



## URBAN AIRSHIP CONNECT

### UNLOCK THE POWER OF MOBILE AND GET MOBILE-SMART

Urban Airship Connect is the industry's first user-centric data platform that unlocks the power of mobile and connects it to any business system instantly. Open omni-channel connectors with the leading marketing systems allow your business to be in sync.



With just a few clicks, you can send a continuous stream of your customers' latest signals of interests, preferences and intentions to numerous systems in your organization, all at once.

### BUSINESSES CAN

- Send persuasive win-back emails the moment a user uninstalls an app
- Notify a sales associate when a VIP customer enters the store
- Present a can't-miss Facebook offer based on the product they just researched
- Feed mobile campaign and audience data to analytics systems to understand mobile's full ROI impact on the business
- Send signals across a supply chain, as safety or inventory checks are being performed, to drive business efficiencies

With Urban Airship Connect, marketers and data analysts can easily zero in on the exact mobile insights necessary to drive automated and targeted actions in other systems.

*"Urban Airship Connect and its connections to other business systems will offer the ability to see and analyze, in real time, how people are using apps. This is going to change the way in which businesses interact with users, and understand usage patterns."*

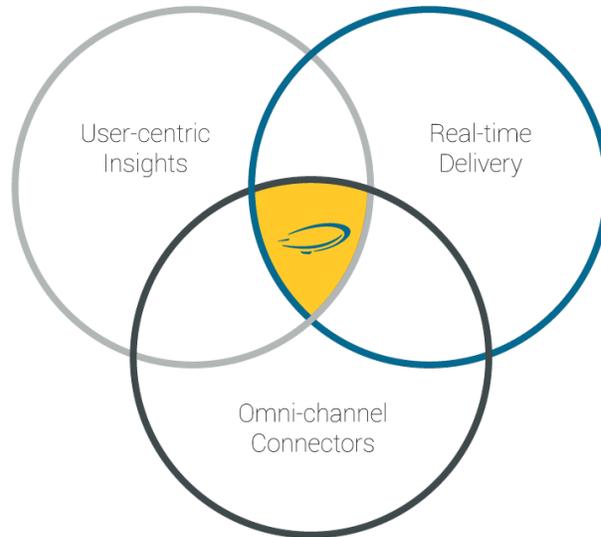
-Matt Restivo, Director of Product Management, NHL

### UNIQUE ADVANTAGES

**User-centric insights.** Personalize every experience based on your user's latest mobile activity. With Urban Airship Connect, we do all the hard work connecting every mobile event to the customer, advertising and device IDs you track in your system.

**Open omni-channel connectors.** Your data should be free to move between any marketing or data system in your business. In just a few clicks, you can connect to over 50 business systems and make customer interactions mobile-smart.

**Real-time delivery.** In the mobile age, seconds count. Stream any user signal to a business system the moment it happens, everywhere.



## FEATURES

- **User-level event data** - Get a complete user-level view of a customer's mobile activity, including engagement, behavior, location, lifecycle and custom events. You can even include non-mobile events in the data stream.
- **Real-time API** - Deliver user-level insights the moment they occur through an open API that allows you to customize your data requests.
- **Customizable event streaming** - Select only the events and customer identifiers you need to make your stream easier to consume and manage.
- **Predefined connectors with leading business systems** - Integrate in minutes with just a few clicks. Once you turn on Urban Airship Connect, you can sync with any of our partner data, marketing and customer systems.
- **Unlimited events** - Urban Airship Connect doesn't charge on a per-event basis, which means that you have the flexibility and confidence to send anything and everything that's relevant to your users' mobile journey.
- **Data replay** - Replay and resume from specific offset, earliest or latest point in the stream, to make sure that you never miss an event.
- **ID matching** - Make sure that you can easily connect mobile to as many systems as possible by giving us multiple identifiers for each user.
- **One SDK** - One SDK gives you access to Urban Airship Connect and all of the messaging solutions in the Urban Airship Engagement Platform. Trusted by the largest brands, Urban Airship provides unmatched scale, security and reliability.

### Urban Airship Connect Partners



To see the full list of partners visit [urbanairship.com/partners](https://urbanairship.com/partners)