

DATASHEET

The **SMS+** Advantage: Power Your Multi-Channel Engagement Strategy With SMS & Mobile Wallet

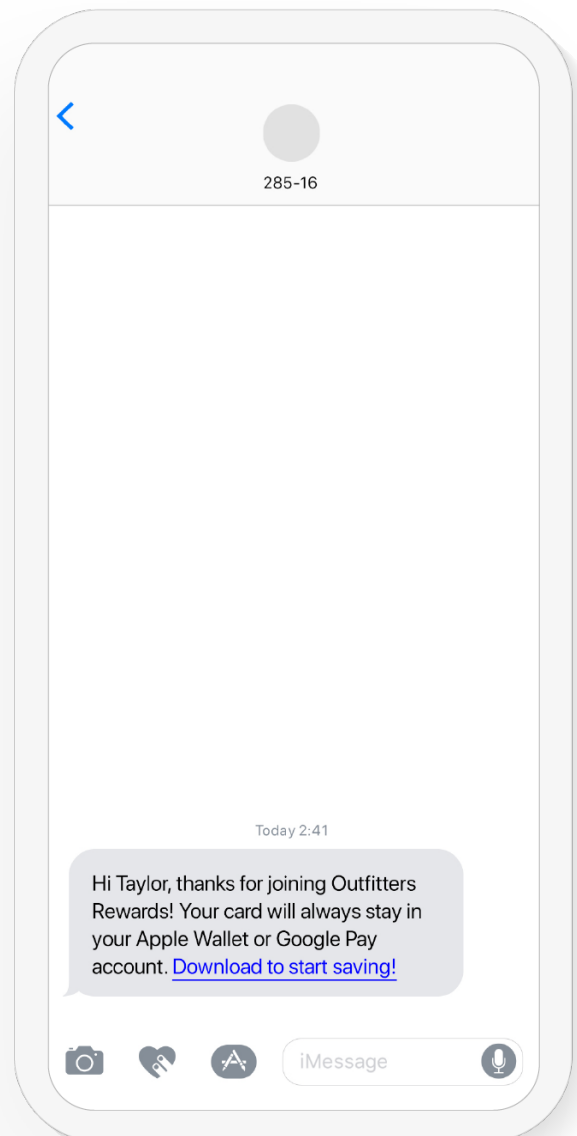


Mobile apps are one of the best conduits for deeper and more relevant communications with your most engaged customers. However, gaining real estate on your customer's mobile devices can be challenging within today's highly competitive app landscape. Consumers only use an average of 30 apps per month, including native and utility apps, making it difficult for brands who are not at the top of the app stores to communicate with their customers on mobile. SMS and Mobile Wallet provide brands with alternative and highly engaging mobile communication channels that can work together with your other channels to drive greater customer engagement.

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

DRIVE ENGAGEMENT OUTSIDE THE APP

SMS can be one of your most powerful mobile communication channels for time-sensitive and real-time communication, with the highest open and response rates of 98% and 45% respectively. Mobile Wallet meanwhile creates a lasting and personalized connection with your customers, with pass install rates of 88%+ and retention rates of 85%+. When a customer has failed to download your app or has removed it, the combination of these two alternative channels can provide an even more engaging customer experience on mobile.



DELIVER MOBILE WALLET PASSES IN REAL-TIME

Deliver Mobile Wallet loyalty cards and coupons to your most loyal customers instantly with SMS. With a 98% open rate, your Mobile Wallet passes are more likely to be seen and installed when sent through SMS and won't depend upon a wifi connection or app, which is especially important for time-sensitive items like tickets and boarding passes. You can also use Airship's Adaptive Link™ technology within your SMS messages to automatically personalize and adapt the pass to the device type. Once your customer has downloaded your Mobile Wallet pass through SMS, your brand has instantly gained two new communication channels outside of the app.

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

