



ENGAGEMENT THROUGHOUT THE CUSTOMER LIFECYCLE WITH MOBILE WALLET

Create a personalized and lasting mobile communication channel outside of the app with mobile wallet passes.

Gaining real estate on your customer's mobile devices is challenging within today's highly competitive app landscape. In fact, consumers only use an average of 30 apps per month, including utility apps. For brands that have not created an incredibly popular mobile app, this barrier to entry makes it difficult to reach and communicate with customers on their mobile devices. Mobile Wallet offers an alternative with unparalleled install and retention rates—providing brands with an instant mobile communication channel that customers find valuable.

However, passes can often sit stagnant, either waiting to be downloaded in a long lost message or forgotten in the depths of Mobile Wallets. That's why it's important for brands to make sure their Mobile Wallet passes are delivered with valuable and personalized information and continue to deliver fresh real-time content that will keep customers engaged.

88%+

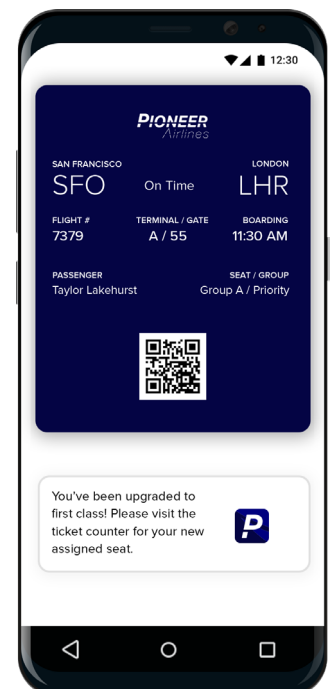
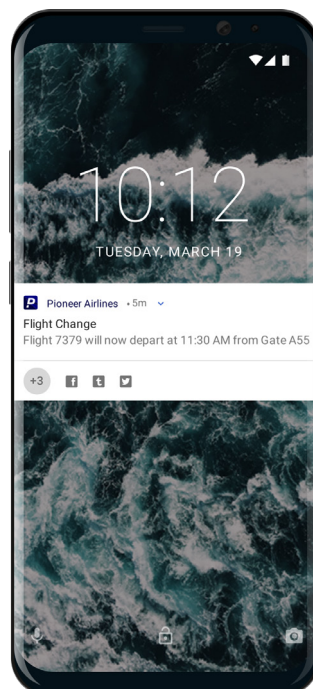
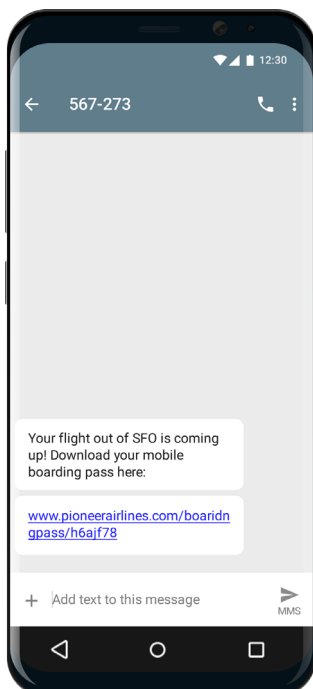
**MOBILE WALLET
PASSES ARE
INSTALLED**

85%+

**MOBILE WALLET
PASSES ARE
NEVER REMOVED**

THE MOBILE WALLET ADVANTAGE

It's no secret that customers are choosing Mobile Wallet passes over physical assets more and more. In fact, 57% of Americans use Mobile Wallet coupons and 69% of consumers say they're more likely to use a loyalty card if it's on their phone. And long gone are the days of losing your boarding pass at the gate. The challenge, however, is how do brands keep customers engaged on Mobile Wallet throughout the lifecycle.



SAVE ONCE, ENGAGE ENDLESSLY WITH URBAN AIRSHIP

With Urban Airship, you can deliver Mobile Wallet passes across any channel or device type and update passes in real-time, all from a single marketer friendly interface.

- **Personalized:** Send passes to customers on any digital channel they prefer and automatically fill in the pass with the personal information they need.
- **Connected:** The Urban Airship platform allows you to create, manage and update passes all from a single interface. Dynamically update passes in real-time to keep content fresh and engaging.
- **Lasting:** Send real-time notifications from the pass to let customers know of changes or important updates, driving engagement further through the customer lifecycle.

INCREASE ACQUISITION WITH ADAPTIVE LINKS™

Mobile Wallet is the ideal offline to online acquisition tool. However, brands need to make sure passes reach customers and are easily installable. Urban Airship's proprietary Adaptive Links™ technology allows brands to send passes on any channel through a single URL that automatically detects the customer's device to adapt the passes accordingly and automatically fills in their personal information onto the pass.

ADDITIONAL KEY FEATURES

- **Single interface for pass creation and management:** One interface supports all your digital channels.
- **Custom data fields:** Personalize your Mobile Wallet passes with the information that matters most to your customers.
- **Dynamic content updates:** Update all your passes in real-time.
- **Real-time notifications from the pass:** Let customers know immediately of changes to their pass or important information.

- **Audience segmentation:** Send notifications based on audience info in the pass (i.e. status, interest or flight number)
- **Location triggered notifications:** Re-engage customers with notifications from the pass when they enter relevant locations
- **External ID:** Append your own identifier to track/update passes on all devices and limit pass sharing.
- **NFC (Near Field Communication) support:** Allow your customers to simply tap their phone at kiosks to process their pass.
- **VAS (Value Added Services) & Smart Tap support:** Auto-populate a pass from at point of sale and allow customers to edit the information before installing.

BUILDING CUSTOMER LIFETIME VALUE WITH MOBILE WALLET

When done right, Mobile Wallet passes can create a mobile communication channel that stretches throughout the customer lifecycle, providing valuable and engaging information to customers when it matters most.

ACQUIRE: Bring customers into the digital experience with pass delivery through any channel.

RETAIN: Keep content fresh and engaging with dynamically updated information and automated notifications from the pass.

GROW: Engage and upsell at relevant moments with real-time notifications driving upsell and repurchase.

Interested in delivering engaging Mobile Wallet experiences throughout the customer lifecycle?



[Contact us](#) today to get a demo and build a multi-channel strategy that will grow your brand.