Amazon **Pinpoint**

aws

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Engage with your customers by
sending targeted email, SMS,
and push notification campaigns

Amazon Pinpoint helps you engage with your customers by sending email, SMS messages, and push notifications. Whether you're a developer, marketer, or business user, you can use Amazon Pinpoint to send targeted messages (such as promotional alerts and customer retention campaigns), as well as direct messages (such as order confirmations and password reset messages) to your customers. You can integrate Amazon Pinpoint into your apps to capture usage data, which helps you better understand how customers interact with your apps. Amazon Pinpoint also tracks the ways that your customers respond to the messages you send—for example, by showing you the number of messages that were delivered, opened, or clicked.