

DATASHEET

# Airship Media Industry



Airship works with some of the largest media companies in the world to increase audience engagement. We help take the guesswork out of sending the right message to the right place at the right time with a platform that can scale to reliably send millions of messages in real time. Our integrated, orchestrated approach to messaging works across any channel, including push notifications, in-app messaging, SMS, email, web notifications, Apple News and more.

## **REACH READERS FIRST WITH BREAKING NEWS**

For many media companies, breaking news alerts are the biggest source of traffic from outbound messages. Airship's speed and scale helps you get your messages out faster and reach readers on the channels where they're most likely to engage. Our orchestration solutions let you send a single message and "fan out" to all of the channels to which your readers have opted in.

## **ENGAGE WITH PRECISION IN ANY CHANNEL**

Use reader preferences and behavior to re-engage both anonymous and known visitors. The data you collect helps you send personalized messages with content recommendations on the web, in your app, or on any other channel in your stack.

The Sun newspaper's "Sun Savers" loyalty program rewards readers with £5 cash for every 28 unique codes scanned from the paper using the Sun Savers app. This cross-channel program encourages repeat readership, provides user-level data, and creates another monetization channel: in-app advertising

**“With a host of traditional and digital media platforms, and more ways to connect with our audiences, reaching them in real-time, or at the right time, across our channels is a key area of focus. Not only does Airship help us deliver on the real-time nature of news in the digital era, it helps us deepen engagement with our audiences.”**

Fisher Fisher, Senior Technical Product Manager,  
Cox Media Group

RESULTS

# 56%

increase in time spent in-app after  
Neue Zürcher Zeitung implemented  
targeted push messaging.

## CONVERT MORE READERS TO SUBSCRIBERS

By retargeting engaged readers with subscription offers at the right times across multiple channels, you can expand your subscriber base. Tag your readers' interests and reach them when they are most engaged with your content. Automate messaging through multiple channels to make it more effective.

## ENRICH YOUR AUDIENCE INTELLIGENCE

User-level data from your mobile channels helps you build a more detailed profile of your audience. That enables you and your advertisers to target more precisely — and increases the value of your ad inventory. In addition to rich analytics that help you understand user engagement and content consumption, Airship offers an open API for real-time data streaming to your own business systems.

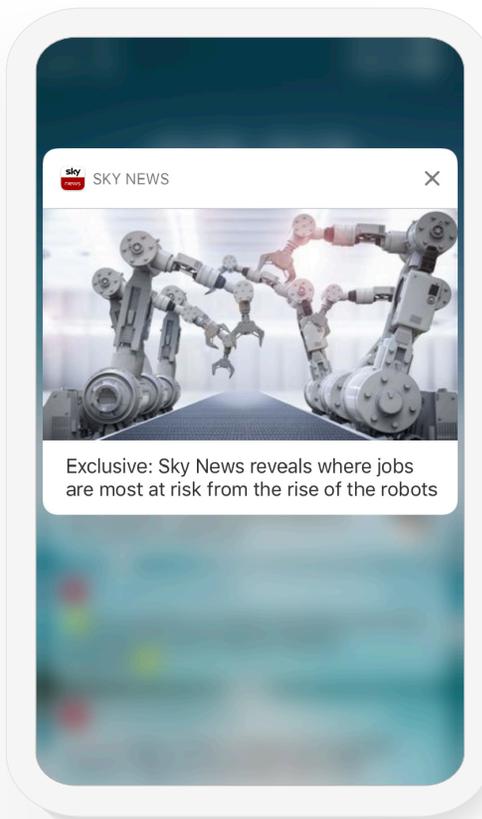
## SIMPLIFY INTEGRATION, PLAN FOR THE FUTURE

Our open, API-driven approach allows for simple integration to your content management system — even homegrown systems with limited API access. Our platform also integrates with existing email service providers and customer data stores. Our open framework also means that you can easily

extend Airship capabilities to any new channel that pops up — from voice to chatbots to connected cars. We're always exploring emerging channels so our customers can get there first.

## DIGITAL ENGAGEMENT THAT KEEPS UP WITH THE NEWS CYCLE

Airship has deep expertise in delivering billions of customer interactions at the speed of a global television broadcast. Our platform helps you take a more strategic approach to reaching each reader at the right time and place, across time-tested and emerging messaging channels — to increase audience engagement, monetization opportunities, and revenue.



Rich push notifications help media brands grab attention faster, and increase user engagement - our data shows they increase response rates by 56% or more.

**CONTACT US:** Learn how we've partnered with leading companies across the globe.



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