Abstract

Push notifications are the significant tools to increase engagement with your app and improve user retention rates. Push notifications notify users with new information about an application, so they provide valuable and relevant updates even when the application is not running. This paper describes a software prototype framework, which is designed to send millions of push notifications using GCM and APNS cloud services. 13 separate test scenarios designed to measure its performance are run, upon which final results are discussed and conclusions are drawn.

References


Index Terms

Computer Science

Information Sciences

Keywords

Push notification, performance, system design, messaging, producer/consumer.