



URBAN AIRSHIP REACH

MOBILE WALLETS MADE SIMPLE

Power your next campaign with mobile wallet, a cost-effective and engaging method to serve your customers on mobile – with or without an app. With Urban Airship Reach, you can quickly build campaigns and programs that engage customers, increase utilization and drive loyalty.

CREATE MOBILE WALLET PASSES IN MINUTES FOR:

- Loyalty cards
- Coupons
- Offers
- Sales
- Promotions
- Event tickets
- Gift cards
- Membership cards
- Boarding passes
- Reminder cards
- *And more!*

PERSONALIZE PASS CREATION AT SCALE

Effortlessly generate tens of thousands of customized passes unique to each of your customers through our importer tool. Include items such as a name, membership number, point values, etc.

MAXIMIZE COST SAVINGS

By moving from physical, plastic cards to digital passes, our customers have observed cost savings of **10–25x**.

DISTRIBUTE VIA ANY MARKETING CHANNEL

Easily deploy new mobile wallet passes to end-customers by leveraging existing channels. Brands can send pass download links through email, apps, social, push notifications, in-app messaging, MMS/SMS, print material, etc.

TAKE ADVANTAGE OF MOBILE PAYMENT APPS

Reach consumers who do not have your app installed by leveraging native payment apps such as Apple Wallet and Android Pay. These apps are typically pre-installed on iOS and Android smartphones, enabling your mobile wallet passes to serve as a communication channel that you may otherwise not have access to.

Urban Airship Reach mobile wallet passes see download rates up to **80-95%** in highly targeted mobile campaigns.



Build passes based on Apple Wallet and Android Pay's latest specifications.



Urban Airship Reach passes see up to **85-98%** retention rates giving you an ongoing engagement channel thru Dynamic Pass Management.

UPDATE PASSES DYNAMICALLY

Once downloaded to a smartphone, continuously update the same mobile wallet pass with new offers and content for an easy, ongoing engagement channel on mobile

ADDITIONAL KEY FEATURES

- **Real-Time Notifications** – send push notifications to your customer's lockscreen to notify them of pass updates, changes and reminders
- **1:1 Personalization** – personalize your messages through our powerful segmentation tools
- **Branding & Campaigns** – customize a strip image on your pass to convey a visually appealing campaign message
- **Location Targeting** – trigger a geo-based notification when your customer enters a specific location
- **App Install Acquisition** – use mobile wallets as an entry point into your app by adding a link to your app on the back of your wallet pass
- **Enterprise-Grade API** – programmatically update and/or change any pass field through our powerful API



Alaska Airlines updates passes in real-time using dynamic pass management.