

DATASHEET

Airship Mobile App



GET READY TO WIN AT MOBILE

Companies use mobile engagement to deliver positive brand experiences, support their business goals and build long-term relationships. At first, it was all about push notifications, but mobile engagement has since evolved to include other types of messaging. It's time to reach your app users with powerful engagement channels.

PUSH NOTIFICATIONS:

These messages appear at the top of the screen or as a pop-up to grab app users' attention whether or not they're active in the app. On iOS, push notifications must be opted in by the user, while on Android they do not. Push notifications with interactive buttons allow you to use deep links that take the user to specific content. Choose from 27 button pairs or customize them yourself.

IN-APP MESSAGES:

These messages show up at the top or bottom of the screen when a user launches the app. You can easily customize to match your app's look and feel. No opt-in is required, which means you can reach most of your audience.

MESSAGE CENTER:

Integrate a Message Center to deliver rich, full-page content inside your app that reaches all app users. Pre-built templates allow you to upload copy, images, videos, coupons, product introductions and more.

“Since incorporating Airship’s in-app message center into our app and enabling users to ‘star’ stories to receive updates and personalized notifications, we’ve seen engagement soar, including a 500 percent increase in live video streaming”

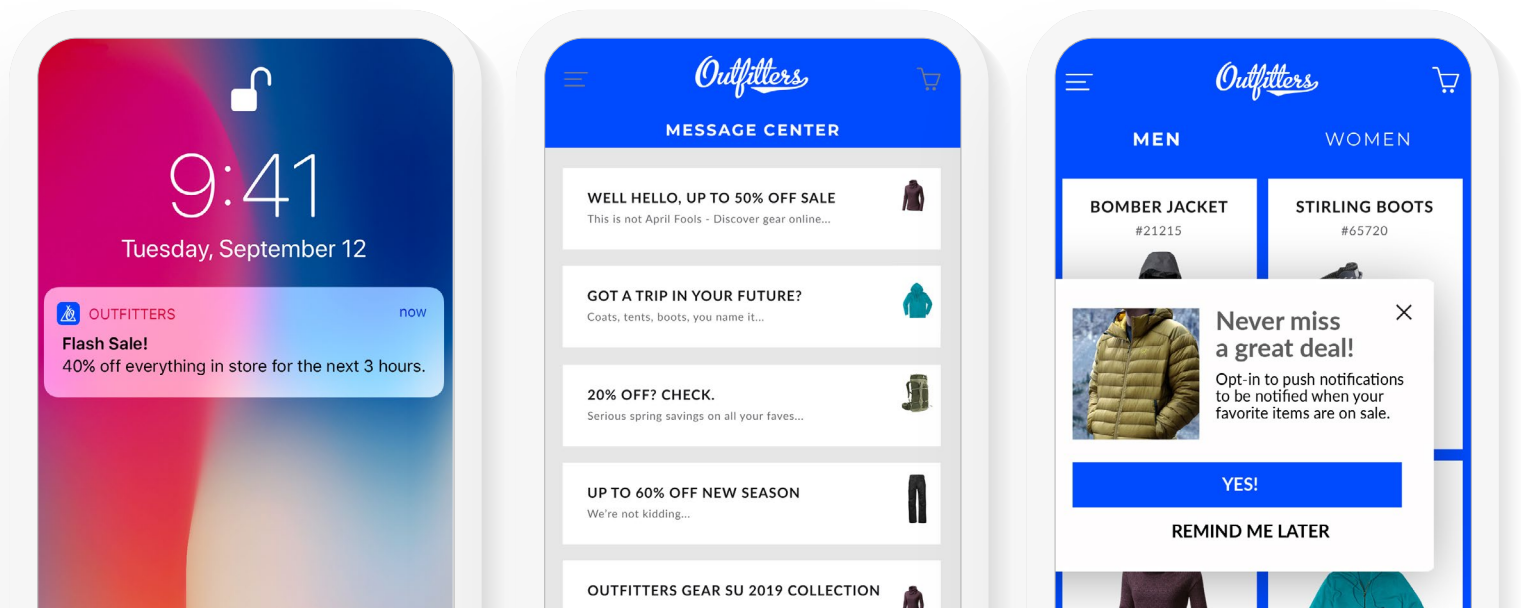
PETER ROYBAL
HEAD OF MOBILE PRODUCT, ABC NEWS

CREATE A COMPELLING CAMPAIGN IN MINUTES

Deliver experiences with easy-to-use tools that don't require a development team. With our UI, you can

test messages, choose from different message configurations and develop campaigns that will resonate with your app audience.

- **Dynamic segmentation.** Capture segment attributes on the fly.



- **Deep-link library.** Select a destination in your app and go.
- **Web URL.** Drive your users to a mobile Web destination.
- **Landing pages.** Choose one of our templates or upload your own.
- **Social sharing.** Activate your audience and gain new users.

GET GREAT CUSTOMER INSIGHTS AND DATA

Capture all customer interactions with our powerful segmentation engine. The moment a user downloads your app, our platform starts building a profile based on their preferences. A mobile profile combines in-app behaviors, user preferences and location and device information for personalized mobile engagement.

- **Mobile data bridge.** Add non-mobile data to the mobile profile and get a cross-channel view of customer behavior.
- **Audience list uploader.** Upload custom audiences from your CRM into mobile.
- **Life cycle lists.** Send targeted campaigns to onboard, activate, retain and re-engage your customers.
- **Segment builder.** Create new segments in seconds with any of the attributes we collect.

USE AUTOMATION

Serve the customer at every relevant moment across the mobile experience.

- **Real-time mobile marketing automation.** Interact with users in real time with sophisticated rules, frequency caps and time delays.
- **Geofence and beacon triggers.** Deliver a message the moment a user enters a location.*
- **Automation rules.** Prevent over-messaging by setting limits and delays on your messages.
- **API-driven automation.** Deliver programmatically-driven messaging the moment an event is detected in one of your systems.

TECHNOLOGY

Get great tech for great mobile engagement.

- **SDK.** Our SDK ensure support for platform changes to new devices like Apple Watch, while providing rich out-of-the-box features.
- **APIs.** Extend and integrate every element of our service, including messaging, automation, segmentation and behavioral mobile data, with our APIs.
- **Platform support.** We support all the significant mobile platforms, including iOS, Android, FireOS, Windows and BlackBerry.



FEATURES:

- Push Notifications
- In-App Messages
- Message Center
- Interactive Buttons

SEGMENTATION:

- Segment Builder
- Life Cycle Lists
- Dynamic Segmentation
- Device Properties
- Tag-Based Data Collection

LOCATION:

- Location History
- Location Targeting
- Beacons
- Proximity Beacons
- Real-Time Engagement
- Automation Rules
- Scheduling

MOBILE PROFILE:

- Integrated Data
- Named User
- Tag Groups
- Audience Uploader

ACTION FRAMEWORK:

- Dynamic Segmentation
- Deep Links
- Webpage (URL)
- Social Sharing
- Landing Pages

MOBILE MARKETING AUTOMATION:

- First-Open Triggers
- Location Geofence Triggers*

ANALYTICS & REPORTING:

- Custom Events
- Reports
- Technology
- Platforms
- Security
- Scale
- Performance
- SDK
- APIs

*Location Triggers require Gimbal or another beacon/geofence solution provider.

