

DATASHEET

# Deliver Instant Experimentation and Rapid Insights with Apptimize



## OPTIMIZE THE ENTIRE CUSTOMER JOURNEY

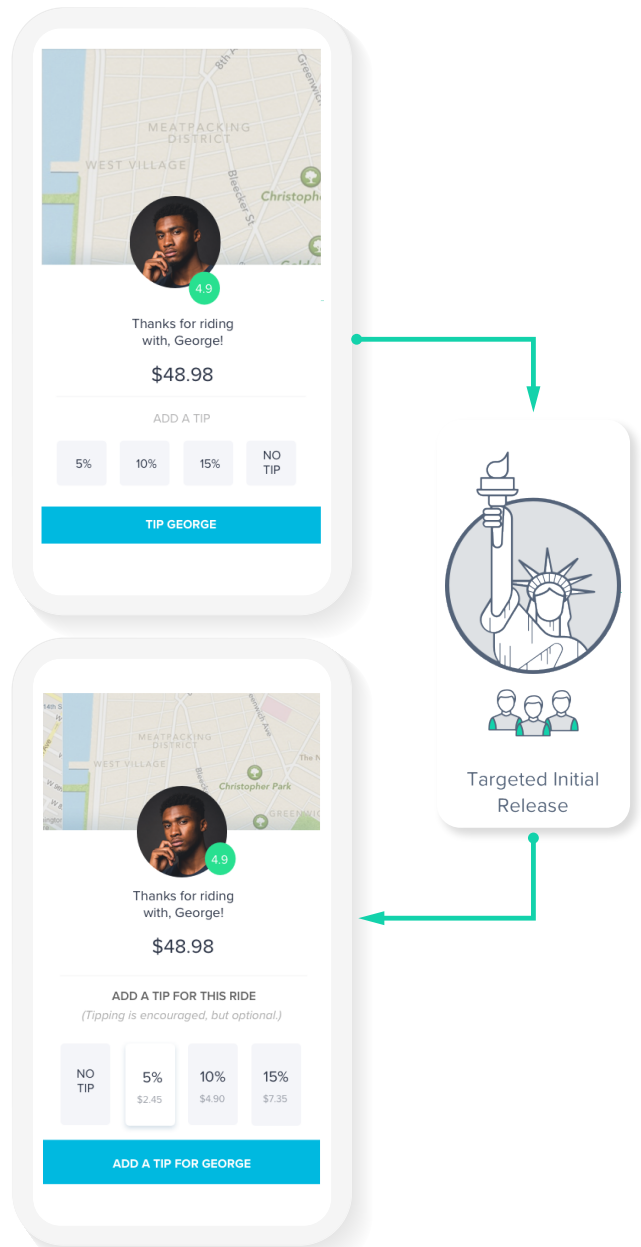
With the rise of new and emerging digital channels, optimizing the customer experience across all channels can be a challenge for both marketers and product owners alike.

Apptimize makes it easy to launch A/B and multivariate experiments instantly with consistent messaging across channels, so that brands can test everything from mobile onboarding to web conversion with a click of a button, driving continuous innovation and higher customer engagement.

## MAKE INSTANT AND IMPACTFUL UPDATES

With Apptimize, you can make it easy for any team, from Marketing and Product to Engineering and IT, to effortlessly launch experiments and product updates in minutes, and make smart, impactful decisions that will increase the ROI from your engagement channels.

- **Fast Updates:** Launch A/B and multivariate experiments, new features, or product updates instantly, no code changes or app-store approvals needed.
- **Effortless Experimentation:** Create a culture of experimentation across your company with an easy to use visual editor that does not require coding expertise.



- **Scalable Innovation:** Deliver a consistent customer experience across digital channels with cross-channel experiments and messaging. Understand the direct business impact of product changes with the Apptimize results dashboard and use insights for further testing and audience segmentation.

## KEY FEATURES

- **A/B and Multivariate Experiments:** Launch experiments in minutes across mobile, web and OTT.
- **WYSIWYG Visual Editor:** Make it easy for any team to create and edit variants.
- **Cross-Channel Testing:** Create a consistent customer experience with the same messaging as users move from one channel to another.
- **Programmatic Testing:** Simple 1-time setup and instant dynamic variable updates.
- **Audience Segmentation:** Create audience segments based on past behaviors for further testing.
- **Feature Flags:** Roll out new features to a small subset of users first and roll back if needed with a click of a button to mitigate risk.
- **Instant Product Updates:** Launch changes directly to your app without coding or approvals.
- **Goal Based Results:** Understand the direct business impact of product changes with the Apptimize results dashboard.
- **Analytics Platform:** Connect your results and use an automatic third-party analytic data import to optimize throughout your martech stack.

## BUILDING CUSTOMER LIFETIME VALUE WITH APPTIMIZE

Creating a culture of experimentation across your business can drive growth and higher customer engagement throughout the lifecycle. In fact, Apptimize customers **grow MAU 4.2X faster** than apps that don't experiment.

- **Acquire:** A/B test and optimize the app onboarding flow to reduce friction.
- **Retain:** Optimize the in-app experience and test new features to reduce churn.
- **Grow:** Test payment models, messaging, and promo offers for better conversion.

### ABOUT US

Marketing and digital experience teams at thousands of the world's most admired companies rely on Airship's Customer Engagement Platform to create deeper connections with customers by delivering incredibly relevant, coordinated messages across channels.

**CONTACT US:** Interested in learning more about how Apptimize and Airship can optimize your end-to-end digital customer experience? Contact us today to get a demo:  
[www.airship.com/contact](http://www.airship.com/contact)

