

PUBNUB FOR CUSTOM CHAT

In-App Chat for Real-time Engagement



Chat is the simplest way for users to connect with one another, and it's their most direct channel when they need information. And when chat is integrated into a product or service, users can have conversations in context, which stops them from disengaging with your app and turning elsewhere for what they're looking for.

Simply creating in-app chat isn't enough. Whether it's one-to-one or group chat, users expect the same real-time responsiveness and feature set that they're used to from all the apps they engage with everyday. To engage users and redirect them from using other communication channels, you need to provide a chat experience that exceeds their expectations. But you also need the freedom to easily build a product to fit your unique vision.

Using PubNub, you don't have to build chat from the ground up. With our chat APIs, you get a reliable, high-quality chat platform—all while retaining full control, functionality, and flexibility with integrations to services like video calling, profanity filtering, and moderation.

Key Features

- Private and Group Chat
- User Presence and State
- Voice and Video Integrations
- Profanity filtering
- Translation
- Typing indicators, read receipts, and reactions
- Alerts & Notifications
- Access Control and Encryption
- Geolocation
- Analytics



THE BENEFITS OF BUILDING CHAT WITH PUBNUB

Get a well-designed chat up and running quickly

Build chat quickly and easily, and do it with the tools and services you love. PubNub's APIs are designed to accommodate your approach to engineering. Plus, Chat Solution Kits let you build beautiful chat apps quickly, with best-practices built right in.

Start with the features users expect

Deliver the features that delight and engage users, right out of the box: on/offline status indicators, typing indicators, message reactions, or powerful chat commands to access information, set reminders, and trigger third-party services.

Scale your product effortlessly

Grow your user base, handle surging traffic, and satisfy demands for new features without worrying about scale or reliability. Develop with the confidence that your infrastructure will evolve right alongside your product and business.

Integrate services from best-in-class providers

Protect community health with profanity filtering, expand communication with voice and video, and automate business logic with rules-based engines, all without routing traffic or managing additional servers. These integrations can be expanded to any service provider or internal service to bring your logic into the chat flow.

Customize chat for your unique vision

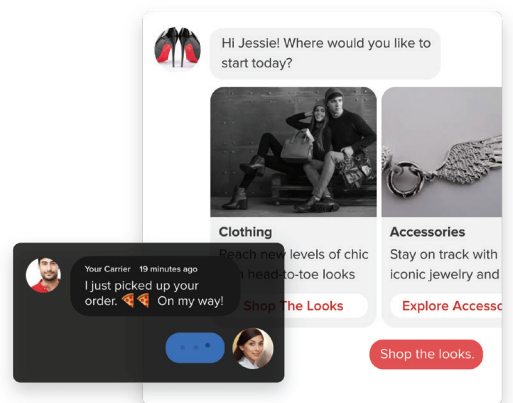
Chat is just one part of your app, and PubNub lets you seamlessly incorporate the custom data that makes your app unique. Stream in geolocation info, IoT sensor readings, or even heart-rate to deliver chat that is rich and rewarding for your users.



Realtime chat is crucial to setting up games and building relationships. PubNub's chat solution and tools allow our gamers to express their genuine selves with each other in a way that is fun for everyone."

Anhang Zhu

CTO at Mayhem



There were two big reasons we picked PubNub – scalability and performance. Our original in-house stack built on top of open-source components was stretched to the limits. It couldn't support more than 2000 concurrent users, and our requirement was closer to 7500 (and is growing 30% QoQ)."

Subramanian Viswanathan

Cofounder and CEO at Disprz

