

DATASHEET

# Take an Integrated Approach to Marketing, with Email at the Core



## DESIGN POWERFUL EMAIL EXPERIENCES THAT BUILD CUSTOMER RELATIONSHIPS AND BRAND AFFINITY

Email is one of the most used channels among marketers due to its low cost and popularity with customers as a source of new information around products and promotions.

However, customers feel bombarded by the volume of emails that are irrelevant to them. The pressure is on marketers to stand out in a crowded inbox with personalized content, while gathering data about what works and what doesn't.

Airship Email makes it easy to create smart, personalized customer communications that integrate with multiple channels and drive engagement, retention and sales.

## REACH CUSTOMERS WITH RELEVANT CONTENT WHEN AND WHERE THEY ARE MOST LIKELY TO ENGAGE

With Airship, you can integrate personalized email into a multi-channel engagement strategy to create contextual experiences that drive customer growth and improve conversion rates. Amplify your email marketing results with:

### PERSONALIZED ENGAGEMENT

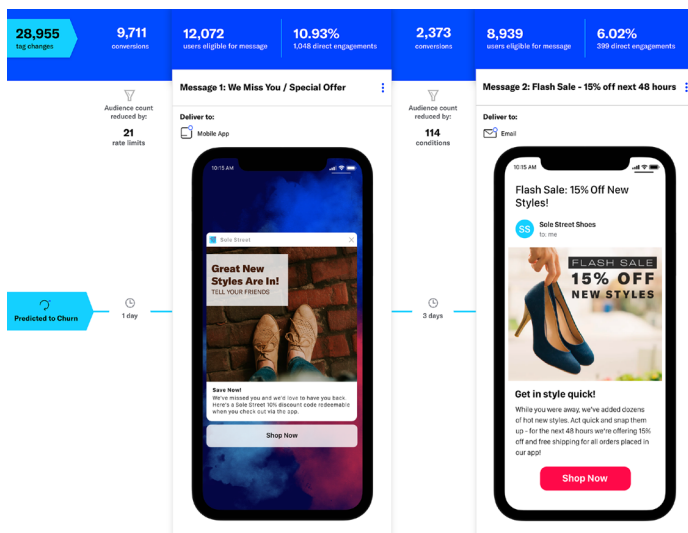
Boost customer engagement with personalization based on customer preferences and data. Improve campaign performance by elevating your A/B tests with personalization capabilities. Use email to double down on personalized promotions or offers that were showcased in the app to drive even deeper engagement.

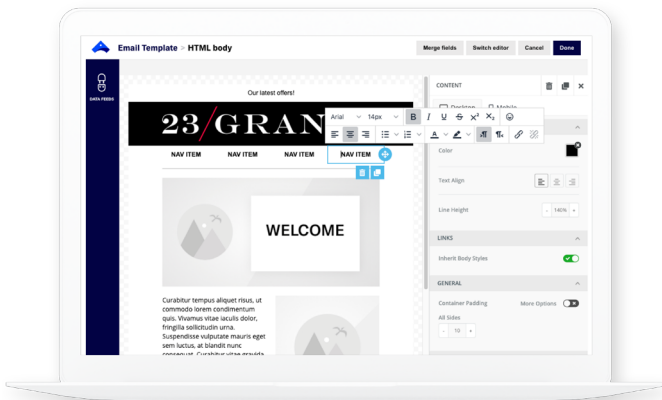
### CHANNEL COORDINATED JOURNEYS

Drive towards business goals by designing an omnichannel marketing engagement strategy with Journeys and include email when it is most relevant to the customer. Improve response rates by automatically sending emails to your customers when they are likely to engage.

### ADVANCED TESTING AND OPTIMIZATION

Reduce the amount of time spent on email creation and testing with an easy-to-use, marketer friendly UI. Increase engagement and response rates by optimizing each customer interaction through user-level insights.





## KEY FEATURES

- **Personalization A/B Testing:** Test and optimize the level of personalization or content.
- **WYSIWYG Visual Editor:** Easily create and edit any email or campaign with a drag and drop editor.
- **Litmus:** Optimize for the best customer experience by getting a preview of how your email looks on different devices and make changes if needed.
- **External Data Feeds:** Leverage your existing customer data in real-time.
- **Automation with Custom Events and Tag Triggers:** Improve response rates by automatically sending emails when they are most relevant to your customers
- **Dynamic & Looping Content:** Automatically insert content that resonates with your customers.
- **Snippets:** Create and manage content pieces in a single place and save time on campaign creation.
- **Media Library:** Store previously uploaded images for future use in messages.
- **Channel Coordinated Journeys:** Coordinate email with other engagement channels to select the channel that will drive the most engagement for every message.
- **Performance Analytics:** Track email engagement to optimize future campaigns

## BUILDING CUSTOMER LIFETIME VALUE

When email takes customer context into account, it can drive some of the highest customer engagement throughout the lifecycle. Drive optimal engagement and retention by creating cohesive communications at every step of the customer journey:

- **ACQUIRE:** Send new customers personalized welcome emails and offers, or drive app acquisitions, SMS opt-ins or Mobile Wallet downloads through Email.
- **RETAIN:** Send personalized coupons, location targeted promotions or triggered updates about orders and accounts.
- **GROW:** Trigger reminders via email of items left in carts or send personalized promotions to drive repurchase. Retain customers that are likely to leave the app with emails that have discounts.

**CONTACT US:** Interested in delivering engaging email experiences throughout the customer lifecycle? Contact us today to get a demo.

