OneSignal onboarding and data definition checklist

A kickoff workbook that connects the first campaign to identifiers, events, and send testing

A practical IXC resource for adoption decisions and delivery

Published 2026.09 · English edition · PDF + Excel worksheets

Using this resource

Marketing and engineering agree on the data and implementation scope the first campaign needs, and on the conditions for testing and handover.

OneSignal adoption owners, app and server developers, and CRM marketing leads

Contents

01 Turn the first campaign's conditions into data 3

02 Test user identity through login and logout 4

03 Data definition worksheet 5

04 Get channels ready and hand over a real campaign 6

How to complete and reuse it

Read the criteria in this PDF, then fill the blank fields with your actual conditions and anything still unconfirmed. The Excel file for the same practice area has a worksheet for each resource. Keep the worked examples separate from real customer cases and confirmed quotes.

With attribution, you may quote and adapt this material for internal review and your own work. The latest files are at www.ixc.co.kr/en/assets.

Turn the first campaign's conditions into data

Decide on the first campaign before installing the SDK. Write down who receives what and when, and after which action it stops, and the data you need becomes clear.

Worked example: Message customers who have finished signing up but have not taken their first key action. Decide which system confirms sign-up completion and key-action completion. Distinguish user properties, which show the current state, from timestamped behavior events. Do not agree on event names alone; record when each fires, who sends it, the value format, and error handling as well.

Campaign question	Data needed	How to check
How do we tell members apart?	A consistent member identifier	Same value in app, web, and server
What state are they in?	Tier, language, and usage status	Source value and update time
Which action starts it?	Timestamped event	Real action and receipt record
After which action does it stop?	Conversion and exclusion states and events	Excluded from sends after conversion

> **Prevent duplicate events first**
>
> Check whether the app and the server both report the same business event. Once you decide which confirmed event sends are based on and which system owns it, you reduce cases where a single action starts a journey more than once.

Test user identity through login and logout

One member does not equal one device or channel that receives messages. Distinguish users from subscriptions, and check account switching and use across several devices.

A OneSignal User can have Subscriptions on several channels and devices linked to it. The External ID is the identifier that connects it to your company's user system. Confirm through SDK behavior which user and subscriptions are linked at login and logout. Tests include not only an ordinary login but also logging in to a different account on a shared device and signing up again after account deletion.

Scenario	Question to confirm	Pass result
Anonymous → login	Is it linked to the right member?	Identifier and subscription cross-check
Same member, several devices	Are devices distinguished from members?	Audience and duplicate-receipt check
Logout or account switch	Do the previous member's messages remain?	Receipt separated by account
Consent change or account deletion	Do the exclusion and cleanup procedures run?	Processing record and retest

> **Managing test data**
>
> Use a member identifier whose meaning never changes. Keep test accounts separate from production accounts, and write formats and de-identified samples in the data definition sheet instead of secret values or real personal information.

Data definition worksheet

Link each field to the conditions it serves in real campaigns and to its source system. Developers confirm the implementation and verification scope from this table.

Event and user property agreement sheet

Question or item to decide	Source and evidence checked	Our definition and sample	Owner and verification date
Which value links the user?	Member key and login handling		
Which action is confirmed, and when?	Business processing and event logs		
When are properties updated?	Source data and update rules		
How is missing, delayed, or duplicate data handled?	Error, retry, and cross-check records		
Which campaign conditions use it?	Condition logic, exit, and exclusion rules		

For each item, record the name, data type, allowed values, time zone, who sends it, and who owns changes. Renaming can affect existing journeys, so also review the campaigns that use it. Set the roles so that user properties hold the latest state and events record the occurrence of a specific action. Leave personal information you do not need out of the collection request.

> **Worked example**
>
> Refine the request “purchased” into “a purchase-complete event the server sends after payment is confirmed.” Also decide how existing campaigns' exclusion conditions are updated when a cancellation or refund occurs.

Get channels ready and hand over a real campaign

Verify account setup, SDK integration, data receipt, and send results in that order. Handover is complete only when operators can edit the first campaign and test it again.

- Prepare the app release schedule, access to push settings, the owner of web service settings, and DNS access for the email domain.
- Test the permission prompt timing and handling after a refusal, link navigation on real devices, and gaps in language and substitution variables.
- After events arrive, confirm that the audience conditions and the exit after conversion are actually correct. Distinguish a successful send request from actual receipt.
- Link the channel setup record, the data definition sheet, campaign settings and verification results, and the operations owner to the handover list.

For Korean SMS and Alimtalk, you can consider a setup that connects OneSignal Journey webhooks to your existing provider's API. First confirm your access to webhooks and the provider's authentication, template, and message format requirements. If a relay server is needed, include duplicate prevention, failure handling, and result cross-checks in the development scope. This is integration work separate from setting up native OneSignal SMS and RCS.

> **IXC onboarding support**
>
> IXC provides SDK and channel setup, key-campaign build, and operations training and handover. If SMS and Alimtalk integration is needed, we define the scope of relay server development, send verification, and operations together.

Publication and use

Based on your app and web setup, release schedule, and first campaign conditions, we review the data definitions and the channel build scope.

IXC Corp.

CEO Nam Kichul | Business registration no. 109-86-56732
4F 408, Chuncheon ICT Venture Center
7 Huseok-ro 462beon-gil, Chuncheon-si, Gangwon-do, Republic of Korea
+82-33-242-0210 | info@ixc.co.kr

www.ixc.co.kr

www.ixc.co.kr/en/services/onesignal-onboarding

www.ixc.co.kr/en/assets/onesignal-onboarding-checklist

References

OneSignal: Users

https://documentation.onesignal.com/docs/en/users

OneSignal: Tags

https://documentation.onesignal.com/docs/en/add-user-data-tags

OneSignal: Journey webhooks

https://documentation.onesignal.com/docs/en/journeys-webhook

IXC OneSignal Onboarding

https://www.ixc.co.kr/en/services/onesignal-onboarding