

Tencent Push Notification Service

Purchase Guide

Product Documentation



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Purchase Guide

Billing Overview

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This document describes the pricing and discount policies of pay-as-you-go billing modes.

Glossary

- Daily active users (DAUs): the number of unique online devices connected to the SDK on a day (the SDK will connect to the Tencent Push Notification Service server when the application is running in the frontend or backend).
- Monthly peak of DAUs: the highest number of DAUs in a month
- Service access point: the region where the Tencent Push Notification Service 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.

Pay-as-you-go

Pricing description

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

- DAUs \leq 1,000: No fees will be incurred for the day.
- $1,000 < \text{DAUs} \leq 10,000$: Fees will be incurred and settled at the fixed prices listed below.
- DAUs $> 10,000$: Fees will be incurred and settled at the elastic prices listed below.
- The continuous usage duration starts on the day when an application enables pay-as-you-go billing for the first time. If the service is suspended or terminated during usage, the duration will not revert to 0. If the number of DAUs is less than or equal to 1,000 with no fees incurred, that day will not be included in the continuous usage duration.

Because service costs vary by service access points, their corresponding prices are also different, as shown below:

1,000 < DAUs \leq 10,000: fixed price

Service Access Point	Unit Price (USD/Day)
Hong Kong (China)	2.14
Singapore	2.14

Note :

- The threshold for elastic pricing was lowered from 50,000 to 10,000 DAUs on January 4, 2021.
- If the number of DAUs was less than 50,000 and pay-as-you-go billing was adopted before January 4, 2021, elastic pricing will be automatically applied from January 4, 2021.

DAUs > 10,000: elastic pricing

Service Access Point	Unit Price (USD/DAU/Day)
Hong Kong (China)	0.000214
Singapore	0.000214

Discounts

Continuous Usage Duration (Day)	Discount
1–180	None
181–360	20% off
361–720	35% off
Over 720	40% off

Billing examples

- If the service access point is Singapore and the number of DAUs is less than or equal to 10,000, the daily fee will be fixed at 2.14 USD.
- If the service access point is Singapore and the number of DAUs is 70,000, then:
 - If the service has been used continuously for 90 days, there will be no discount, and the daily fee will be $70,000 \times 0.000214 = 14.98$ USD.
 - If the service has been used continuously for 200 days, then a 20% discount will be applied, and the daily fee will be $70,000 \times 0.000214 \times 0.8 = 11.984$ USD.

Purchase Directions

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Operation Scenarios

Once the application is created, you can purchase the Tencent Push Notification Service 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 [Tencent Push Notification Service 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 Tencent Push Notification Service 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**.

The screenshot shows the 'Billing Mode' section of the Tencent Push Notification Service purchase page. It features a 'Billing Mode' label, a 'Pay-As-You-Go' button, and a link for 'Billing Rules and Discount Instructions'. Below this, a descriptive text states: '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.' The 'Application' section includes a dropdown menu with the selected application '(1500003223)Test-Android-long-name-test' and a note: 'Batch activate up to 50 applications at a time.' The 'Cost' section displays 'Service Access Point in Guangzhou: 0.00016 USD/daily connected devices/day' and a 'Subscribe Now' button.

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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Tencent Push Notification Service provides a pay-as-you-go purchase method.

The following table lists the details of the pay as you go model:

Billing Mode	Pay-as-you-go
Payment mode	Postpaid and settled daily
Billable item	Daily active users (DAUs)
Unit price	High
Minimum usage duration	Resources are billed on a daily basis and can be purchased/released at any time
Use case	Scenarios where the number of devices fluctuates greatly

Pay-as-you-go

- Pay-as-you-go is an elastic billing mode of Tencent Push Notification Service. You can activate/terminate services at any time. Billing is based on the number of DAU and settled daily. Pay-as-you-go is more expensive than monthly subscription and is suitable for scenarios where the number of DAU fluctuates greatly.
- If you choose the pay-as-you-go billing mode, and your DAU 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 Tencent Push Notification Service prices, please see [Pricing Overview](#).

Free Trial

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Starting from July 1, 2020, applications created in the [Tencent Push Notification Service console](#) are eligible for a free Tencent Push Notification Service trial, which allows you to try out the service.

Note :

1. The trial edition does not limit the length of use or the number of push notifications that can be sent. It offers the same features as the paid edition, including push through vendor channels, notification bar message collapsing, and rich media notifications.
2. The trial edition can push to a maximum of 1,000 daily active users (DAUs), but **does not limit the number of push notifications sent**. Once the number of your DAUs exceeds 1,000, the service will be suspended and become unavailable to your application.
3. If the number of your DAUs does not drop below 1,000 within 7 days of service suspension, Tencent Cloud will terminate the service for you on the 8th day, and your application token, account and tag information, push history, and other data will be deleted and cannot be retrieved. We recommend that you purchase Tencent Push Notification Service if your application exceeds the limit. For detailed instructions, see [Purchase Directions](#).

Directions on Activation

1. [Sign up for a Tencent Cloud account](#) and complete [identify verification](#).
2. Log in to the [Tencent Push Notification Service console](#). If you are logging in for the first time, you need to check **I have read and agree to [Tencent Push Notification Service Developer Agreement](#)**.
3. Go to the **Product Management** page and [create a product and application](#).
4. After the above steps, the trial edition will be activated for your application automatically. If the service status of your application is **In use**, it means you have access to the push service.

Platform	Application Name	Access ID	Service Status	Service Details	Operation
Android	Test-Android-long-name-test	1500003223	In use	Trial Version	Create Push Push Management Application Statistics Configuration Management Delete
IOS	Test-IOS	1600003224	In use	Trial Version	Create Push Push Management Application Statistics Configuration Management Delete

Payment Overdue

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Overview

Tencent Push Notification Service provides pay-as-you-go modes. If your account has overdue payment 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 Tencent Push Notification Service. You can activate or terminate the service at any time, and the service fees will be charged by the number of daily active users (DAUs) and settled daily. This mode has relatively high prices and is suitable for scenarios where the number of DAUs fluctuates greatly. After purchasing the pay-as-you-go service, please ensure that your account balance is always sufficient. If your account has overdue payment 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 have overdue payment.
- The system will push payment overdue reminders when your account has overdue payment 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 make the payment in 24 hours, the service will be officially suspended. If you make the payment 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 overdue payment 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 make the payment 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.