AIRSHIP

Drive Conversions and Loyalty with Personalized and Orchestrated SMS Experiences

DESIGN COORDINATED AND RELEVANT CUSTOMER JOURNEYS

SMS marketing is growing exponentially and customers who share their phone numbers are among your most loyal. However, marketers need to be mindful and create valuable SMS experiences, as irrelevant SMS messages are more likely to annoy your customers or cause them to opt-out. That's why it's important to orchestrate and personalize SMS messages to ensure timely delivery.

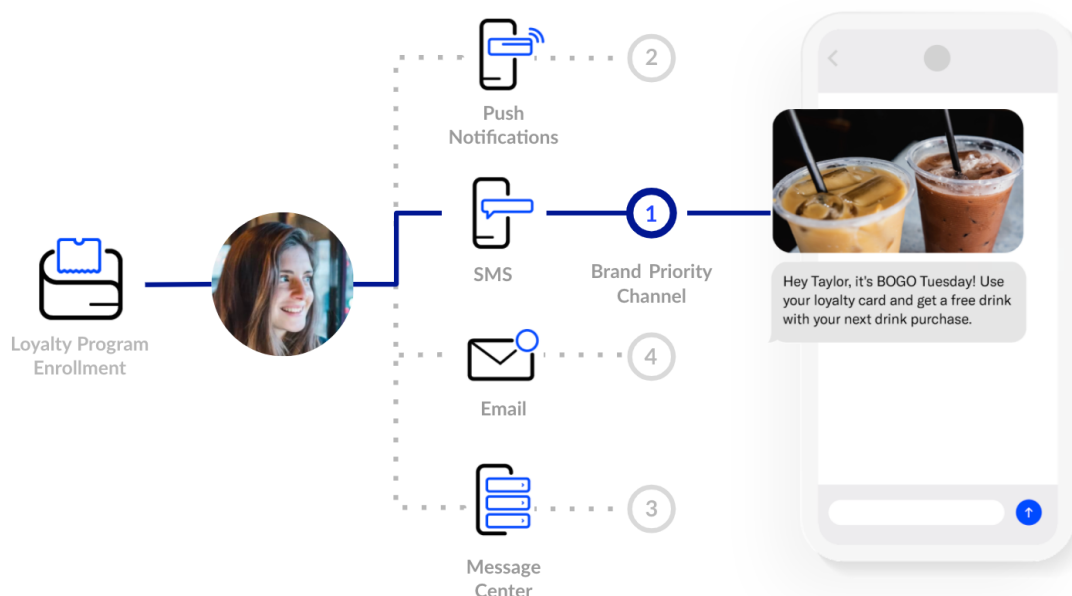## MAKE SMS PART OF AN INTEGRATED OMNI-CHANNEL STRATEGY

WIth Airship SMS, marketers can deliver engaging and personalized customer experiences by making SMS a part of a coordinated, omni-channel engagement strategy. Easily manage cross channel opt-in and opt-outs, coordinate SMS with other channels to increase overall SMS ROI, and trigger cross-channel Journeys to drive conversions and engagement.

- **ORCHESTRATED EXPERIENCES:** Create, personalize and coordinate SMS alongside other channels or trigger a live SMS chat – all in a single platform to increase productivity and grow customer engagement.

- **PERSONALIZED ENGAGEMENT:** Achieve business goals with relevant, contextual and timely communications to your customers by automating SMS messages or launching live SMS chats in real-time.

- **POWERFUL SMS COMBINATIONS:** Grow your customer base by combining SMS and Mobile Wallet to reach users outside of the mobile app. Orchestrate cross-channel Journeys to use SMS when it's the brand priority or customer preferred channel to increase marketing ROI.

KEY FEATURES

- **Record SMS Consent:** Navigate SMS regulations with tools for maintaining records of customer consent.

- **Live SMS Chat:** Start two-way real-time conversations with customers based on their previous actions and engagement.

- **Personalization:** Use your existing customer data to personalize conversations based on customer preferences, attributes and behaviors.

- **Mobile Wallet Delivery:** Deliver personalized passes, tickets, coupons and more via SMS for engagement outside the app.

- **Analytics:** Track and optimize SMS performance on its own, and against other channels.

Automation   **Personalization**   **Channel Coordination**

- **Single Interface:** Design, deploy and manage SMS campaigns from the same interface as other digital channels.

- **Airship Journeys:** Utilize cross-channel Journeys by orchestrating SMS messages as part of a multi-channel strategy to deploy when most relevant for the customer.

- **Keywords:** Get more definitive attribution and greater audience segmentation by implementing different keyword responses that can be used by customers.

- **MMS:** Add GIFs or photos to messages to drive higher mobile engagement or send coupons that customers can use directly from the message.

- **Intelligent Links:** Customize, shorten and track the SMS links that customers are engaging with in order to personalize future messages.

- **Custom Events:** Track user activities and key conversions in your app or from your site to trigger SMS campaigns in real-time.

AMPLIFY CUSTOMER LIFETIME VALUE

Deliver engaging experiences across the entire customer journey by making SMS messaging personalized, coordinated, and intelligent.

- **Acquire:** Deliver transactional emails with an option to opt-in to SMS for promotions. Offer frictionless account sign in with SMS authentication.

- **Retain:** Win back customers who may be disengaged on their current channels by promoting opting into SMS for special offers and time relevant offers.

- **Grow:** Use SMS to drive into other channels such as Mobile Wallet, Mobile App, Email or loyalty programs to increase engagement and opportunities for conversion.

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