

SERVICES

Get It Right — from the Start

Learn how Airship's Technical Account Management Team sets you up for success.



When your customer engagement solution is structured and implemented well, your customers feel like VIPs — and you're a hero. When it doesn't go well...well, no point in talking about that, because we've got your back.

Whether you have a ton of experience in getting new martech solutions up and running or not a lot, Airship's Technical Account Management team can help you get where you want to go — faster.

WHAT WE DO

Build a solid foundation. There's nothing worse than implementing a new tech solution and realizing — several weeks or months down the road — that you wish you'd done it differently. Let's avoid that, together.

Bake in best practices. We've managed hundreds of best-in-class implementations at all levels of complexity with the world's leading brands. We know what works — and what doesn't. We'll help you navigate an implementation that's exactly right for you.

Future-proof your tech investment. Our team will help you create a framework that helps you meet your goals today — and sets you up for success tomorrow, no matter what additional devices, channels, features or solutions you want to add down the road.

Help you measure to improve. A successful implementation isn't just about getting you up

and running quickly and successfully, it's also about making sure you have everything you need in place right from the start to measure the success of your efforts.

Make sophisticated implementations work like a charm.

Making digital experiences that feel seamless and personalized often require wrangling a whole lot of complexity. We've been there and done that, and we can help you navigate each step along the way to creating a digital experience your customers will love.

Get you more for your money.

Our team helps you create solutions that make our solutions work better for you and your customers — whether you're looking to implement advanced features or create more personalized cross-channel campaigns. We're here to help you make the most of your investment, and help you deliver exponential results.

HOW WE DO IT

Listen First. Before we make any suggestions or take any steps, we meet with your team, listen to your goals, and get a deep understanding of your business needs.

Create a Roadmap. Once we know what your goals are, we create detailed project plans, including dates for key milestones. Once we all agree that the plan will get us where we need to go, it's time to get started.

Get To Work. We collaborate closely with all the people in your organization who play a role in making your project a success — whether they're from IT, engineering, marketing, product or other departments.

WHO WE ARE

With deep experience working with the world's leading brands, our Technical Account Managers — experienced engineers, developers and product managers — know how to build, implement and manage the kinds of sophisticated solutions that power the best digital marketing strategies in the world.

Our team has a combined 40+ years in tech, 20 of those devoted to understanding technology and driving results in the digital marketing space. We have been “behind the curtain” helping brands in every major vertical by developing examples, guiding advanced integrations, and building the expertise necessary to accelerate results and success.

EXAMPLES

Clients love our Technical Account Managers (and the feeling is mutual.) Here are a few examples from our recent work:

Connecting Information Systems for More Effective Messaging: A leading airline had an in-flight entertainment system they wanted more customers to use, but timing for promotions was tricky; customers needed to download an app before their flight to make it work. We built a custom solution that connected data from the airlines' information systems with our platform, connecting the timing and personalization aspects of the messages. Our work helped increase the number of customers using the system — and helped the customer obtain a prestigious award in the airline industry.

Leveraging an Innovative Mobile Channel for Big Results: A major coffee retailer wanted to find new ways to promote limited-time offers and flash sales. To help, our team worked with the client and their dev agency to concept, build and execute a coupon pass for mobile wallet. Not only were redemption rates incredibly high, the campaign had an exponential impact thanks to customers sharing their mobile wallet passes with friends and family.

Structuring a Framework for Hyperpersonalized Messaging to Drive More Revenue: An international online retailer wanted to drive more sales by sending ultra-personalized messages based on the actions customers were taking in their app. Our team helped integrate a sophisticated custom reporting process that allows the brand to track which messages generate the most revenue, and double down on what works best. Our work helped drive increases in average order size and overall revenue.

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.

CONTACT US: Get in touch and see if working with our Technical Account Management team can help you go further faster. We can't wait to work together.

