PUSH FAQ

Category	Question	Answer
1. About product	**1.1. What does Push notification mean?**	**Push notification** is a short message, that usually looks like SMS text or alerts, pops up on a mobile device or a computer. Push notifications reach users who have only installed customer`s app and have opted-in to receive notifications from the app. Each mobile platform has support for Push notifications — iOS and Android. Mainly, users see a notification while they are using their phone. This alert is shown no matter what the user is doing on the device. All mobile applications utilize several APIs (Application Programming Interfaces) and SDKs (Software Development Kits) to increase standardizations and add new and useful features. These software packages allow for unique capabilities that most developers would not otherwise be able to deploy without many dedicated resources. Using the set of SDK*, the customer's application can manage client-side notifications, including receiving new incoming notifications, managing notification. * **A software development kit (SDK)** is a set of development tools that can be used to create and develop applications. To create applications with advanced functionalities such as advertisements, push notifications, etc; most application software developers use specific software development kits.
	1.2. Is it possible to choose additional channels?	With GMS' comprehensive messaging platform, Hyber, customer can easily send Push notifications direct to a user's screen with further fallback into OTT Messenger or SMS channel. Customer is able to choose whether Push notifications channel only, as well as other combination of channels in any sequence. Push notifications don't get caught in spam filters or forgotten in an inbox — click-through rates can be twice as high as email. They can also remind users to use an app, whether the app is open or not. They can also be used to drive actions, such as: • Order delivery confirmation • Check bank account balance • Bank transaction confirmation • Informative messaging on changing company policy, rules • Ticket booking confirmation • Access password to any account • Promotion of marketing campaigns • Promo and special offers announcement • Information about loyalty programs • Discount programs

	1.3. What are the main specifications of the GMS' Push notifications?	GMS Push has the following main specifications: • 1 000 characters in Cyrillic or Latin • May contain images, hyperlinks and action button • Time to live (TTL) can be set from 30 seconds to 24 hours
	1.4. What are the differences between Push, and other channels?	The most important is the price difference – Push messages are a lot less expensive than other channels, making them the ideal communication tool for notifying app users while they are not using customer's app. **Push** • Text (up to 1 000 Latin or Cyrillic characters) • Sender's name • Logo • Picture • Action button **Viber** • Text (up to 1 000 Latin or Cyrillic characters) • Sender's name • Logo • Picture • Action button • 2-way communication **VK&OK** • Text up to 2048 characters • Transactional and service messages only • Hyperlink • Images • 2-way communication **WhatsApp** • Text up to 1000 characters • Transactional and service messages only • Hyperlink • Images, audio • 2-way communication **SMS** • Text up to 160 characters (Latin) • Text up to 70 characters (Cyrillic)
2. Functionality	**2.1. What protocols can customer use?**	The customer can broadcast via API through SMPP, JSONv2 or via WEB.
	2.2. What is push notifications TTL?	TTL is the possible time to deliver a message to a specific channel. In this case as Push notification. Customizable message delivery time - from 30 to 86 400 seconds, i.e. from 30 seconds to 24 hours.
	2.3. What is the difference between API and SDK?	**API** stands for **Application Programming Interface** is a description of the interface of something. A set of rules by which something should work. An **API** is simply an **interface** that allows software to interact with other software. This is part of its name — API, Application Programming Interface — and is core to its functionality. Think of an API as a tablet by which two different languages, two different instruction sets, can be translated and transferred for mutual understanding. **SDK** stands for **Software Development Kit**, is a set of tools for working with something. **SDK** is a great way to think about it — a kit. Think about putting together a model car or plane. When constructing this model, a whole kit of items is needed, including the kit pieces themselves, the tools needed to put them together, assembly instructions, and so forth.

	2.4. How can customer broadcast?	Well, the customer can send push notifications in the form of single requests (web, jsonv2, smpp) or in the packs (web, jsonv2)
3. Limitation, Requirements & Restrictions	**3.1. What are the main requirements of Push?**	**Requirements:** The customer must have: • application for iOS or/and Android • SDK ** SDK is a set of information that helps developers to create programs in a certain programming language, for a certain platform or application*
4. Commercial	**4.1. GMS commercial offer**	Price is 0,08 UAH per 1 delivered Push notification. Also, customer can buy unlimited package for 1000$ per month and send unlimited Push notification
5. Advantages	**5.1. What are the main advantages of the Push notifications from GMS?**	GMS Push has the following advantages: • Push notifications are read almost immediately • The most cost-effective messaging channel • GMS's comprehensive messaging platform, Hyber, which can be used to send Push notifications direct to a user's screen with further fallback into OTT Messenger or SMS channel