A I R S H I P

Simplify the Way Customer Journeys are Created, Measured & Perfected with Airship

DRIVE RESULTS THROUGHOUT THE CUSTOMER LIFECYCLE

Delivering a consistent experience across channels is becoming increasingly important - especially as customers have multiple ways to engage and the expectation for relevant, personalized communication grows.

Airship Journeys makes it simple to create, measure and perfect cross-channel campaigns for critical paths — such as welcome, retention, or purchase flows - to drive a seamless experience and bottom-line business impact.

BUILDING CUSTOMER LIFETIME VALUE WITH AIRSHIP JOURNEYS

- **Acquire:** Send a series of messages to on-board new customers over a few hours or days, across channels - welcome them, introduce search tools and drive location or feature adoption.

- **Retain:** Reach out on the last channel the customer used, or create a track that progressively increases a special offer until the client engages.

- **Grow:** Re-engage potential customers who abandoned their cart and encourage them to check out, or drive opt-in for additional channels for more ways to stay in touch.
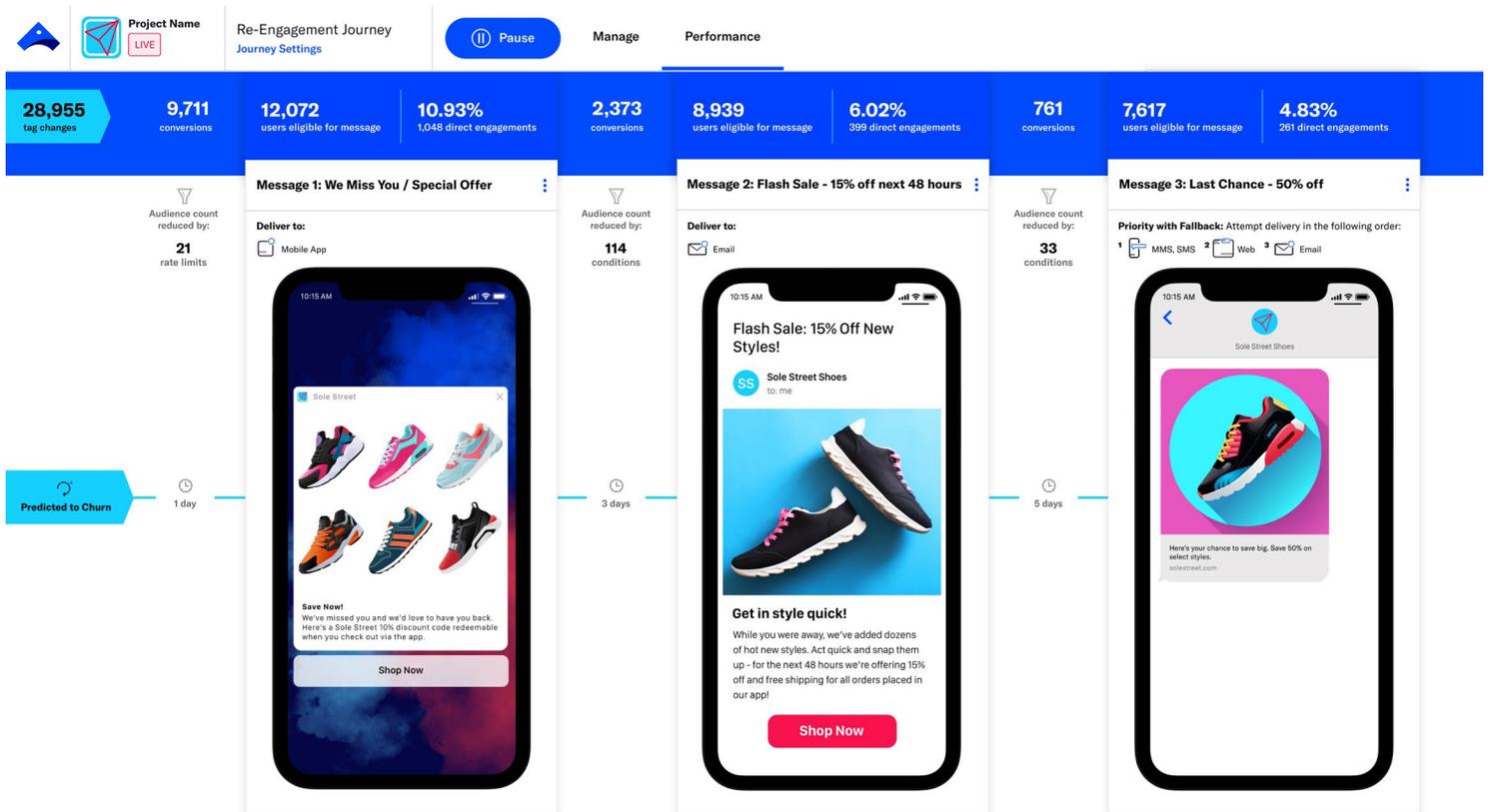
REMARKABLY SIMPLE

Airship Journeys was designed as a mobile-first solution for the modern marketer, leveraging intelligent architecture to reduce complexity and improve usability.

With a centralized, highly visual UI, you can easily orchestrate customer experiences across channels to drive customers through key lifecycle milestones.

- **Simple to Create:** Deliver high-impact experiences across channels that respond to customer actions in real-time.

- **Simple to Measure:** Visualize the end-to-end customer experience and key metrics within a single UI.

- **Simple to Perfect:** Test and optimize the impact every journey and message has on your business goals.

KEY FEATURES

- **Visual UI:** View the entire user journey all at once - the message creative, automation rules, delivery timing and performance.

- **Unified Message Composer:** Compose multi-channel messages in a single interface. Set up and modify creative in the same view as your automation rules and message timing.

| 28,955 tag changes | 9,711 conversions | 12,072 users eligible for message | 10.93% 1,048 direct engagements | 2,373 conversions | 8,939 users eligible for message | 6.02% 399 direct engagements | 761 conversions | 7,617 users eligible for message | 4.83% 261 direct engagements |

Message 1: We Miss You / Special Offer

Deliver to: Mobile App

Audience count reduced by: 21 rate limits

Message 2: Flash Sale - 15% off next 48 hours

Deliver to: Email

Audience count reduced by: 114 conditions

Message 3: Last Chance - 50% off

Priority with Fallback: Attempt delivery in the following order:
1 MMS, SMS 2 Web 3 Email

Audience count reduced by: 33 conditions

Predicted to Churn   1 day   3 days   5 days

- **Journeys Maps:** Connect multiple journeys together to visualize the customer experience end-to-end.

- **Real-Time Automation:** Respond to customers actions and behavior and automatically move them through or into new critical paths.

- **Integrated Performance Reporting:** Review the performance of Journey messages inline with the messages themselves.

- **Frequency Control:** Prevent over messaging through simple and intuitive rate limiting controls.

- **Predictive Churn:** Use predictive modeling to automatically place customers in or out of journeys and re-engage them based on their propensity to churn.

- **Orchestration Strategies:** Use intelligent user-level channel delivery selection to select the channel that will drive the most engagement.

- **Goal-based Results:** Orient your Journey and messaging around lifecycle goals to drive and measure the impact on conversions.

- **Journeys Optimization:** Set control groups and use integrated metrics to easily visualize the impact each journey has on your business goals, or A/B test every message to see what variables impact your KPIs.

CONTACT US: Interested in learning more about how Airship can simplify the customer journey orchestration experience?

Contact us today to get a demo.

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