Tencent Push Notification Service

Product Introduction

Product Documentation

Contents

Product Introduction

Overview

Last updated：2024-05-21 17:16:15

Tencent Push Notification Service provides a stable and fast application push service that features high delivery rate. Boasting industry-leading technical advantages, stable and reliable message push channels, and proprietary dual service architecture for session keep-alive, it is easy and fast to access, effectively improving the message delivery rate. It can push 18 million messages per minute and deliver them in a matter of seconds (sustaining in-app pushes for Tencent applications such as the Honor of Kings). In addition, it can precisely tag users for efficient lean operation of applications.

Multiple Push Types and Methods

Tencent Push Notification Service offers a diverse variety of push methods to meet different business and industry needs. It provides push types such as notification bar messages, in-app push notifications, as well as redirection to applications, HTML5 pages, and deep links upon click. It also offers scheduled and loop push notifications to meet your needs in different use cases.

Tencent Push Notification Service Channel + Vendor Channel for Fast and Stable Delivery

Tencent Push Notification Service supports the integration of major vendor channels in Mainland China such as Huawei and OPPO as well as the Google-supported FCM channel outside Mainland China. It can select the optimal channel based on the device brand to implement system-level push on vendor phones and effectively improve delivery rate. You can push up to 300,000 messages per second through exclusive channels and deliver a message in milliseconds.

Session Keep-Alive

Tencent Push Notification Service uses a unique dual service architecture for keep-alive session to stabilize message delivery, consume less power and traffic, and improve delivery and click-through conversion rate. This feature helps users keep alive mutually and boosts the push effect.

Abundant Tags for Precise Push

You can call the Tencent Push Notification Service SDK or backend API to bind one or more tags to devices. After that, you can push messages based on the tags, which makes lean operations easier.

Real-Time Push Effect Analysis

Tencent Push Notification Service provides real-time analysis of push effects. Statistics of message delivery, display, and click-through are collected in real time and displayed visually in the console to facilitate real-time monitoring of

push results.

Strengths

Last updated：2024-05-21 17:16:54

Excellent and Reliable Performance Metrics

Tencent Push Notification Service provides a processing power of 300,000 push messages per second, outperforming its competitors in the industry. It sustains hundreds of millions of push messages per day for top applications such as the Honor of Kings. The stability of the Tencent Push Notification Service system and SDK has been proved on a large number of applications.

Strong Keep-Alive Capability for High Delivery Rate

With the industry's highest daily active device coverage of 320 million and mutual dual service keep-alive mechanism, Tencent Push Notification Service ensures stable persistent connections, offers a high keep-alive rate, and achieves a delivery rate of 99.9% for online devices. It supports Huawei and OPPO vendor channels and can intelligently select the optimal channel based on the device brand to implement system-level push on mobile phones and effectively improve the push delivery rate.

Tencent Digital Application Ecosystem

Taking Tencent Push Notification Service as the core, Tencent's digital capabilities enable you to elastically and rapidly establish a closed-loop digital ecosystem from the base layer to the top layer. Leveraging Tencent's big data capabilities such as intelligent recommendation, data analysis, and digital marketing, Tencent Push Notification Service helps you break through push service bottlenecks and drive user engagement.

Real-Time Push Effect Analysis

Tencent Push Notification Service provides real-time analysis of push effects. Statistics for message delivery and click-through is collected in real time and displayed visually in the console to facilitate real-time monitoring of push results.

Use Cases

Last updated：2024-01-16 17:25:39

Social Networking

Scenario description: when a user performs an operation such as liking, commenting, or sharing in an application with social networking features, the application can call the Tencent Push Notification Service service to send a reminder message to target users, who can receive the reminder without opening the application. This can promote repeated user interaction, which helps form a closed functionality loop and improve the user activity.
Success stories: Qinbaobao, Huanyu, Meipian.

Marketing

Scenario description: gaming, ecommerce, and utility applications usually need to promote and market their products. They can call the corresponding Tencent Push Notification Service APIs to accurately filter tags and select target audience for targeted message push, which enables them to reach more users in a more active way, encourage spending, and therefore improve the conversion effect of marketing campaigns.
Success stories: Honor of Kings, Evernote.

System Notification

Scenario description: utility applications or applications requiring system notifications usually need to notify users of user or system feature status changes promptly. They can call the corresponding Tencent Push Notification Service APIs to directly push messages to target devices by specifying the accounts based on their server business logic, which can drive users to perform specific operations and form a closed loop of user experience.
Success stories: Tencent Class, WeBank.

User Engagement

Scenario description: product teams generally need to carry out layered operational events for users in different phases throughout the product lifecycle, such as pushing product guides to new users. By accurately profiling new users, they can make precise predications in various aspects such as the problems that may occur in actual use and the events that may interest users the most, based on which they can actively push messages in a more targeted manner to improve the user retention rate and attract more active users.
Success stories: WeComics, Caigexingqiu, ybsjyyn.com.

News

Scenario description: news and video applications always need to stay on top of breaking and trending news and swiftly deliver news stories to target users. They can use the channel capabilities of Tencent Push Notification Service that support high numbers of concurrent messages and industry-leading millisecond-level message push to send

message notifications to users with specific tags, so as to reach more users and increase the page views of pushed content and user stickiness.

Success stories: Yangshipin, Tencent Sports.

Global Deployment

Last updated：2024-01-16 17:25:39

As mobile applications are getting more and more globalized, the collection of basic attributes of devices and the storage of operational data need to comply with local data protection regulations. To this end, we have launched a global deployment service that complies with the EU's General Data Protection Regulation (GDPR), which can implement global cluster deployment, data storage, and compliant marketing.

Currently available regions

Tencent Push Notification Service currently has four clusters deployed in Guangzhou, Shanghai, Hong Kong (China), and Singapore (Southeast Asia Pacific). The data between different clusters is completely isolated. You can choose a "service access point" when creating an instance.

Service Access Point	Service Availability Area	Data Storage Location
South China (Guangzhou) ap-guangzhou	Mainland China	Guangzhou
East China (Shanghai) ap-shanghai	Chinese mainland	Shanghai
Hong Kong, China ap-hongkong	Outside Mainland China	Hong Kong (China)
Southeast Asia (Singapore) ap-singapore	Outside Mainland China	Singapore