

DATASHEET

# Airship & Salesforce Journey Builder: Integrated Customer Journeys



Incorporate real-time, mobile interactions into the customer journeys you build in Salesforce Journey Builder. Expand your marketing campaigns with data from millions of mobile moments. Track mobile campaigns with visual views of campaign activity and engagement rates.

## EXTEND SALESFORCE JOURNEY BUILDER TO NEW CROSS-CHANNEL JOURNEYS

Your customers are interacting with you on multiple channels using multiple devices. And, as ever more channels enter consumers' lives, it gets even harder to deliver personalized messages at the right time and place. Our integration with Salesforce Journey Builder means you can create customer journeys based on archetypes through the Salesforce interface and deliver push notifications, in-app messaging, or web notifications through the Airship platform. In addition, you can drive cross-channel journeys triggered by customer actions.

## BUILD ONE-TO-ONE RELATIONSHIPS THROUGH THE CHANNELS THAT MATTER

Today, mobile experiences matter to every customer in every industry. You need to be able to delight customers with personalized journeys that reach them where they spend time — on their devices. Airship delivers billions of real-time customer interactions

on mobile every day. Incorporate in-app automation, push notifications, mobile wallet passes, and more into your customer engagement strategies whenever and wherever they add value.

## USE MOBILE DATA TO GUIDE WHERE JOURNEYS GO NEXT

Our integration with Salesforce Journey Builder also makes it possible to create audience lists for specific purposes. You can stream opt-in status and engagement data to the Salesforce Marketing Cloud as soon as it occurs. These activities are then available within Journey Builder for creating custom campaigns.

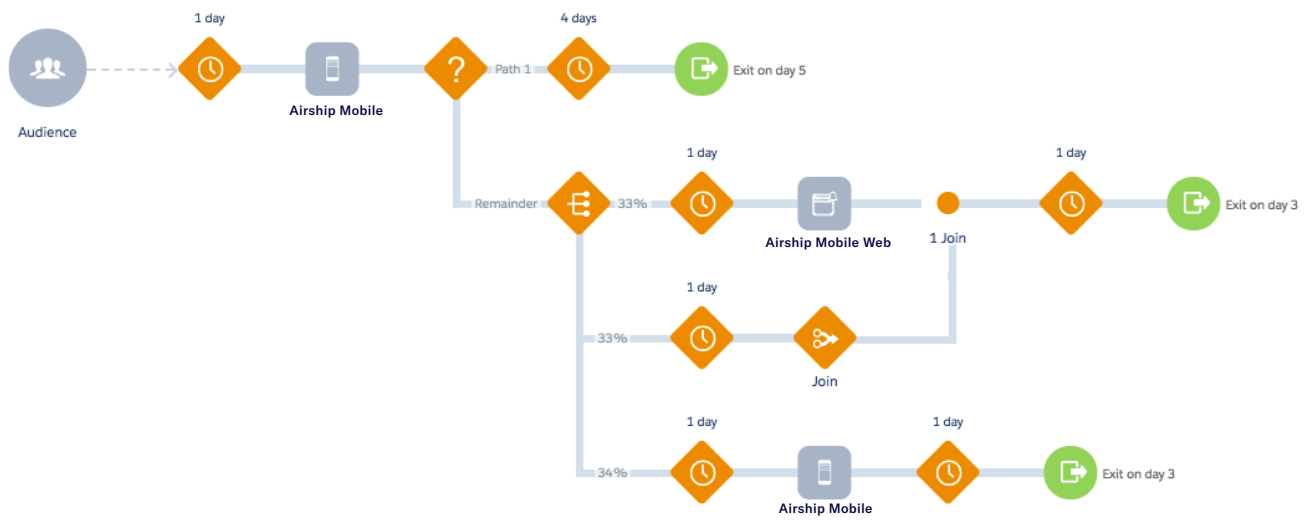
For example, an insurance company could send an educational email to mobile app users who visited

RESULTS

# +73%

of customer journeys are multi-channel,  
multi-device experiences

Harvard Business Review "Omnichannel Retailing" 2017



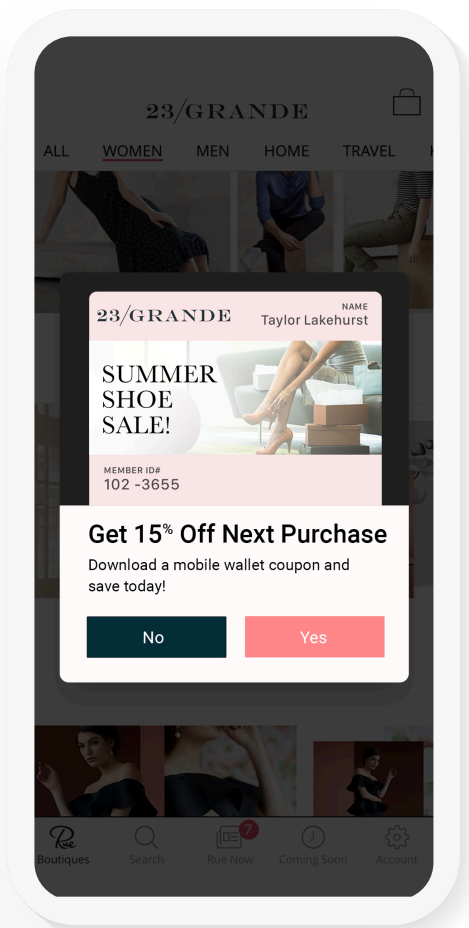
the “My Policies” section of the mobile app twice. A retailer could reach out to provide a special offer to customers who are at high risk of uninstalling its mobile app. A bank could design a campaign to reach an audience of high net-worth customers who have not opened the app for 45 days.

## SIMPLIFY ANALYSIS WITH INTEGRATED CAMPAIGN TRACKING

With our analytics integration, you can see data from your push notification, in-app messaging, and web notification interactions within the Salesforce Journey Builder interface, just as you see metrics from email sends. Hover over an activity to see metrics on sends and opens. You’ll also have a link to drill down into your metrics within Airship’s customer intelligence and analytics dashboard.

## GET READY TO ADAPT TO CHANGING WANTS AND NEEDS

Airship gives your organization the scale and speed you need to create mobile moments that are personalized, meaningful, and consistent with your brand. We offer new insights into your customer journeys and new capabilities to help you adapt quickly as each journey unfolds.



As part of its customer journey planning for customers with a high risk of churn, a retail brand could send a coupon to prompt re-engagement

**CONTACT US:** Download the Airship Mobile Engagement Platform from the Salesforce AppExchange today. Or, [contact us](#) to learn more about how the integrations can help your business.

