

# **Tencent Push Notification Service Purchase Guide Product Documentation**



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# Purchase Guide

## Purchase Directions

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## Operation Scenarios

Once the application is created, you can purchase the TPNS service, which currently supports the pay-as-you-go billing mode:

- In pay-as-you-go billing mode, you only need to pay for the actually used resources on a daily basis, which is suitable for scenarios where the business volume changes frequently.

For the pricing of this billing mode, please see [Pricing Overview](#). The following describes how to enable this mode at the official website.

## Directions

### Enabling pay-as-you-go (postpaid) billing

1. Log in to the [TPNS Console](#) and select **Product Management** on the left sidebar.
2. Go to the product list page, select the application for which to purchase the service, and click **Buy Now**.
3. On the TPNS purchase page, select the **Pay-As-You-Go** billing mode, specify the target application, or click the drop-down list to select multiple target applications, confirm that

everything is correct, and click **Enable Now**.

### Tencent Push Notification Service Subscription Plan

**Billing Mode** Pay-As-You-Go [Billing Rules and Discount Instructions](#)

Pay-as-you-go is an elastic billing mode which is postpaid and settled daily. This billing mode is applicable to businesses with rapid and frequent growth.

**Application** (1600003224)Test-IOS

Batch activate up to 50 applications at a time.

**Cost:** **Service Access Point in Guangzhou: 0.00016** USD/daily connected devices/day

[Subscribe Now](#)

**Tips:**

1. After subscribing the Pay-as-you-go service, if the Daily connected device does not exceed 1000, no charge will be incurred on that day;
2. For pay-as-you-go billing mode, the minimum purchase quantity is 50,000 daily connected devices. If the actual number of daily connected devices is less than 50,000, it will be calculated as 50,000.

4. The service will take effect immediately after the pay-as-you-go billing mode is successfully enabled. When the **Service Details** corresponding to the application on the **Product Management** page displays **Pay-As-You-Go**, the mode is successfully enabled.

# Billing Modes

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TPNS provides two billing modes to meet customer needs in different scenarios: monthly subscription and pay-as-you-go.

## Note :

Monthly subscription is currently in beta. If you wish to use this billing option, please [contact sales](#)

The following table lists the differences between the two billing modes:

Billing Mode	Monthly Subscription	Pay-as-you-go
Payment mode	Prepaid	Postpaid and settled daily
Billable item	Monthly peak of daily connected devices	Daily connected devices
Unit price	Low	High
Minimum usage duration	At least one month	Resources are billed on a daily basis and can be purchased/released at any time
Use case	Business with long-term stable device needs	Scenarios where the number of devices fluctuates greatly

## Monthly Subscription

- Monthly subscription is a prepaid billing mode of TPNS. You need to pay for one or multiple months or even years in advance. Monthly subscription is cheaper than pay-as-you-go and is suitable for scenarios where the number of daily connected devices can be predicted.
- Monthly subscription is pay before use. Before purchasing a TPNS service package, check your Tencent Cloud account balance. If your balance is less than the service cost, top up your account first.

- For specific monthly subscription TPNS prices, please see [Pricing Overview](#).

## Pay-as-you-go

- Pay-as-you-go is an elastic billing mode of TPNS. You can activate/terminate services at any time. Billing is based on the number of daily connected devices and settled daily. Pay-as-you-go is more expensive than monthly subscription and is suitable for scenarios where the number of daily connected devices fluctuates greatly.
- If you choose the pay-as-you-go billing mode, and your daily connected devices of an application are less than 1,000, no fees will be incurred on that day.
- After purchasing a pay-as-you-go service, make sure that your account balance is sufficient. If your account is in arrears for over 24 hours, the pay-as-you-go service will be suspended.
- For specific pay-as-you-go TPNS prices, please see [Pricing Overview](#).

# Free Trial

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Applications created in the [TPNS Console](#) after July 1, 2020 are eligible for a push service trial free of charge, which allows you to try out and connect to the TPNS service with ease.

## Note :

1. The trial version does not limit the use duration and number of pushes and provides the same features as the paid version, such as message push through vendor channel, notification bar message collapsing, and rich media notification.
2. A trial version application supports up to 1,000 devices for testing. After the number of daily connected devices exceeds 1,000, service suspension will be triggered, and the resource will be repossessed by the system on the eighth day after the service is suspended. At that time, your application token information, account and tag information, push history, and other resource data will be deleted immediately and cannot be recovered. If your application exceeds the limit, please make a payment to activate the TPNS service in time. For activation steps, please see [Purchase Directions](#).

## Activation Steps

1. [Sign up](#) for a Tencent Cloud account and complete [identity verification](#).
2. Log in to the [TPNS Console](#). If you are logging in for the first time, please indicate your consent to the [Developer Agreement](#).
3. Go to the product management page and [create a product and application](#).
4. After the above steps are completed, the application will be on the trial version by default. Check the current service status, and if it is displayed as **In use**, you can use the push service normally.

Platform	Application Name	Access ID	Service Status	Service Details	Operation
Android	Test-Android-long-name-test	1500003223	In use	Trial Version	<a href="#">Create Push</a> <a href="#">Push Management</a> <a href="#">Application Statistics</a> <a href="#">Configuration Management</a> <a href="#">Delete</a>
iOS	Test-iOS	1600003224	In use	Trial Version	<a href="#">Create Push</a> <a href="#">Push Management</a> <a href="#">Application Statistics</a> <a href="#">Configuration Management</a> <a href="#">Delete</a>



# Pricing Overview

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This document describes the pricing and discount policies of two TPNS billing modes: monthly subscription and pay-as-you-go.

## Note :

The monthly subscription mode is currently in beta. To use it, please [contact sales](#).

## Glossary

- **Daily connected devices:** the number of unique online devices connected to the SDK on a day (the SDK will connect to the TPNS server when the application is running in the foreground or background).
- **Monthly peak of daily connected devices:** the highest number of daily connected devices in a month.
- **Service access point:** the region where the TPNS cluster is located. The restrictions on data access vary by region. You can select an application service access point when creating an instance in the console.

## Monthly Subscription

### Notes

- Monthly subscription bills in units of 10,000 daily connected devices, making 10,000 daily connected devices the minimum purchase required.

### Pricing

Because service costs vary by service access point, the corresponding prices are also different.

Service Access Point	Unit Price (USD/10,000 Daily Connected Devices/Month)
Guangzhou	42.237
Hong Kong (China)	56.316
Singapore	56.316

## Discounts

Monthly Peak of Daily Connected Devices	Purchase Duration: 1-5 Months	Purchase Duration: 6-11 Months	Purchase Duration: 1 Year	Purchase Duration: 2 Years
10,000-499,999	None	None	None	None
500,000-1,999,999	10% off	20% off	35% off	40% off
2,000,000 and above	30% off	35% off	40% off	50% off

## Billing examples

### Billing example 1

- The service access point is Singapore.
  - The monthly peak of daily connected devices for the application on Android is 600,000.
  - The purchase duration of the package is 12 months.
- The total package fees will be: monthly fees \* duration \* discount = (60 \* 56.316) \* 12 \* 0.65 = 26355.7944 USD.

### Billing example 2

- The service access point is Guangzhou.
  - The monthly peak of daily connected devices for the application on iOS is 100,000.
  - The purchase duration of the package is 1 month.
- The total package fees will be: monthly fees \* duration \* discount = (10 \* 42.237) \* 1 \* 1 = 422.37 USD.

## Pay-as-You-Go

### Pricing

The following applies for daily pay-as-you-go billing mode:

- Daily connected devices  $\leq 1,000$ : no fees will be incurred for the day.
- $1000 < \text{daily connected devices} \leq 50,000$ : fees will be incurred and settled at the fixed prices as listed below.
- Daily connected devices  $> 50,000$ : fees will be incurred and settled at the elastic prices as listed below.
- The continuous usage duration starts on the day when an application has pay-as-you-go billing enabled for the first time. If the service is suspended or terminated during usage, the duration will

not revert to 0. If the number of daily connected devices for a day is less than or equal to 1,000 with no fees incurred, then the day will not be included in the continuous usage duration.

Because service costs vary by service access point, the corresponding prices are also different. Specific prices are listed in the table below.

### 1,000 < daily connected devices ≤ 50,000: fixed pricing

Service Access Point	Unit Price (USD/Day)
Guangzhou	8
Hong Kong (China)	10.7
Singapore	10.7

### Daily connected devices > 50,000: elastic pricing

Service Access Point	Unit Price (USD/Daily Connected Devices/Day)
Guangzhou	0.000160
Hong Kong (China)	0.000214
Singapore	0.000214

### Discounts

Continuous Usage Duration (Days)	Discount
1-180	None
181-360	20% off
361-720	35% off
> 720	40% off

### Billing examples

- If the service access point is Singapore and the number of daily connected devices is less than or equal to 50,000, the daily fees will be fixed at 10.7 USD.
- If the service access point is Singapore and the number of daily connected devices is 70,000, then:

- If the service has been used continuously for 90 days, there will be no discount, and the daily fees will be  $70,000 * 0.000214 = 14.98$  USD.
- If the service has been used continuously for 200 days, then a 20% discount will be applied, and the daily fees will be  $70,000 * 0.000214 * 0.8 = 11.984$  USD.

# Notes on Arrears

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## Overview

TPNS provides two billing modes: monthly subscription and pay-as-you-go. If your account has been in arrears for a certain period of time, the system will suspend your service and repossess resources. For more information, please see the following sections.

## Pay-as-You-Go (Postpaid) Mode

Pay-as-you-go billing is an elastic billing mode of TPNS. You can activate or terminate the service at any time, and the service fees will be charged by the number of daily connected devices and settled daily. This mode has relatively high prices and is suitable for scenarios where the number of daily connected devices fluctuates greatly.

After purchasing the pay-as-you-go service, please ensure that your account balance is always sufficient. If your account is in arrears for more than 24 hours, the pay-as-you-go service will be suspended.

### Service suspension mechanism

- At 06:00 every day, the system will settle the fees incurred the previous day, generate a bill, and deduct the fees from your account balance. If your account balance is insufficient or the sum of available balance and frozen amount is negative, and the deduction cannot be completed, your account will fall into arrears.
- The system will push arrears reminders when your account falls into arrears through phone call, SMS, WeChat, email, and Message Center (subject to the actual receipt channels and recipients configured in [Message Center](#)).
- If you fail to top up your account to a positive balance in 24 hours, the service will be officially suspended. If you top up your account in 24 hours, the service will remain available.

#### **Note :**

- After the service is suspended, the device registration, account, and tag binding logic can be used normally, but the push feature will become unavailable.
- If you have activated the non-stop feature offered to key accounts, the service will not be suspended due to arrears of your account, you can continue to use it, and fees will

continue to be charged. If you haven't activated this feature, you can [contact sales](#) to apply for activation.

## Repossession mechanism

After the service is suspended, if you fail to top up your account to a positive balance in seven days, the repossession policy will start.

### **Note :**

After resources are repossessed, your application token information, account and tag information, push history, and other resource data will be deleted immediately and cannot be recovered.