AIRSHIP

The SMS+ Advantage: Increase your Mobile ROI with SMS & Mobile App

SMS can be one of your most powerful mobile communication channels, with the highest open and response rates of 98% and 45% respectively. However, many marketers are hesitant of adding SMS due to the higher costs and the fear of over-messaging their customers. Instead, marketers should see SMS as an asset in their multi-channel strategy that can work together with your mobile app and other channels to drive greater customer engagement and lower costs.
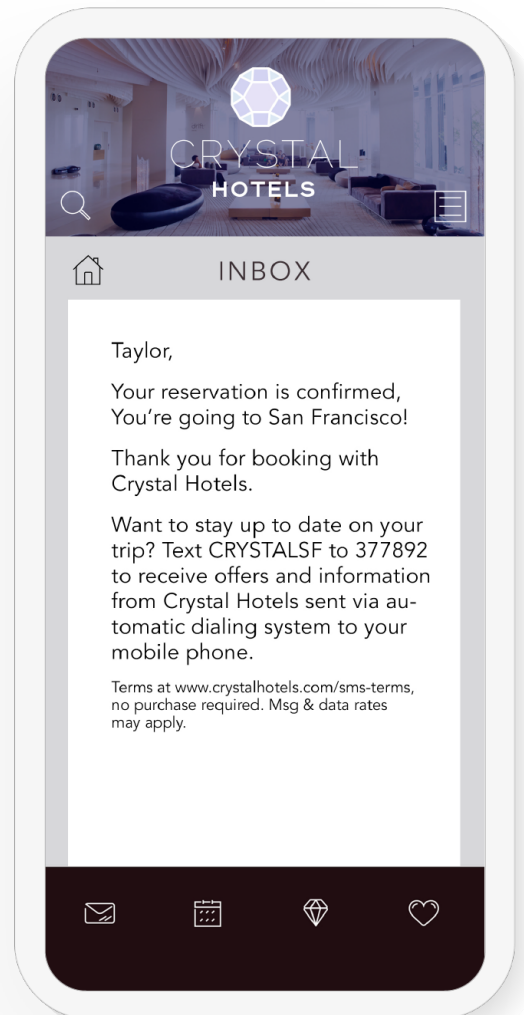
CREATE AN ALTERNATIVE MOBILE COMMUNICATION CHANNEL

Mobile apps are one of the best conduits for deeper and more relevant communications with your most engaged customers. However, it's no secret that real estate on consumers' devices is becoming increasingly more scarce and competitive. In fact, consumers only use 30 apps per month on average, and that includes all of the native and utility apps.* This makes it all the more important to provide multiple ways to communicate with your customers on mobile.

Enter SMS. Using SMS helps ensure that even if your customer never installs your app or someday removes it, your brand will always have a way to contact them with important information and promotions.

SMS also gives brands the opportunity for cross-channel acquisition. Use In-App Messaging or Message Center to promote SMS opt-ins, and then use SMS to drive re-installment when a customer leaves your app.

*Source: App Annie "Spotlight on Consumer App Usage", 2017

CRYSTAL HOTELS

INBOX

Taylor,

Your reservation is confirmed, You're going to San Francisco!

Thank you for booking with Crystal Hotels.

Want to stay up to date on your trip? Text CRYSTALSF to 377892 to receive offers and information from Crystal Hotels sent via automatic dialing system to your mobile phone.

Terms at www.crystalhotels.com/sms-terms, no purchase required. Msg & data rates may apply.

ORCHESTRATE MESSAGES ACROSS MOBILE AND INCREASE YOUR ROI

SMS is the ideal channel for time-sensitive notifications, such as changes to your flight or confirmation of your order delivery. These messages could otherwise be at risk of being left unseen within an app or email. Coordinating your messages across your mobile channels based on urgency and value can improve your customer experience overall and lower your SMS costs by only using it when it is necessary. Airship's Orchestration capabilities include:

- Priority Channel: Prioritize SMS or Mobile App depending on your business goals or the urgency of the message.

- Preferred Channel: Only use SMS when it is the customer's top channel preference to reduce costs.

- Fall Back Channel: Only use SMS when the customer does not have your Mobile App.

- Automation: Set different event triggers for SMS and Mobile App to automate messages by channel and reduce over-messaging.

CONTACT US: Learn more about adding SMS to your mobile engagement strategy. Contact us today to get a demo and see how your Mobile App and SMS can work together to power your customer engagement.

→

377-892

Today 2:40 PM

CRYSTALSF

Today 2:41 PM

You're in! You will now receive messages and alerts from Crystal Hotels SF. Reply STOP to stop receiving messages or HELP for assisstance. Msg & data rates may apply.

iMessage