

DATASHEET

Increase Engagement with In-Depth Targeting via Airship Segmentation



MAKE EVERY MESSAGE MORE RELEVANT AND ENGAGING

As consumer expectations for brands to deliver meaningful experiences increases, marketers need to make sure each message is going to the part of their customer base that will receive the most value from it.


Airship makes it easy to more accurately segment and target customers via rich user-level data, so that every message is more relevant, personalized and engaging for your customers.


A SINGLE PLATFORM TO BUILD, COUNT & OPTIMIZE YOUR AUDIENCE TARGETING

With Airship, you can easily segment customers based on past behavioral events from any channel or user-level attributes to create more precisely targeted and relevant messages that increase engagement.

- **STREAMLINED TARGETING:** Make every message more relevant with an integrated and easy to use segment builder.
- **RICH USER-LEVEL DATA:** Segment customers by attributes or events to increase engagement.
- **PRECISE AUDIENCE SEGMENTS:** Optimize campaigns with an accurate audience counter and user-level analytics.

GOLD TIER LOYALTY MEMBER


BIGGER BURGER





Free Fries for Loyalty Members!

Free Fries for Loyalty Members!
You're getting free fries with any burger purchase! Order through the app now!

Order Now

NON-LOYALTY MEMBER


BIGGER BURGER



It's Bigger Burger Rewards Day!

It's Bigger Burger Rewards Day!
Become a loyalty member & get free fries with any burger purchase! Order through the app now!

Order Now

KEY FEATURES

- **Segment Builder:** Create custom segments with an easy to use and visual segment builder to deploy targeted messages faster, or build unique segments for every message within the message composer.
- **Event Segmentation:** Segment customers based on past behavioral events from any channel.
- **Attribute Segmentation:** Use stored customer attributes to segment and target messages.
- **Audience Counter:** Gain confidence you're reaching the right users before sending a message with a precise audience counter.
- **Performance Analytics:** Improve campaign performance with user-level behavioral data and analytics.

BUILDING CUSTOMER LIFETIME VALUE

Sending the most relevant message for every customer with accurate audience segmentation can increase value across the customer journey.

- **ACQUIRE:** Segment welcome and onboarding messages based on the first interaction from any channel.
- **RETAIN:** Segment sale alerts by previously purchased products, birthday, geo location, or loyalty tier.
- **GROW:** Segment promotions to upgrade subscriptions by account status or by those who have purchased previously.

CONTACT US: Interested in learning more about Airship Segmentation? Contact us today to get a demo.

