



## URBAN AIRSHIP FOR RETAILERS

Retailers across the globe have turned to Urban Airship to help them implement cross-channel messaging strategies that improve the shopping experience and increase customer lifetime value.

Shoppers are using an unprecedented number of channels: from brick-and-mortar stores to mobile to smart home assistants. Urban Airship takes the guesswork out of reaching them in the moment it matters most. Our platform can scale to reliably send millions of highly targeted, personalized messages on any channel — through apps, mobile wallet, web notifications, and many more.

### **EXTEND LIFECYCLE MESSAGING TO THE CHANNELS THAT SHOPPERS USE**

Retailers have an ever-growing number of tools and channels to engage shoppers. Yet most manage customer intelligence data in channel-based siloes. Urban Airship helps you break down those siloes, so you can use data from one channel to take action in another. For example, use our predictive machine learning solution to identify shoppers at high risk of uninstalling your app, then message them with push notifications and email. Our open architecture lets you define triggers in Urban Airship and deliver messages through our engagement channels, your existing solutions or any emerging channel, like voice.

### **MOBILE-ENABLE SHOPPERS' STORE VISITS**

Shoppers enter your stores with their phones in hand, so why not use those devices to make their shopping experience more productive and delightful?

Use push notifications or mobile wallet passes to send special offers as shoppers enter your stores. Greet shoppers with a relevant coupon when they open the app — or promote your loyalty program when they visit a high-value product category. And of course, shoppers will value reminders about expiring loyalty points or bonus point offers when they are in the perfect position to take advantage of them.

“We don’t see our business in terms of channels, and we work hard to focus on the user to fulfill their needs regardless of where, and in what context they choose to interact with us. By using our business system of record to create lists and Urban Airship’s mobile messaging capabilities, we can deliver a customized experience for our users to give them content related to what they care most about.”

Bill Graham, Director of Multichannel Operations, GameStop



Urban Airship customer benchmarks show that personalized messages have **4-7x** higher engagement rates than non-personalized ones.

## UNLOCK RICHER CUSTOMER INTELLIGENCE

Urban Airship data solutions simplify the process of bringing user-level data — including location information and shopping activity that takes place on mobile devices — into your data lake or data warehouse. With deeper customer intelligence, you can improve personalization, increase response rates from email and other channels, and more effectively attribute cross-channel revenue.

## DRIVE MORE ENGAGEMENT THROUGH MOBILE WALLETS

The Urban Airship mobile wallet solution opens up new opportunities to engage shoppers on their mobile devices, even if they don't have your app. Deliver personalized digital coupons. Spread the word about in-store events with mobile wallet tickets. Use a digital loyalty card to give members a simpler, more convenient shopping experience — you can even enable them to pay and use their loyalty cards in a single tap.

In addition to cutting print costs for your coupon and loyalty programs, mobile wallet solutions improve shopper satisfaction — especially among your highest-value customers.

## GET NEW APP USERS SHOPPING, AND KEEP THEM SHOPPING

Reaching out to new app users makes a huge difference in user retention, according to Urban Airship data studies. Create a welcome series that combines in-app automation with cross-channel orchestration. Trigger in-app messages in response to multiple events that have occurred within

the app, counts of events, or segmentation attributes. All of this happens in real time, as the user is interacting with your brand.

## INTEGRATE & ORCHESTRATE TODAY'S MARTECH STACK — AND TOMORROW'S

Our open architecture means that you can continue to use existing email providers and other solutions in your stack in conjunction with channels powered by Urban Airship. In addition, you can extend Urban Airship's AI-powered orchestration to new messaging channels: voice, chat, TV, gaming consoles, desktop apps, and more. The Urban Airship platform makes it simple to stream user-level data to CRM systems, customer data platforms, data warehouses, data lakes, and more — in real time.

## BUILD YOUR FOUNDATION FOR MULTI-DEVICE SHOPPING JOURNEYS

Leading retailers count on Urban Airship because of the speed and scale at which our platform delivers personalized messages to shoppers on their preferred channels. Using Urban Airship, retailers can generate the most engagement from each campaign and message to drive more repeat purchases and bring shoppers back into stores.

During the 2017 holiday season, one retail customer seamlessly delivered a promotion involving more than **2 million** unique coupon codes via Urban Airship's platform.



[Get a personalized demo](#) and learn how to put Urban Airship to work for you.