



Company Overview

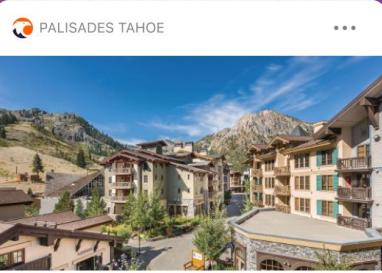
Partnerships '23

August 2023

Democratizing Customer Engagement

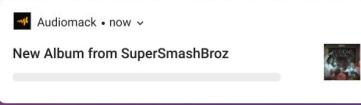


eShoppe: 25% off electronics! 🎉



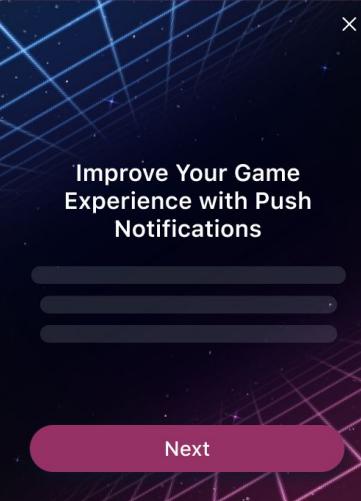
PALISADES TAHOE

Make Winter Plans Now! *



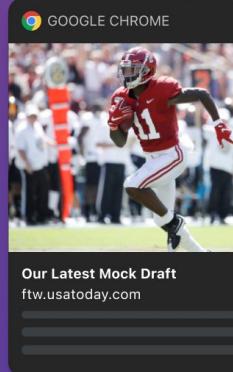
Audiomack • now ▾

New Album from SuperSmashBroz



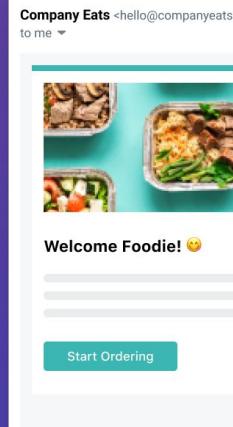
Improve Your Game Experience with Push Notifications

Next



GOOGLE CHROME

Our Latest Mock Draft
ftw.usatoday.com



Company Eats <hello@companyeats.com to me ▾

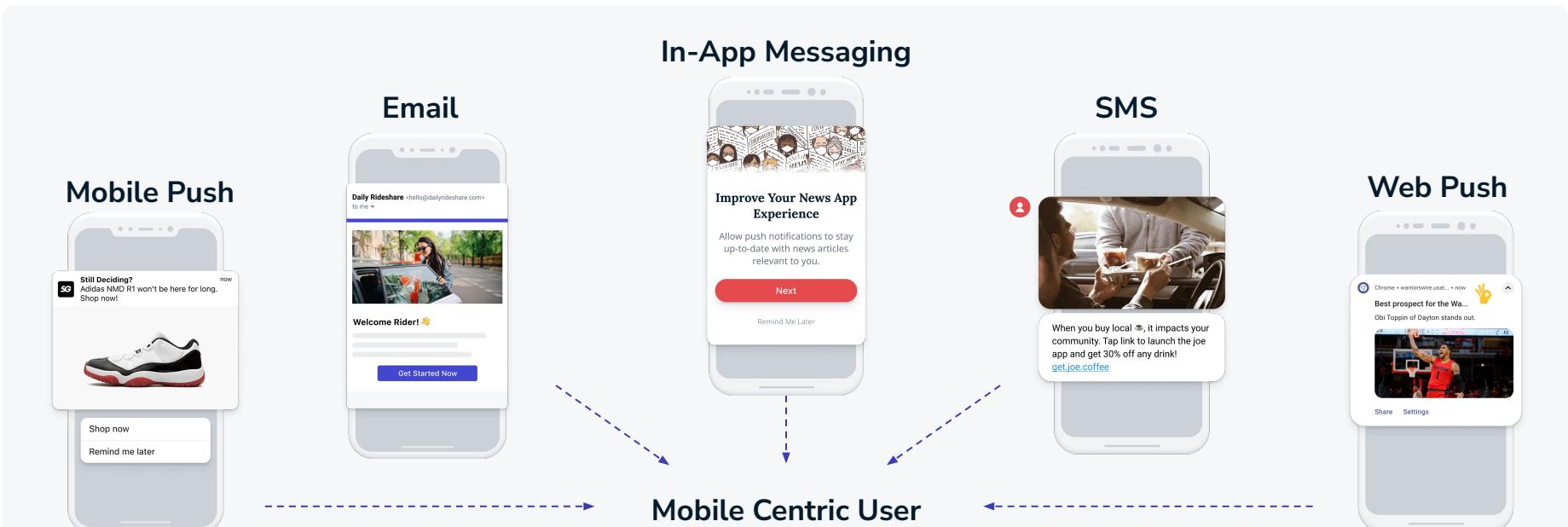
Welcome Foodie! 😊

Start Ordering

OneSignal - Mobile Centric Omni-channel Customer Messaging

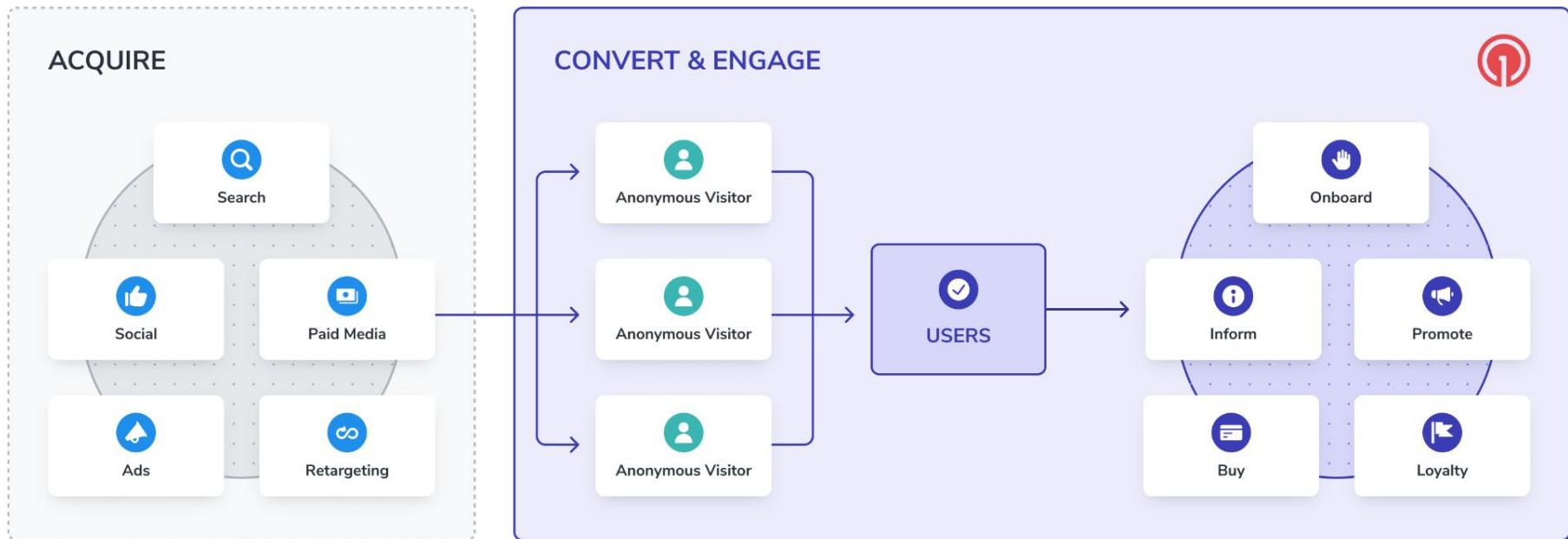


Companies who leverage Cross-Channel Messaging of 2 (or more channels) see a 220%+ Increase in LTV



Powered by OneSignal's Segmentation, Analytics, and Personalization Platform

5% increase in customer retention can increase company revenue by 25-95%



- ⚠ Erosion of Apple's IDFA and Google's AAID
- ⚠ Inaccurate & expensive 3rd party data
- ⚠ Global privacy regulations

- ✓ Valuable 1st party data
- ✓ Increase digital touchpoints
- ✓ Seamlessly tie in with product experience



OneSignal At a Glance

- Used by **1.8 million+ marketers & developers**
- **12+ Billion** messages sent per day
- **6,500+ paid customers in 140+ countries**
- **65%** push notification market share
- Installed in **17%** of all new apps
- Used by **8-10%** of all mobile apps
- **Grew ARR 14x** over the last 3 Years
- **150 Employees**; Offices in SF Bay Area; NY; London & Singapore



PLG Business Model - plans for every sized customer



Free

Powerful messaging with
easy setup

\$0/Month

10,000 web & unlimited mobile push
subscribers, 1 in-app message



[Get Started Now](#)

Free access to:

- Limited Personalization
- Unlimited API Sends
- Intelligent Delivery
- A/B Testing
- GDPR Compliant

Growth

Personalize and test your
way to growth

From \$9/Month

\$3 per 1,000 push subscribers
\$3 per 1,000 in-app impressions



[Get Started Now](#)

All features from Free +

- Standard Personalization
- Advanced In-App Messaging
- List Uploads
- Confirmed Delivery
- GDPR Compliant + DPA

Professional

Advanced personalization to
drive conversions

From \$99/Month

\$3 per 1,000 push subscribers
\$3 per 1,000 in-app impressions



[Get Started Now](#)

All features from Growth +

- Advanced Personalization
- CSV Exports
- Advanced Analytics
- Custom Event Tracking
- 24/7 Prioritized Email

Enterprise

Ultimate control and support
for your team

Custom

Custom subscribers & impressions at
annual volume-based pricing



[Contact Sales](#)

All features from Professional +

- Custom Segments & Tags
- Custom Contract, SLA & DPA
- Onboarding & 24/7 Support
- Admin Controlled 2FA
- Advanced User Permissions

Onesignal Customers



F U T U R E



BUSINESS
INSIDER





Why OneSignal Wins

OneSignal is positioned to win in a huge market



- **Messaging is a \$500 Billion market** - Customer messaging is critical infrastructure for revenue. Without messaging, it's impossible for modern consumer businesses to exist.
- **Point-Solutions for Email Marketing, SMS, were not designed for an omnichannel world** - Legacy Tech and Non-mobile centric architecture makes it difficult to expand into omnichannel. Old-Guard competitors are choosing consolidation over innovation (E.g. Mailchimp acquisition by Intuit).
- **“Product-Led Growth” Businesses Consistently Win** - OneSignal is the only freemium, omnichannel solution. PLG businesses invest into better products, have faster adoption cycles, and consistently demonstrate faster long-term growth.
- **Global Reach & Untapped Userbase** - 70% of our revenue comes from outside North America. Only 1% of our signed-up users have converted to paid plans so far. We've just begun selling email and other new products to new and existing customers. Across every dimension, we're poised for rapid expansion and market dominance.



Freemium, PLG Model has Driven Wide Adoption

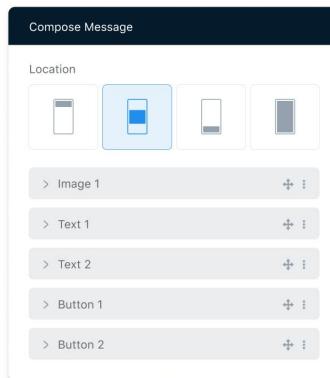
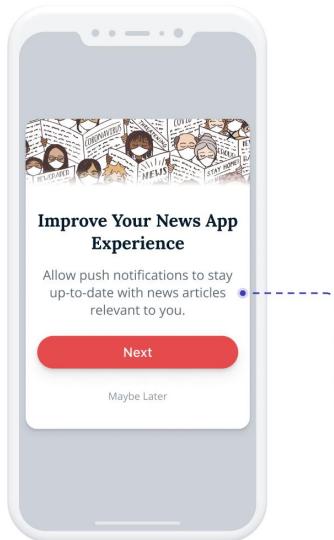
- **OneSignal is Easy to Set-up**
 - OneSignal takes just a few minutes to set-up with an SDK that automatically tracks user information from app usage and integrations.
 - 12 rigorously tested SDKs, covering all platforms (e.g. iOS, Android, Expo, Unity, Flutter, React Native)
- **Freemium Model With Scaled Traction:**
 - We are aggressively freemium with no restrictions on the number of mobile contacts, intentionally maintaining a large amount of latent revenue.
- **Of our 1.6M Total Users, Approximately 0.8% of Previously Free Users are on a Paid Plan**
- **70%+ of Our Paid Users Upgraded from Our Free Plan, including:**



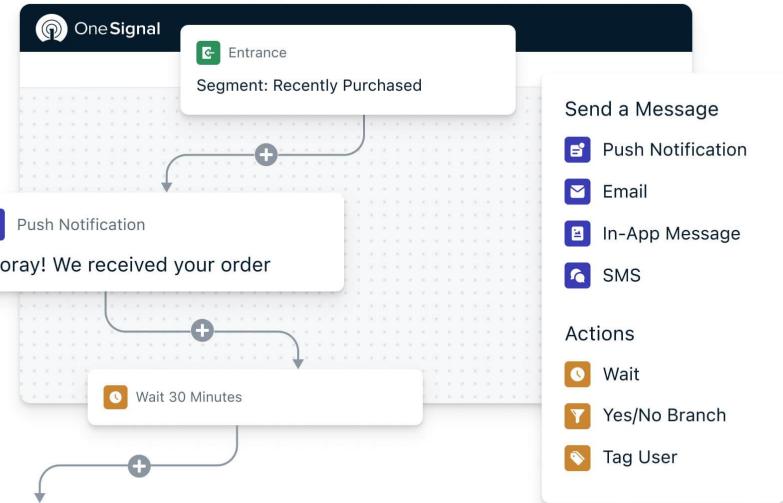


Easy, Modern UI to Send and Orchestrate Messages

In-App Message Creation



Intuitive Journey Builder



Simple Drag & Drop Options

Integration Ecosystem



35+ Integration Partners



What Problems Does OneSignal Solve?

OneSignal Solves the Following Customer Pain Points



- 1) ***Too Long to Implement*** (or expensive to build) ***Messaging Tools***.
- 2) ***Acquire vs. Renting Users*** - Ad costs are increasing; desire is to grow opted in list of users/customers (Email/Push/SMS Subscribers)
- 3) ***Consolidate Messaging into 1 Platform*** - I hate logging into an email provider, then push, SMS, etc; I need a cohesive customer journey
- 4) ***Increase Customer Engagement*** - I want to improve my DAU, MAU, increase user LTV
- 5) ***Personalized Customer Experience*** - Leverage 1st party data to improve customer experience; (Ads Less Effective)
- 6) ***Rapid Transactional Messaging @Scale***