

DATASHEET

Intelligent SMS Links For Personalized Customer Journeys



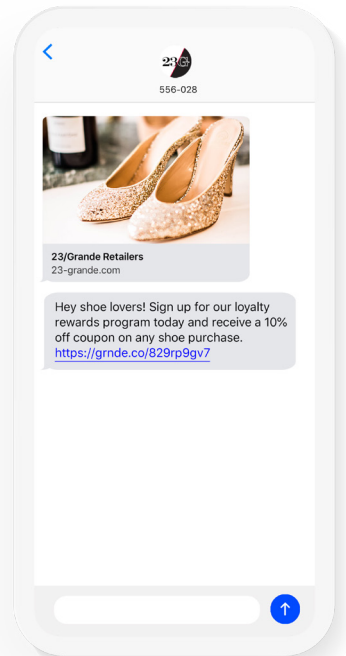
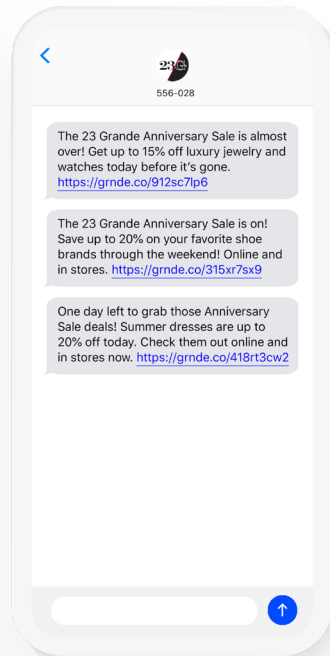
MAKE THE MOST OF YOUR SMS ENGAGEMENT

SMS is a powerful yet personal mobile channel - it is where you chat with family and friends, and 90% of messages are read in less than 3 minutes of being received. So when a customer decides to connect via SMS, it is vital that brands do not miss the opportunity to engage them.

Airship's suite of intelligent link features for SMS powers brands to make the most of each engagement. Customize and track the links that customers are engaging with on SMS in order to personalize future messages.

INTELLIGENT AND CONTEXTUAL SMS CAMPAIGNS

Knowing which customers are engaging with your SMS messages and which messages and products are most compelling to them is key for optimizing your SMS campaigns. Airship lets brands see what is working at the user-level and create more contextual customer journeys.



- **Branded Links:** Transform any URL within your SMS messages by creating a shortened link with a custom domain unique to your brand for a more branded experience.
- **Unique Link Tracking:** Correlate audience members with clicks on shortened links to get engagement data down to the user-level.
- **Click Retargeting:** Automate another SMS message or trigger an Airship Journey to start or end on any channel when a customer clicks on a SMS link.
- **Click Sementation:** Automatically add or remove a tag when a customer clicks on a SMS link to segment out future messages based on interest.

BUILD PERSONALIZED CUSTOMER JOURNEYS

With click retargeting and segmentation, customer engagement on SMS can now sync with Airship Journeys to create a holistic engagement strategy across the customer lifecycle:

- **Acquire:** Create an Airship Journey to drive app acquisition and trigger the Journey to end when the app download link is clicked in a SMS message.
- **Retain:** Create an Airship Journey to drive loyalty member sign-ups via SMS and trigger the Journey to end upon sign-up click.
- **Grow:** Track SMS engagement at the user-level and segment future Journeys based on past product interest.

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

