



## URBAN AIRSHIP'S EMAIL NOTIFICATIONS

Evolve your email strategy with adaptive, one-to-one notifications designed for the mobile world. Urban Airship's email notifications power real-time personalized messages, automating high-value interactions at scale.

### CREATE EMAIL NOTIFICATIONS TO SUPPORT COMMON TRANSACTIONAL INTERACTIONS:

- Sales receipts
- Shipping notifications
- Account registrations and updates
- Password resets
- Service updates
- Appointment confirmations

### GAIN MORE VALUE FROM TRIGGERED & TRANSACTIONAL EMAIL MESSAGING

Urban Airship's AI-powered marketing orchestration lets you engage customers in a coordinated way with a consistent, quality experience across email and your other digital channels. You can quickly create low-cost triggered and transactional notification-style emails while leveraging the advanced segmentation and automation features of the Urban Airship platform.

### MEET CUSTOMER EXPECTATIONS FOR IN-THE-MOMENT INTERACTIONS

Today's consumer wants more direct and personalized content based on their actions and behaviors — and something that's easy to read on both desktop and mobile.

Urban Airship email notifications are quick to create and personalize using our Composer tool. You can use branded templates with predefined headers, footers, colors and fonts, as well as any necessary unsubscribe and mail management links.

Notification emails resemble other mobile content, such as rich push notifications or in-app messages, so that customers have a consistent experience with your brand across channels.

### URBAN AIRSHIP'S EMAIL NOTIFICATIONS SUPPORT:

- Reputation monitoring
- Suppression lists
- IP pools
- Sending domains
- Bounces
- Unsubscribes
- Whitelisting
- IP warming
- And more!

### BUILT TO SCALE

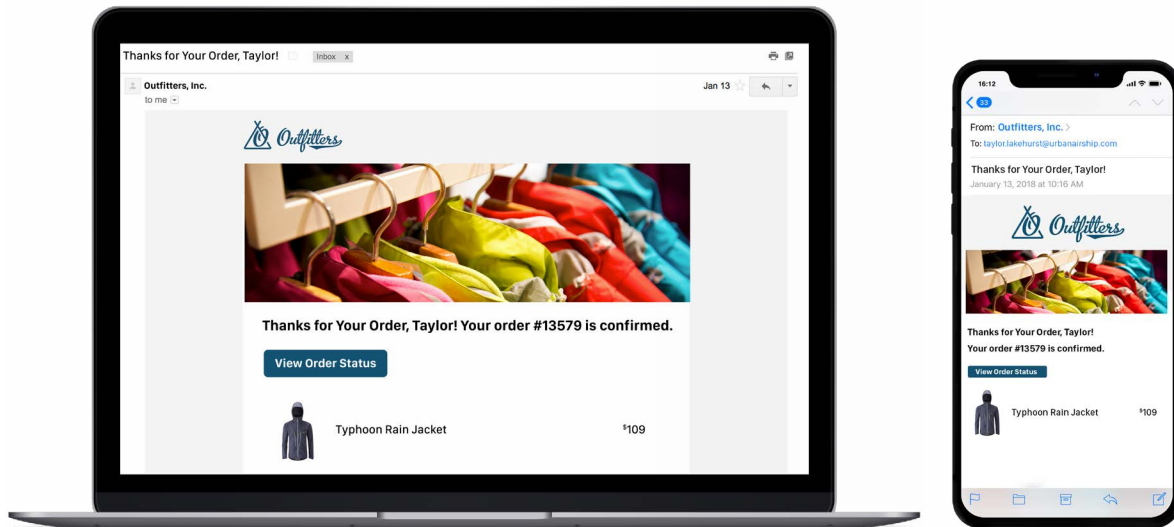
Email Service Providers built on legacy platforms don't always scale well for high-volume transactional emails. Urban Airship's email notifications offer an integrated, real-time solution for personalizing notifications, consistently across all consumer channels. Best of all, getting started with email notifications is quick and affordable.

### POWERFUL, PROVEN TOOLS TO HELP YOU GROW

Because Urban Airship's email notifications are part of our existing platform, you'll benefit from the ability to keep using the same user-friendly interfaces and API you already know and trust, including our powerful tools for segmentation and orchestration.

Research shows **75%** of customers open and read transactional emails "frequently" or "very often."

[SOURCE](#)



Automated, transactional emails account for less than 5% of email volume but more than 50% of revenue. [SOURCE](#)

- Email templates with support for diverse browsers, email clients, and devices
- Utilize the same user interface for email as you use for push notifications, in-app messaging, and web notifications
- Orchestration settings: Take advantage of AI-powered orchestration to send emails as part of a multi-channel strategy

## INTELLIGENT ORCHESTRATION

Customers expect a coordinated and individualized messaging experience across a growing number of digital channels. This requires a real-time messaging platform that effectively uses data and preference-based automation rules to intelligently orchestrate reaching them at the right time on the right channels.

## INSIGHTS AT YOUR FINGERTIPS

See aggregate campaign reporting and drill down to the user level for all email events such as sends, opens, click throughs and more. With a registered user, you can even relate this to other user behavioral data across multiple channels.

### User-level reporting includes:

- Sends and deliveries
- Bounces (hard and soft)
- Opens and click throughs (total and unique)
- Unsubscribes
- Spam complaints



**Contact us today** to understand how email notifications can help you create deeper connections with your customers.