

SERVICES

Accelerate Success for Your Campaigns

Airship's Campaign Engagement Services unlock growth potential, drive significant results and set you up for sustained success.



We're all about what you're all about: delivering meaningful, personalized, inspiring messages at every stage of the customer lifecycle.

To that, you need to execute smart, effective campaigns. Our team is here to provide expertise, experience, or simply a helping hand.

CAMPAIGN TYPES WE SUPPORT

Whether you need to take a page from our best-practices playbook, or need extra hands to ensure best-in-class execution, we're ready to assist.

 ACQUISITION STAGE CAMPAIGNS

Set Up an Incredibly Effective **Welcome Series**:

Whether delivered in-app or paired with email and other channels, a multi-channel welcome experience is the best way to kick off a long and valuable relationship.

Own Onboarding: Onboarding is made up of all the interactions that set the stage for long-term customer value. Understand which actions get customers to engage, convert — and stick around.

Boost Cross-Channel Acquisition: Expand your options for direct customer communications across channels, so if they go inactive on one, you have multiple excellent options for re-engaging them.

 RETENTION STAGE CAMPAIGNS

Earn Loyalty: Show customers you understand and appreciate them with a multi-channel approach to loyalty that delivers meaningful, personalized messages when and where they need them most.

Predict & Prevent Customer Churn: Leverage AI and predictive analytics to see which customers are at risk of churning and take action — coordinated across multiple channels — to keep them.

Create More Winning Win Backs: Execute win-back campaigns leveraging data scientist-grade tools that pinpoint opportunities to inspire re-engagement.

 GROWTH STAGE CAMPAIGNS

Drive Exponential Upsell/Cross-Sell: Rich user-level data allows you to predict which upsell offers will get the best results, while orchestrated messaging means you're always using the right channel at the right time.

Deliver Smarter Retargeting: Relevance, context and timing make all the difference in how customers respond to retargeting.

Prevent Abandoned Carts: An abandoned cart doesn't have to mean abandoned revenue. Send precision-timed, data-fueled messages and optimize conversion rates.

HOW WE GET IT DONE

Our experienced campaign teams — each which include a delivery manager, a solution consultant and a technical consultant — are laser-focused on your success.

Working with you every step of the way, we jumpstart and accelerate campaigns, creating the structure, success metrics, cross-functional teams, accountability and focus you need to meet and beat your goals.

Our campaigns not only boost customer long-term value and create loyalty-inspiring customer experiences, they're also incredibly effective. You'll walk away with metrics you can brag about — and a clear plan for continuing to build on your success.

LET'S GO

Which campaigns are most essential for your business at this time? Whether you'd like to start with one or tackle several, we're at the ready. Choose how you'd like to get started:

- **Essentials Edition:** Implementation of **one** standard Airship use case within a 90-day period.
- **Professional Edition:** Implementation of **up to three** standard Airship use cases within a 120-day period.
- **Enterprise Edition:** Implementation of **up to five** standard Airship use cases within a 120-day period.

ABOUT THE AIRSHIP SERVICES TEAM

Airship's Services Team is comprised of experienced technologists, savvy marketers, smart strategists and diligent delivery managers who are all laser-focused on your success. With their diverse skill-sets, the team is ready, willing and able to support the unique customer experiences you want to deliver.

QUESTIONS? Whether it's helping with one of the campaigns detailed here or creating a custom campaign to meet your unique business challenges, we'd love to talk! Get in touch at www.airship.com/contact

