

Increase Retention with the First Preference Center Built for Marketers



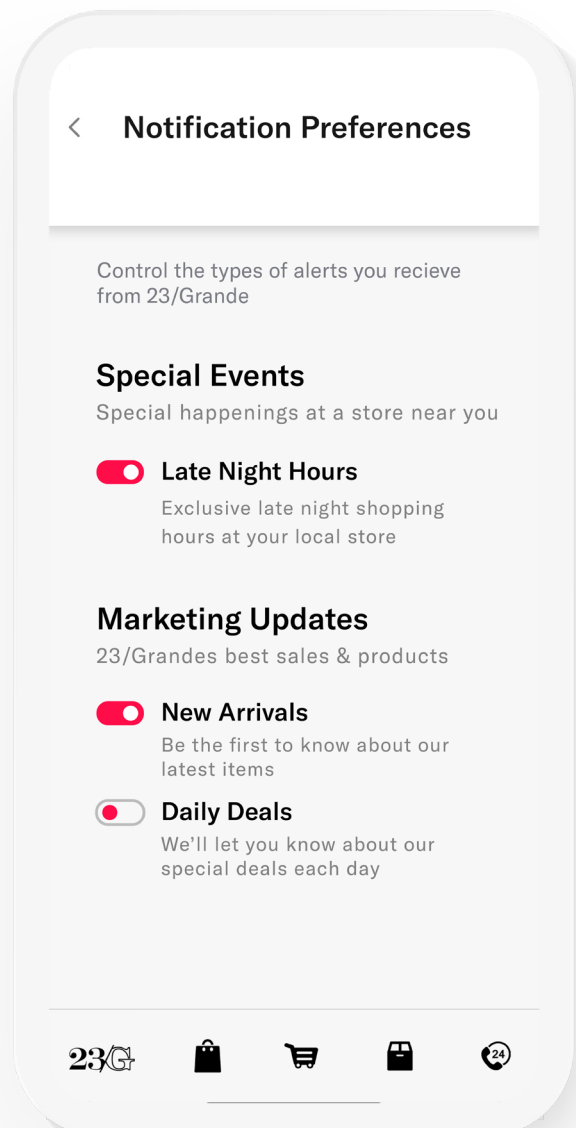
Meet Customer Expectations for Relevant Communications

Customer expectations for receiving relevant, personalized communications from brands is ever increasing, and if they aren't met, customers will quickly opt-out completely. It is also easier than ever before for customers to tune-out of marketing communications due to evolving privacy restrictions. In order to retain their mobile audience, brands need to learn and deliver upon customer preferences and interests.

RETAIN CUSTOMERS BY PRIORITIZING THEIR PREFERENCES

The Airship Preference Center is an easy to use, flexible and marketer friendly tool to increase retention wherever your mobile customers are at – on the app, web and email! Create a preference center of subscription lists by topic or campaign type, giving customers control over how they want to be communicated with and providing marketers with the user-level data of their customers' preferences.

- **Powerful Personalization:** Empower customers to choose the types of messages they want to receive to increase engagement.
- **Optimized for Retention:** Retain opt-ins by delivering only the content that customers want and optimizing future content based on interest.
- **Simple Implementation:** Improve time-to-live by easily managing your Preference Center without the need of a developer.



RETENTION THROUGH
PERSONALIZATION

40%

Reduction in churn by 2023 for
brands that put in place user-level
control of marketing data.

KEY FEATURES

- **Subscription Lists:** Easily create, manage and remove subscription lists based on customer interests and campaign type.
- **Segmentation:** Quickly segment your customers based on their preferences for efficient targeting.
- **Airship Composer:** Reduce dependency on engineering/development teams by creating preference centers within the easy-to-use Airship Composer

BUILDING CUSTOMER VALUE WITH THE AIRSHIP PREFERENCE CENTER

- **Understand Your Customers:** Know your customer's interests, such as world news vs sports news or clothing vs shoes, and the type of content they prefer to receive, such as daily deals vs weekly offers.
- **Deliver Relevant Content:** Make every message meaningful and personalized to each customer based on their preferences.
- **Optimize Communication:** Focus on creating the content that customers enjoy by tracking opt-ins and fine tuning lists based on customer interest.

CONTACT US: Interested in learning
more about the Airship Preference
Center? Get a demo today!

