DATASHEET

Grow More Loyal Shoppers with Airship

PERSONALIZATION IS THE FUTURE OF LOYALTY

68% of adults today belong to a retail-related loyalty program, but what is important for loyalty customers is evolving and retaining them is becoming more of a challenge. Retailers are shifting away from purely transactional loyalty programs to using rich customer insights to create the personalized experiences and benefits that customers crave. To keep up with changing times, retailers will need to continue building personalized and convenient mobile experiences to grow and maintain customer loyalty.

RETENTION THROUGH PERSONALIZATION

45%

Of adults will unsubscribe from loyalty program messages if the content is not relevant to them.

LOYALTY GROWTH SOLUTION FOR RETAILERS

With Airship, retailers can create data-centric and personalized mobile customer journeys to increase loyalty program sign ups, retention, and overall ROI. Airship leverages a goal-based approach for brands to increase the effectiveness of loyalty-based campaigns.

- **INTELLIGENT LOYALTY GROWTH:** Increase loyalty program sign ups with goal-based journeys coordinated across mobile channels and targeted to customers prime for adoption.

- **PERSONALIZED ENGAGEMENT:** Increase retention with intelligently personalized loyalty perks and reward messages sent in real-time.

- **REAL-TIME OPTIMIZATION:** Test and optimize loyalty based journeys while coordinating messages across channels for optimal engagement.

KEY FEATURES

- **Airship Journeys:** Create and visualize cross-channel journeys to drive and optimize towards loyalty sign up goals.

- **Channel Coordination:** Coordinate messages about loyalty perks and rewards across the App and SMS to optimize for engagement.

- **Personalization:** Personalize messages about loyalty perks and rewards with real-time customer attribute and behavioral data.

Redeem Loyalty Rewards
Last Modified:
Dana Coleman Nov 1, 2020 7:48 AM PDT

CONVERSIONS

8%   +2.3%

Focuses on goal-to goal visualization

Loyalty Program
Last Modified:
Andrew Byrne Oct 25, 2020 11:43 AM PDT

CONVERSIONS

18%   +2.3%

Exposes relationships between goals

How To Access Loyalty Program
Last Modified:
Andrew Byrne Oct 25, 2020 5:13 PM PDT

CONVERSIONS

4%   -4.3%

First Seen: Welcome Series
Last Modified:
Dana Coleman Sep 30,, 2020 9:28 AM PDT

CONVERSIONS

21%   +1.3%

Uses configurations, not laborious branches

Represents an entire user journey

Benefits of Loyalty Program
Last Modified:
Dana Coleman Nov 6, 2020 3:28 PM PDT

CONVERSIONS

11%   -0.3%

- **Segmentation:** Identify and segment customers prime for loyalty adoption with real-time engagement data in Airship and behavioral data via integrated third party analytics platforms.

- **Mobile Wallet:** Deliver a Mobile Wallet loyalty card across any channel, such as SMS, and update them automatically with personalized information and promotions.

- **Journey Optimization:** Set control groups to test and optimize the impact of every journey on your loyalty goals.

GROW CUSTOMER LIFETIME VALUE

Build, maintain and grow customer loyalty with optimized experiences across the customer journey:

- **ACQUIRE:** Segment out engaged customers to promote loyalty program sign up to with messages coordinated across channels.

- **RETAIN:** Send real-time updates about loyalty perks and rewards, segmented by loyalty tier. Deliver Mobile Wallet loyalty cards via SMS to keep customers outside of the app up to date on new promotions.

- **GROW:** Send personalized upsell/cross-sell messages to loyalty members, while A/B testing and optimizing the loyalty member customer journey.

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

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