	yes	yes	yes	yes	yes
Behaviour Targeting	yes	yes	no	yes	yes	yes	yes	yes	yes	no	no	no	yes	no	yes	yes	yes	no	no	yes	yes
Geo Location Targeting	yes	yes	yes	yes	yes	yes	yes	yes	yes	no	yes	no	yes	no	yes	yes	yes	yes	yes	yes	yes
Country	yes	yes	yes	yes	yes	yes	yes	yes	yes	no	yes	no	yes	no	yes	yes	yes	yes	yes	yes	yes
City	yes	yes	yes	yes	yes	yes	yes	yes	yes	no	yes	no	yes	no	yes	yes	yes	yes	yes	yes	yes
Subscription Date Targeting	yes	yes	yes	yes	yes	yes	yes	yes	yes	no	yes	yes	yes	no	yes	yes	yes	yes	yes	yes	yes
Custom Sub Domain Integration	yes	yes	yes	yes	yes	no	no	no	no	yes	yes	yes	yes	no	yes	yes	yes	no	no	yes	yes
Software Support																					
Protocols																					
HTTPS	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes
HTTP	yes	yes	yes	yes	yes	no	no	no	no	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes
Software Languages																					
Microsoft .NET (ASPX)	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes
PHP	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes
CFM	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes
JSP	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes
HTML	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes
Plug-Ins																					
Wordpress	yes	yes	yes	yes	yes	no	no	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes
Customer Support																					
USA Based Support	yes	yes	yes	yes	yes	yes	yes	yes	yes	no	no	no	no	yes	yes	yes	yes	no	no	no	no
Live Chat Support	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes
In App Support	yes	yes	no	no	no	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	no	no	no	no
Email	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes
Phone	yes	yes	no	yes	yes	yes	yes	yes	yes	no	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes
skype/zoom	yes	no	no	no	yes	yes	yes	yes	yes	yes	yes	yes	yes	no	yes	yes	yes	yes	yes	yes	yes
Business hours	yes	no	no	no	yes	yes	yes	yes	yes	yes	yes	yes	yes	no	yes	yes	yes	yes	yes	yes	yes
Priority Support	yes	no	no	yes	yes	no	no	yes	yes	no	yes	yes	yes	no	no	no	yes	no	no	yes	yes
Integration Engineer	yes	no	no	no	yes	no	no	no	no	no	no	no	yes	no	no	no	yes	no	no	no	yes
Account Manager	yes	no	no	no	yes	no	no	yes	yes	no	no	no	yes	no	no	yes	yes	no	no	no	yes
Service Level Agreement	yes	yes	no	no	yes	no	no	no	no	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes
Data Protection																					
Standard	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes
GDPR Compliant	yes	yes	no	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes
No Data Selling	yes	yes	no	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes
Training																					
Subscription Templates	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	no	no	yes	yes
Notification Playbooks																					
Welcome Notifications	yes	yes	yes	yes	yes	yes	yes	yes	yes	no	yes	yes	yes	yes	yes	yes	yes	no	no	no	yes
API Docs	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes	yes
Onboarding Assistance	yes	yes	no	no	yes	no	no	yes	yes	no	no	no	yes	Yes	Yes	Yes	Yes	**yes**	**yes**	**yes**	**yes**
In Person	yes	no	no	no	yes	no	no	yes	yes	no	no	no	yes	yes	yes	yes	yes	yes	yes	yes	yes

All information based on publicly available information as of Sept 2019. All brands remain the property of their respective owners.