

DATASHEET

# Intelligently Orchestrated SMS Messages



Make your SMS text messaging more integrated, coordinated and intelligent with Airship's Customer Engagement Platform.

Marketing technology is always evolving. Staying ahead of the game means finding new ways for different channels to work together in ways that make your customers' lives better, and your marketing more intelligent.

Customers who share their phone numbers are among your most loyal. But irrelevant SMS messages are more likely to annoy them — or cause them to opt-out — than messages through other channels. That's why it's important to orchestrate your SMS messages and ensure timely deliverability.

## MAKE SMS PART OF YOUR INTEGRATED OMNICHANNEL STRATEGY

As a stand-alone solution, SMS messaging is a great marketing tool. As a part of Airship's AI-driven Customer Engagement Platform, it is an exceptionally powerful and diverse tool creating successful omnichannel marketing campaigns.

By intelligently orchestrating SMS messaging with other channels (email, in-app etc.), and allowing brand marketers to define custom audience segments down to the individual user level, Airship's Customer Engagement Platform provides brands an easy way to hyper-personalize engagements, and confidently measure total marketing performance.

## BY PARTNERING WITH AIRSHIP, YOUR SMS TEXT MARKETING WILL BE:

**More integrated:** Bring all your engagement channels together into one spot. Our massively scalable, enterprise-grade Digital Growth Platform gives you a trusted and efficient centralized interface for managing and measuring SMS, Email, Push Notifications, Web Notifications, Mobile Wallet and more.

**More coordinated:** Coordinated, customer-centric messaging creates better, more intuitive customer experiences. Our platform makes it easy to use SMS when it's the best way to meet user expectations and brand goals.

**More intelligent:** Our intelligent orchestration & automation solutions help you deliver text messages at the right message in the right moment to the right person — helping you make SMS as effective as it can be.

## EVERYTHING YOU NEED TO SUCCEED WITH SMS NOTIFICATIONS

- **Easy to use:** Just upload numbers in bulk via CSV
- **Robust API:** Real-time, server-to-server messages mean actions are always contextual
- **Single interface:** One interface supports all channels managed by our Customer Engagement Platform
- **Opt-in/out management:** Inbound requests to opt in or out of SMS are handled for you

RESULTS

90%

of text messages are read  
within 3 minutes

98%

open rate for SMS

75%

of millennials prefer SMS  
for promos & surveys

## OPTIMIZE YOUR MULTI-CHANNEL ENGAGEMENT

Whether your customer engagement strategy calls for using SMS as a primary channel, or a backup channel, Airship's SMS helps you take a more integrated, coordinated, and intelligent approach to SMS, and deliver more intuitive and engaging customer experiences.

If you'd like to learn more, we'd be happy to connect and discuss our unique approach to future-proofing your marketing technology stack.

Use SMS to send customers personalized offers as a core part of a multi-channel campaign, or as a fallback channel.

Re-engage lapsed users — trigger personalized SMS messages to prompt users to visit your app or website.

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



- **Audience segmentation:** Quickly define unlimited subsets for targeted campaigns
- **AI-powered orchestration:** Orchestrate SMS messages as part of a multi-channel strategy
- **Personalization:** Automate transactional messages (confirmation, tracking etc.)
- **Efficiency:** Deploy SMS only when you need it to save money and reduce opt-outs.
- **Scheduling:** Schedule messages to be delivered at a specific time
- **Mobile Wallet integration:** Deliver personalized passes, tickets, coupons and more
- **Analytics:** See how SMS performs on its own, and against other channels.

Copyright © 2019, Urban Airship, Inc., dba Airship. All rights reserved. The information included in this publication is provided "as is." Airship makes no representations or warranties of any kind with respect to the information in this publication. Airship® and the Airship logo are the trademarks or the registered trademarks of Urban Airship, Inc. All other trademarks used herein are the property of their respective owners.

