

URBAN AIRSHIP

BENCHMARKS REPORT:

How Push Notifications Impact Retail App Retention Rates

Analysis of Data from 63 Million New App Users Reveals How Push
Notification Opt-In Rates & Frequency Influence Mobile App Retention

EXECUTIVE SUMMARY

In this study, we wanted to answer the question: *how do push notifications impact app retention rates?*

To get at the answer, we looked at the behavior of 63 million app users. We tracked how many push notifications they received in the 90 days after their first open, and compared that to app retention rates during those same 90 days.

[\(More on report Methodology.\)](#)

IN THE FIRST STUDY TO CORRELATE MESSAGE FREQUENCY TO USER RETENTION, URBAN AIRSHIP FOUND:

While many mobile pros worry about over-messaging app users, their real worry should be under-messaging app users

- Users who received Daily+ notifications had the highest retention rates across all vertical and platforms.
- More than one-quarter of opt-in users never receive a push notification.
- App users who receive one or more notifications in their first 90-days have an average retention rate that's nearly 3x higher than users who receive no push notifications.
- Sending even one push notification has a significant impact on app retention rates.

95% of opt-in users who don't receive a push notification in the first 90 days will churn

That means that app publishers are essentially wasting \$.95 cents of every dollar spent to acquire coveted opt-in app users.

Overall, more frequent push notifications increase app retention rates – and the more frequent (while staying relevant!), the better

- Users receiving Daily+ push notifications had 820% higher app retention rates than users who received Zero push notifications.
- Users receiving Weekly push notifications had 440% higher app retention rates than users who received Zero push notifications.
- Users receiving One push notification had 120% higher app retention rates than users who received Zero push notifications.

WE ALSO SLICED THE DATA BY KEY VERTICALS AND FOUND RETAIL SPECIFIC HIGHLIGHTS:


- The ideal push notification send frequency for Retail apps is Weekly, Daily or Daily+.
- Users receiving Weekly push notifications have 2-5x higher app retention rates than users who receive no push notifications.
- Users receiving Daily+ push notifications have 3-6x higher app retention rates than users who receive no push notifications.

NOT ALL USER CHURN CAN BE ADDRESSED WITH PUSH NOTIFICATIONS. USERS WHO HAVE OPTED OUT OF PUSH NOTIFICATIONS CAN'T BE ENGAGED THROUGH THAT CHANNEL.

Even at optimal notification frequency levels, 54% of app users will churn in the first 90 days after opening an app

- To address this segment, it's critical to be able to detect signals app users are sending that they're likely to churn. Urban Airship now has a solution that "listens" for you through machine learning. It analyzes user patterns for each app, then assigns them a churn risk level, giving app publishers the chance to take action before a user is gone.

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GLOSSARY OF TERMS

APP RETENTION: “App retention” or “app retention rates” is when a user continues to open an app (at least one time) during the 90 days after their first app open.

CHURN: Churn includes both “hard churn” — user uninstalled the app — and “soft churn” — a user who no longer opens the app during the defined period.

FREQUENCY COHORTS

Within the first 90 days of app usage:

- *Zero Push Notifications Sent:* User received no push notifications
- *One Push Notification Sent:* User received one push notification
- *~2x Monthly Push Notifications Sent:* User received approximately two push notifications per month
- *~Weekly Push Notifications Sent:* User received approximately one push notification per week
- *~Daily Push Notifications Sent:* User received approximately one push notification each day
- *Daily+ Push Notifications Sent:* User received multiple push notifications per day

OPT-IN APP USERS: Opt-in app users are those who have agreed to receive push notifications from an app. On iOS, users receive a permissions dialogue — usually on first open — prompting them to choose whether they want to allow push notifications. On Android, users are opted in to receive push notifications from apps by default.

OPT-OUT APP USERS: Opt-out app users are those who have declined to receive push notifications from an app when asked, or have taken steps to opt out of an app's push notifications through app or system-level settings.

PUSH NOTIFICATIONS: A push notification is a message that pops up on a mobile device. Push notifications can be simple text-based messages, but can also include rich media like images and videos. They only reach users who are opted in to receive them. Push notifications can be targeted to segments of your user base, and personalized for specific app users. For more, see our cheat sheet, [Push Notifications Explained](#).

PREDICTIVE CHURN ANALYTICS: Predictive Churn Analytics is a proprietary machine learning model to help app owners determine which of their users are likely to churn. Urban Airship offers Predictive Churn Analytics through our Insight and Connect mobile data solutions.

PLATFORMS:



Android



iOS

How Push Notification Opt-In Rates Impact App Retention Rates

GET DATA TO ANSWER:

- How many app users opt in to receive push notifications?
- Do opt-in rates vary by mobile platform?

PUSH NOTIFICATION OPT-IN RATES: ANDROID VS. iOS

App owners can only communicate with app users via push notifications if users are willing to receive them. In other words, the more users who opt in, the better.

Of the 63 million new app users we analyzed for this report, 85% of Android users and 50% of iOS users were opted in to receive notifications. These opt-in rates are roughly consistent with findings from many analyses over the [past three years](#), though iOS rates are seeing small increases year-over-year, and slightly more Android users seem to be taking steps to opt out of the automatic permission apps receive.

Overall Opt-in Rates for New App Users in This Analysis:

 85%

 50%

KEY TAKEAWAY:

Getting users to opt in is a critical step in app onboarding. If a user doesn't opt in — or opts out — you lose the chance to engage them with push notifications. [Our top resources for getting the opt in are listed in this blog post.](#)

How Push Notification Opt-In Rates Impact App Retention Rates

IN THIS SECTION, GET DATA TO QUESTIONS LIKE:

- Does sending push notifications increase retention?
- Does sending too many push notifications cause users to churn?
- Is there a relationship between the frequency of push notifications and app retention rates?

PUSH NOTIFICATION FREQUENCY IMPACT ON APP RETENTION RATES

For new app users in the first 90 days, our data shows more frequent push notifications are correlated to better app retention rates. App users who receive any push notifications in the 90 days after their first app open have nearly 3x (190%) higher retention rates than those who do not.

		Opt-out	Zero	Once	~2X Month	~Weekly	~Daily	Daily+
<i>Overall 90-day App Retention Rate Increase, Moving from Sending Zero Push Notifications to Higher Messaging Frequencies</i>	Week 1	46%	22%	40%	64%	79%	83%	90%
	Week 2	41%	19%	34%	53%	72%	76%	86%
	Month 1	35%	15%	27%	42%	59%	65%	78%
	Month 2	26%	10%	20%	28%	45%	50%	65%
	Month 3	15%	5%	11%	14%	27%	30%	46%
90-day Retention Lift Comparing Zero & Daily+ Push Notification Frequency				+ 120%	+ 180%	+ 440%	+ 500%	+ 820%

KEY TAKEAWAY:

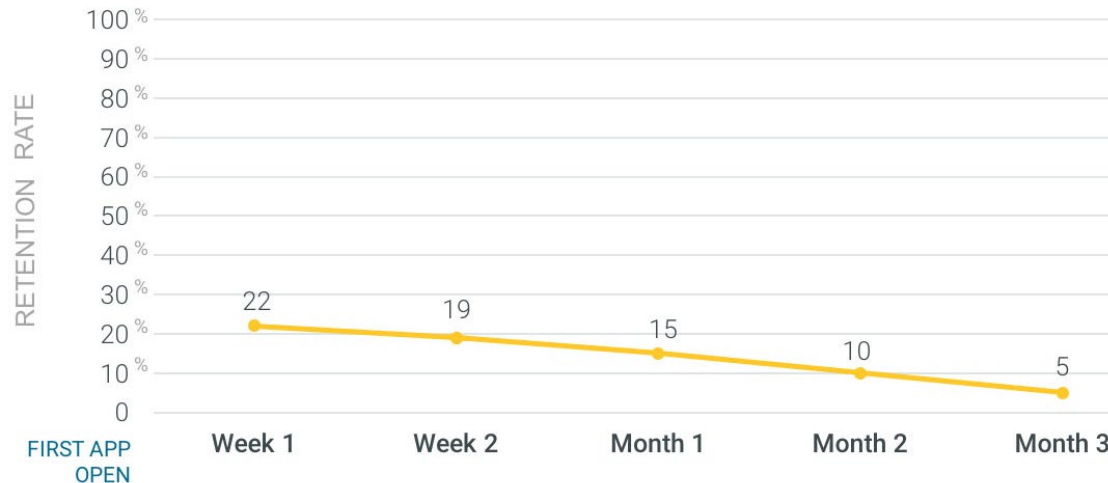
Relevant, timely and frequent notifications help engage and retain users. To send at a Daily or Daily+ level of messaging — and get the increased app retention benefit — brands are [automating and personalizing push notifications](#).

95% OF UNADDRESSED NEW USERS CHURN WITHIN 90 DAYS

Within 90 days after first app open, 95% of opt-in users in our study who didn't receive any push notifications churned — that is, they deleted or stopped using the app. Meaning, app publishers who don't send push notifications are effectively wasting \$.95 cents of every dollar spent acquiring new users.

Retention Rates for Non-Messaged Users

(iOS and Android)



KEY TAKEAWAY:

When brands don't send a push notification of any kind to new users, they're wasting user acquisition investments and ignoring an important and direct channel to [engage users who have opted in](#). There's also a significant opportunity cost: any revenue that could have been generated from actively engaged users is lost.

A SIGNIFICANT NUMBER OF OPT-IN USERS DO NOT RECEIVE ANY PUSH NOTIFICATIONS

Our data shows more than one-quarter (27%) of opt-in users don't receive any push notifications in their first 90-days of using an app. In fact, for Android users, the Zero frequency cohort was the largest frequency cohort — both in our overall data analysis, as well as in every vertical we analyzed. On iOS, Zero frequency was the second largest cohort overall.

Push Notifications Sent in the First 90 Days After First App Open



30% received zero push notifications

13% received only one push notification



15% received zero push notifications

17% received only one push notification

KEY TAKEAWAY:

App users who receive *any* push notifications in their first 90-days have a 3x higher app retention rate when compared to those who received no push notifications.

[Building a messaging strategy](#) for app users doesn't have to be hard — and it pays dividends. [Tools and templates](#) exist to help you build a content plan that converts occasional users into your most loyal fans.

COMPARING PUSH NOTIFICATION FREQUENCY COHORTS

Moving from sending zero push notifications to sending weekly push notifications results in a significant app retention rate increase on Android (6x), and a more modest doubling increase on iOS.

Increasing send frequency to Daily+ creates an even greater retention rate boost of 10x on Android and 3x on iOS.

Moving from Sending Zero Push Notifications to Sending *Weekly* Push Notifications

 **2x** app retention

 **6x** app retention

Moving from Sending Zero Push Notifications to Sending *Daily+* Push Notifications

 **3x** app retention

 **10x** app retention

KEY TAKEAWAY:

Weekly notifications should be a reasonable goal for any app in terms of push notification send frequency. In fact, by monitoring user lifecycle signals (new install, app opens, completed registration, completed in-app purchase, app upgrades, etc.) most apps could achieve automated, triggered weekly push notifications virtually overnight.

Beyond transactional push notifications, brands need a cohesive strategy for creating the right cadence of relevant and timely push notifications that meet app engagement goals. See our blog post [5 Things the Best Mobile Notifications Have in Common](#) for more insights on creating push notifications your users will welcome.

A Deeper Dive: Benchmarks for the Retail Vertical

Let's look at what analysis of their messaging and retention patterns revealed.

RETAIL

The Retail apps category – with 19,736,469 users – encompasses 210 apps including:

- online and brick-and-mortar brands,
- fashion/apparel (department or mall stores),
- specialty stores,
- grocery stores,
- discount/deal/samples/flash sale,
- big box/warehouse stores, and
- luxury retailer apps.

Data and assertions made in this section are specific to analysis of the Retail users outlined above.

PUSH NOTIFICATION FREQUENCY IMPACT ON APP RETENTION RATES: ANDROID

		Opt out	Zero	Once	~2X Month	~Weekly	~Daily	Daily+
<i>Retail: 90-day App Retention Rate Increase, Moving from Sending Zero Push Notifications to Higher Messaging Frequencies on Android</i>	Week 1	32%	22%	44%	61%	80%	80%	88%
	Week 2	28%	19%	34%	53%	73%	73%	82%
	Month 1	22%	15%	24%	42%	62%	61%	71%
	Month 2	16%	10%	17%	27%	50%	47%	55%
	Month 3	9%	6%	9%	13%	30%	27%	38%
90-day retention lift > 0-level				50%	117%	400%	350%	533%

n = 11,798,654

PUSH NOTIFICATION FREQUENCY IMPACT ON APP RETENTION RATES: iOS

A closer look at the impact on retention of frequency rates over time on both iOS and Android for the Retail vertical is broken out by platform.

		Opt out	Zero	Once	~2X Month	~Weekly	~Daily	Daily+
<i>Retail: 90-day App Retention Rate Increase, Moving from Sending Zero Push Notifications to Higher Messaging Frequencies on iOS</i>	Week 1	57%	53%	48%	75%	87%	92%	93%
	Week 2	52%	47%	43%	68%	83%	89%	89%
	Month 1	46%	39%	36%	57%	75%	82%	83%
	Month 2	35%	28%	27%	43%	62%	69%	70%
	Month 3	19%	14%	15%	23%	39%	46%	50%
90-day retention lift > 0-level				7%	64%	179%	229%	257%

n = 7,937,815

RETAIL OPT-IN RATES ARE GENERALLY HIGHER

With an opt-in rate that's just shy of the overall average for iOS, and the absolute highest among Android verticals (92%), Retail apps have an addressable advantage.

Average Opt-In Rate:

92% 

49% 

75% Overall*

*weighted by audience size

RETAIL OPT-IN USERS HAVE SIGNIFICANTLY HIGHER APP RETENTION RATES THAN OPT-OUT USERS

Retail apps see opt-in users retained longer than opt-out audiences — some of the biggest gains for any vertical.

User Retention



Opt-in users have app retention rates **40%** longer than opt-out users



Opt-in users have app retention rates **90%** longer than opt-out users

That said, Retail opt-out users have better 90-day retention rates than opt-in users who receive no messages — 50% higher on Android and 36% higher on iOS.

RETAIL APP USERS RECEIVING ANY NOTIFICATIONS ARE RETAINED 110% MORE ON AVERAGE THAN THOSE WHO DON'T

Retailers appear to know the value of messaging their audience: this vertical had the lowest percentage of app users who received Zero push notifications – 21% for Android and 9% for iOS.

Increase in App Retention Rate When Messaged At All Over the First 90 Days

 **212%**

 **110%**

INCREASING PUSH NOTIFICATION FREQUENCY HAS A SIGNIFICANT RELATIONSHIP WITH APP RETENTION RATES FOR RETAILERS

On both Android and iOS, there are benefits of increasing push notification send frequency. Analysis of 90-day retention levels point specifically to Weekly, Daily or Daily+ as good messaging frequencies.

90-day Retention Rates For Users Receiving Daily+ Notifications

 **50%**

 **38%**

The retention rate for the Daily+ cohort is a 257% increase over the Zero cohort on iOS, and a 533% increase over the Zero cohort for Android.

KEY TAKEAWAYS FROM THE RETAIL VERTICAL

- Retail customers have many channels to learn about brands. Reward the loyalty of opt-ins with messages targeted to behaviors shown in-app, or data from other channels. ([See Recommendations section.](#))
- [Getting the opt-in is truly critical to better retention](#), especially for Retail apps. But, while the opt-in is critical to app use longevity, notifications must be used to have an impact.
- There is plenty of opportunity to increase retention with even a single relevant push notification. And sending relevant Weekly, Daily or Daily+ notifications significantly improves retention for both Android and iOS users overall as well. Daily+ notifications generated a 50% retention rate for iOS (a 257% increase over Zero) and 38% retention rate for Android (a 533% increase over Zero) at 90 days.
- Daily+ notifications has the highest 90-day retention rate, but it must be carefully managed – a mix of transactional, automated and campaign messaging will yield the best results. A carefully devised and implemented strategy based on user preferences, behaviors and transactional updates can reap big rewards. ([See Recommendations section.](#))
- To extend the longevity of notification strategies, consider adding an [in-app Message Center](#). According to our data, medium-performing iOS apps (the 50th percentile) achieve 8x greater Message Center read rates than direct taps on a notification. When looking at retail apps alone, data showed [customers read nearly half of all message center messages](#). Ensure users have a location to see your messaging at their convenience.

RECOMMENDATIONS

We've provided a lot of data, and plenty of useful insights. What actions can you take to keep users engaged and reduce their likelihood of churning? Focus on the app purpose and user goals.

APP MESSAGING STRATEGY:

- Every business and type of app serve a different purpose, [requiring mobile engagement strategies that carefully consider the intersection of brand goals and users' goals](#). Ways to add value include: personalized & targeted content, specific offers, reminders, educational content, automation based on in-app behaviors and other in-the-moment activities across other channels.
- Some engagement challenges like the Zero-send users can be solved virtually overnight with [simple automation rules](#) and lifecycle triggers for [a welcome message or series](#). Increasing message frequency often involves more thoughtful segmentation and automation rules, using cross-channel and in-app data to reach people at the right moment with the right message. [\(We can help with that.\)](#)
- Message users from day one: highlight benefits or features of your app in a welcome message upon first app open. The [Redbox](#) app's welcome campaign combined notifications with its [Message Center](#) (or in-app inbox) and real-time marketing automation to realize 33% higher open rates and 300% greater redemption than its typical freebie promotions.
- [Build in habit from the start](#). Is there a weekly offer or a specific day new content or products are released? Even reminders users can opt in to — providing utility for the user — give them a repeatable reason to re-engage.
- Provide a reason to authenticate and capture a secondary channel (such as email) to allow for retargeting and omnichannel engagement.

GETTING THE OPT IN

- Retention starts with getting the opt-in, and that dovetails with having a clear value proposition for your app at the start. Demonstrate value at first app open. Prepare for churn early by finding out more about user interests to allowing for both a better app experience, but also for better retargeting down the line.
- Educate app users about the benefits of opting in to push notifications. It doesn't have to be done in the app. Any channel (email, print, web, social) where the mobile app value is highlighted will work.
- Don't give up on opted-out users! Opt-ins can always be earned.
 - Use in-app messaging to target users with a new ask when a high-value action — for the user — has just been completed (e.g. immediately post-purchase, ask if they want to stay up to date on shipping by opting in to notifications).
 - Message Centers reach the entire app audience, and are easy to implement. In high-performing apps, [opt-out users read 25% of all Message Center messages.](#)

Looking for a little more help?

Urban Airship has the best mobile strategists in the business. They do everything from consulting on a particular challenge you're facing, to helping concept your mobile growth strategy and team structure. But don't just take our word for it — some of the biggest global brands are happy to chat about the value they provide. [Request a consultation with our Strategic Services team today.](#)

ENGAGING NOTIFICATION CONTENT

- First, have a plan for content — from the value of each notification, to the message type to the action requested to ensure user value is provided with each attempt at engagement. (Our [Mobile Content Plan Template](#) provides a great framework.)
- Make notifications [stand out with rich media](#) (image, GIF or even video). Our analysis of nearly five million notifications showed that big picture notifications see a 56% higher direct open rate on average than notifications without images. (Get more detail in our [Rich Notifications Inspiration Guide](#).)
- Create engaging notifications with interactive buttons encouraging user action. Urban Airship offers [30+ button pairs OOTB](#), not to mention emojis. If you don't already have an Urban Airship Engage account to send notifications, [sign up to get going today](#). (More ideas can be found in our [Interactive Notifications Inspiration Guide](#).)
- Ensure you leave time to design and test compelling inactivity messaging based on value to the user. Consider timing it with the launch of new features, seasonal content, new offers, etc. to re-engage the lapsed user and demonstrate the utility that builds habit.

EFFECTIVE MESSAGING: BEST PRACTICES

- Provide an exclusive offer to entice users back into your app. Let users know when products or services they've shown interest in are on sale. Use your knowledge of what the user has previously engaged with to trigger their return.
- Promote new app features they might like, based on past behavior or feedback they've shared. Let them know about what has been added since their last visit that makes the app more useful for them.
- Use deep links to send users to specific app screens that support your message and drive their interest.
- Share special content: for example, a sports app can provide an exclusive guide to building the perfect bracket, available only through the app.
- Increase click-through rates with [interactive buttons](#) in your push notifications, together with [rich notifications](#) that support photos, videos, GIFs and even audio.
- Avoid needy or empty messages such as "we have missed you" as they don't drive action to get users back in the app.

Need a better way to organize and map your notification content?

Writing for mobile can be hard, as can balancing the types and frequency of messages sent. Our [Mobile Content Plan](#) template can help you ensure the efficacy and variety of your messaging by writing, organizing and cataloging it better.

TAKE GREATER CONTROL

Predictive Churn Analytics Can Help

STOP APP USER CHURN BEFORE IT HAPPENS

You've taken in all the recommendations — and implemented many — but what about the 50+% of users who are still likely to churn? What can you do to reach them?

Our data science team researched this common challenge and developed one of the first machine-learning models to predict churn risk. We call it [Predictive Churn Analytics](#).

Simply put, **Predictive Churn Analytics is a machine learning model to assess a user's risk of churning, allowing brands to take preemptive action to keep at-risk users.** It analyzes user patterns for each app to assess a user's likelihood to churn *before they do so*. The model also fuels look-alike targeting for those at low risk to churn.

And “churn,” to reiterate, refers to both users who uninstalled an app (sometimes called “hard churn”) as well as those who just don't open it anymore (sometimes called “soft churn”).

Based on a proprietary machine-learning model trained using more than 10 billion data points, Predictive Churn Analytics classifies users into three risk profiles — Low, Medium and High — and makes it easy to take action in Urban Airship Engage. Lists of users can also be exported to re-message in any other marketing system that accepts a .CSV file.

PREDICTIVE CHURN ANALYTICS INCLUDES:

- Predictive Churn Dashboards to benchmark performance and easily see results over time
- User profiles to meld with other user attributes for highly-relevant messaging, including pre-built automation triggers
- Ad hoc drill down analysis with any other data point to determine content and offers most likely to generate action
- Real-time data streaming to an external data warehouse or business system for cross-channel analysis and re-marketing – or look-alike targeting against users with a low likelihood to churn

KEY TAKEAWAY:

You likely know how much each app user costs to acquire. If Predictive Churn Analytics allow you to re-engage even 5% of the users who are likely to churn, what does that mean for both your app's success and your business? [Bain & Company research](#) found increasing customer retention rates by 5% boosts profits by 25% to 95%.

Mobile is where your users are today, do what you can to keep them.

RESOURCES

Get Users Hooked On Your App

RESOURCES TO HELP GET USERS HOOKED ON YOUR APP

There are a variety of ways to increase your app retention and opt-in rates, regardless of vertical. We've gathered a few resources to help with everything from inspiration to strategy and data enrichment – along with best practices and how-to content to help you move faster.

PREDICTIVE CHURN ANALYTICS RESOURCES:

- [Video Overview: Predictive Churn Analytics](#)
- [Technical Documentation: Predictive Churn Analytics](#)
- [Blog post: Want to Predict & Prevent Customer Churn – and Increase App Retention? This Blog Post is For You.](#)

APP ENGAGEMENT RESOURCES & BEST PRACTICES:

- [eBook: How to Boost Mobile Engagement & Achieve Mobile Growth](#)
- [eBook: 10 Mobile Engagement Best Practices Explained](#)
- [Benchmarks Report: Push Notification Engagement Rates](#)
- [Benchmarks Report: First Look - Message Center Read Rates](#)
- [Blog Post: 7 Mobile Engagement Statistics That Show How Push Notifications Boost ROI](#)

TEMPLATES & HOW-TO'S:

- [Template: Building a Mobile Content Plan](#)
- [Blog Post: How to Make a Successful App: 10 Fundamentals for Maximizing Your Investment](#)
- [Blog Post: How to Earn Push Notification Opt-Ins: 7 Essential Resources](#)
- [Blog Post: How to Write a Better App Store Update \(and Boost App Store Optimization\)](#)
- [Blog Post: Mobile App Marketing How To Series: Getting the Opt In](#)

INSPIRATION GUIDES:

- [Rich Notifications Inspiration Guide](#)
- [Interactive Notifications Inspiration Guide](#)
- [In-App Campaigns Inspiration Guide](#)
- [Message Center Inspiration Guide](#)

Want More Resources?

Check out our online [Content Library, Documentation](#) and [blog](#) for more best practices, how-to's and help with mobile strategy.

METHODOLOGY

Urban Airship analyzed customer data in aggregate to identify apps with at least 5,000 downloads that had sent at least 1,000 cumulative push notifications in one month. That group included more than 63 million app users across 1,500 apps with deep dives on four industry verticals. Analysis focused on app users that first opened an app in September 2016 and tracked their notification opt-in status, app open behavior and volume of notifications received through December 2016.

EXPLORE THE FULL SUITE OF MOBILE GROWTH DRIVERS

URBAN AIRSHIP ENGAGE: Grow and retain your mobile app audience with personalized push notifications, in-app messages, message center and more.

URBAN AIRSHIP REACH: Accelerate mobile engagement — no app required — by leveraging mobile wallet passes to power your loyalty/reward cards, coupons, boarding passes, tickets, identification cards, gift cards and more.

URBAN AIRSHIP WEB NOTIFY: Create deeper relationships with website visitors, whether on desktop or mobile. Streamlined web notifications allow marketers to engage with web visitors through timely, relevant alerts.

URBAN AIRSHIP CONNECT: Unlock the power of mobile data by connecting your entire business to rich, real-time mobile insights with the industry's first user-centric mobile data streaming platform.

URBAN AIRSHIP INSIGHT: Create smarter, more informed campaigns with user-level mobile analytics. Easily re-target and re-message high-value cohorts guided by powerful ad-hoc analysis.

READY TO GET STARTED?

We're here to help — call +1 (855) 385 3155 (U.S.)
or +44 (0)300 303 8796 (Global) to speak with our team.

ABOUT URBAN AIRSHIP

Urban Airship is trusted by thousands of businesses looking to grow with mobile. Every day, marketers and developers depend on Urban Airship to deliver billions of mobile moments that inspire interest and drive action. Urban Airship's mobile growth platform is used by many of the world's most admired companies, including Adidas, Alaska Airlines, The Home Depot, NBC Universal, Sky Media and Zillow.

For more information, visit urbanairship.com, read [our blog](#) and follow us on [Twitter](#) or [LinkedIn](#).



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