

DATASHEET

# Integrate Email Into a Coordinated Multi-Channel Strategy

Send engaging and relevant emails with customer context.



Email is still one of the most effective marketing tools today and driving more revenue than any other channel. However, creating relevant email messages is still a challenge, with only 7% of Americans saying that email offers are well timed with their needs.

Today's email requires understanding your customer's context and anticipating their needs and preferences. Email marketers need a solution that can:

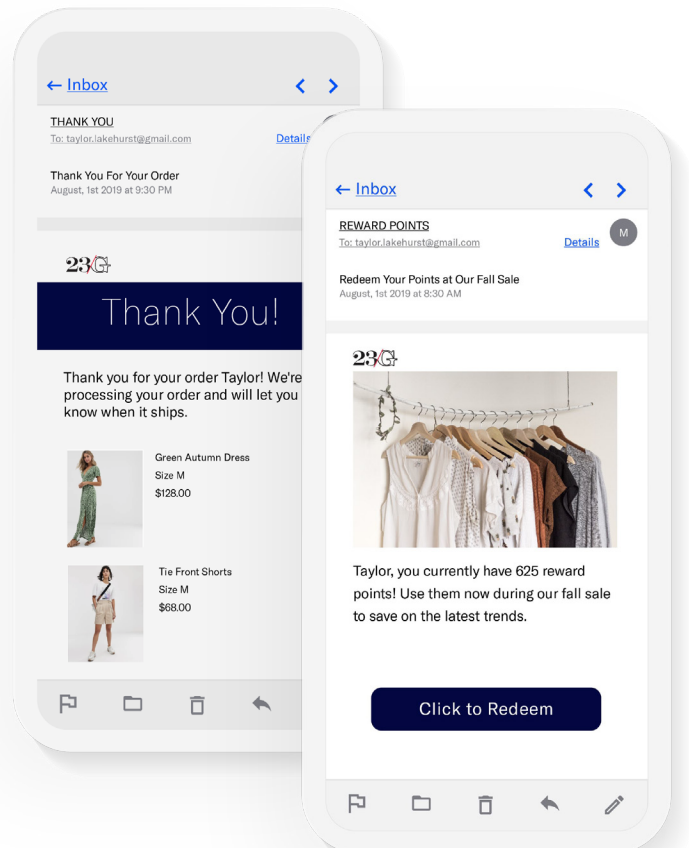
- **Understand the Customer Lifecycle:** Automate email with valuable information based on customer behavior.
- **Create Personalized Content:** Populate emails with content that your customers will find relevant.
- **Optimize Customer Engagement:** Know where and when your customers are engaging and use email when it is the best channel.

## CREATE IRRESISTIBLY RELEVANT AND ENGAGING EMAILS

Airship makes it simple to coordinate email with other channels, like SMS and Push Notifications, for a cohesive digital communications strategy and more relevant messages for customers.

- **Coordinated Across Channels:** Optimize your channel selection so email is used when it is most effective and take advantage of a single user ID across channels for improved email relevance.

- **Personalized for Customer Relevance:** Use dynamic content and merge fields for personalized content and increase relevance with automation through custom event and tag change triggers.
- **Streamlined Email Creation:** Build custom email designs through a WYSIWYG template builder or through custom HTML.



## KEY FEATURES

- **WYSIWYG Templates:** Create and edit custom email templates for future use.
- **Custom HTML:** Upload your own HTML for quick and easy deployment.
- **Scheduling:** Send emails immediately or schedule for a specific time.
- **Channel Coordination:** Coordinate email with other channels by specifying priority and fall back channels or designate customer preference.
- **Automation:** Send emails in real-time when triggered by a new opt-in, custom event or tag change.
- **Merge Fields:** Personalize email content with customer information.
- **Dynamic and Looping Content:** Auto-populate the most relevant content for each customer.

## BUILDING CUSTOMER LIFETIME VALUE WITH EMAIL

When email takes customer context into account, it can drive some of the highest customer engagement throughout the lifecycle.

- **Acquire:** Welcome new customers with promotions, coupons and loyalty program information, including Mobile Wallet passes.
- **Retain:** Let customers know important and personalized info about their orders, accounts, flights and more.
- **Grow:** Remind customers of abandoned carts or sales on their favorite items to drive repurchase.

## 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 delivering engaging email experiences throughout the customer lifecycle? Contact us today to get a demo: [www.airship.com/contact](http://www.airship.com/contact).

