



## URBAN AIRSHIP'S SMS NOTIFICATIONS

Easily create and send personalized, relevant text messages to customers. Urban Airship's SMS notifications let marketers automate message delivery and tracking as part of an orchestrated multi-channel strategy.

### SEAMLESSLY INTEGRATE SMS TO YOUR DIGITAL STRATEGY

- Create or migrate phone numbers and short codes
- Upload SMS contacts one at a time or in bulk
- Associate named users to an SMS identifier
- Define and create SMS segments
- Measure sends, receives and more
- Built-in support for opt-outs

### AN INCREDIBLY VERSATILE DIGITAL ENGAGEMENT STRATEGY

Whether SMS is a core component of your strategy or a critical fallback channel, it can now be integrated and orchestrated with all your digital engagement channels through Urban Airship's Digital Growth Platform. No more need for multiple systems to coordinate messages and no more siloed channels.

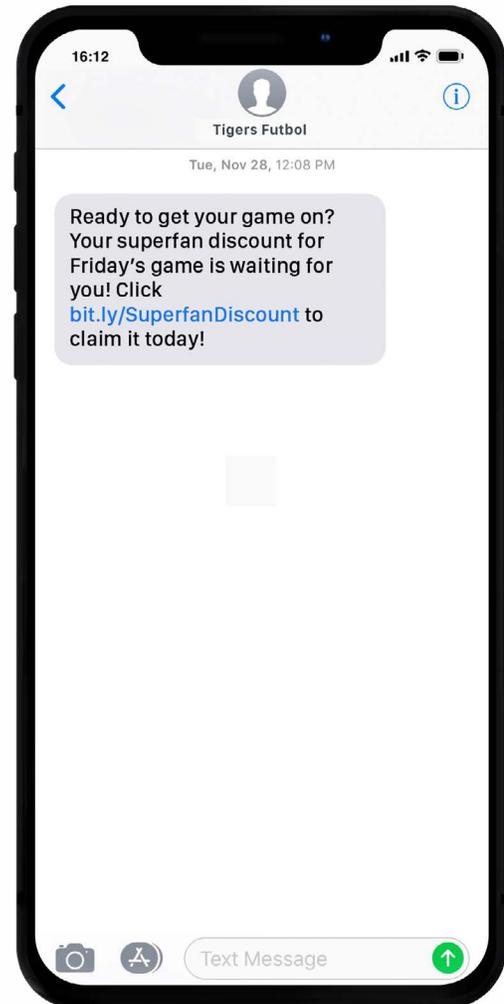
### ADVANCED SMS TOOLS THAT DRIVE RESULTS

Because Urban Airship's SMS notifications are built on our Digital Growth Platform, you'll benefit from the ability to keep using the same API you already know and trust, with our powerful tools for segmentation and orchestration, helping you drive great results from SMS campaigns.

- Increase addressable mobile audience
- Segment users, personalize content and automate delivery to increase user engagement
- Send users a branded mobile wallet pass via SMS
- Dramatically decrease SMS costs through more efficient targeting

**82%** of consumers say they read every SMS text message sent to them.

[SOURCE](#)





## OUT-OF-THE-BOX FEATURES

SMS marketing provides an immediate and direct channel of engagement to mobile users. To make it easy to seize the opportunity, Urban Airship has baked several advanced features into SMS notifications that can help marketers quickly integrate SMS messaging into their multi channel marketing strategy:

- Segmentation - Send SMS messages to all your customers, or a select subset
- Personalization - Easily create templates for personalization
- Automation - Trigger SMS messages based on specific customer moments
- Orchestration - Use SMS for specific types of notifications, or for users who say they prefer it
- Mobile Wallet Integration - Deliver mobile wallet passes through SMS
- Analytics - See how SMS performs on its own and in comparison to other channels
- APIs - Send real-time, server to server messages through Urban Airship's high-performance messaging platform
- Easy Upload - Upload mobile numbers in bulk via CSV

## CROSS CHANNEL REPORTING

Customers who use Urban Airship's customer intelligence and analytics solution can measure SMS performance against any other channel. For each SMS message you can track sends, receipts, and opt-outs. With a registered user, you can relate this to other user behavioral data across multiple channels.

## TAKE TEXT MARKETING TO THE NEXT LEVEL

Whether SMS marketing is new to you, or you're already an advanced user, we're ready to help you make your strategy more powerful, integrated and orchestrated.

- Maximum Flexibility - Use SMS as a primary or fallback channel to meet your needs.
- Lower Costs - Orchestrate your notification strategy to use SMS when you need it and other channels when you don't.
- Sophisticated Targeting and Analytics - Personalize and segment your SMS messages, then quickly and easily see how they perform.



**Contact us today** to understand how SMS notifications can help you create deeper connections with your customers on mobile – and learn why Urban Airship was named a Leader in Forrester's Mobile Engagement Wave.