



URBAN AIRSHIP'S INTELLIGENT & AI-POWERED ORCHESTRATION

Increase customer engagement with consistent, cross-channel messaging driven by predictive machine learning. Deliver the right message to the right channel at the right time, without the guesswork. Intelligently orchestrate messaging across any device and any channel, including Urban Airship native channels, solutions within your existing martech stack, and emerging platforms like voice or chatbots.

ENGAGE CUSTOMERS AT CRITICAL MOMENTS IN THEIR JOURNEY

Urban Airship has deep expertise in delivering billions of real-time customer interactions daily on mobile. Now, we're bringing that experience to any digital channel with the only open platform that spans your entire martech stack.

- Send real-time messages across web, app, mobile wallet, email, SMS, chatbots, smart speakers, Apple TV and more
- Get deep customer intelligence with drag-and-drop custom reporting and real-time, user-level data streams to fuel action in any system or channel
- Easily take action on customer data with real-time automation and messaging orchestration to boost results and lower costs
- Personalize messaging at scale in hundreds of ways with out-of-the-box personalization options, as well as custom events and tagging
- Put your data to work in real time on any channel in your stack with our API

FUTURE-PROOF YOUR BUSINESS

The open architecture of Urban Airship's Digital Growth Platform means that marketers can continue to use existing martech solutions while benefiting from AI-powered orchestration, automated, rules-based messaging and real-time user-level data analytics. It also means that marketers can easily apply core platform functionality any channel that pops up – from voice to gaming consoles to VR and more.

73% of customer journeys are multi-channel, multi-device experiences

Harvard Business Review "[Omnichannel Retailing](#)" 2017

Urban Airship also provides bi-directional integration with Salesforce Journey Builder, allowing marketers to more rapidly adopt triggered messaging that is highly responsive and personalized to individuals' behaviors and interactions.

ELIMINATE GUESSWORK WITH PREDICTIVE MACHINE LEARNING:

Let your customers' data tell you the best way – and the best time – to reach them.

Our machine learning algorithm for Send-Time optimization uses individual customer data to predict when someone is most likely to engage with your brand. With Send Time Optimization, you can:

- Learn more about when and how your contacts are most likely to engage with you
- Drive more engagement – and more conversions
- Create more effective cross-channel user engagement strategies

ORCHESTRATE BETTER BUSINESS OUTCOMES

By applying Urban Airship's predictive machine-learning and intelligent orchestration rules to your marketing stack, you'll delight users with a new level of experience and ramp-up engagement by using your highest performing, lowest-cost marketing channels at just the right time.



Personalized messages (on any aspect of personalization, including channels and times) outperform generic/broadcast messages by 4-7X.

Good Push Index, Urban Airship

Priority Channel: Choose the channels you want to send on – prioritizing for best customer experience, cost, or other brand priorities – and designate a back-up (fallback) channel if your first choice isn't an option.

Preferred Channel: Send to the channels users have set in their preferences.

Last Active Channel: Automatically deliver a message to whatever channel an individual used last.

Fan-Out: For your most urgent or critical messages, send a message to every channel available for a user.

INTELLIGENT CROSS-CHANNEL REPORTING

Measure marketing performance across any engagement channel – if it's in your stack, we can reveal performance and help you visualize, analyze and act on the results.

INTELLIGENT MARKETING ORCHESTRATION IS HERE

The Urban Airship platform provides an open architecture and connections for different marketing technologies to exchange, synthesize and activate customer data. It takes the guesswork out of reaching the right customer at the right place and time and keeps customers engaged.



Get a demo today to understand how Intelligent & AI-Powered Orchestration can work for your business.