Airship Migration Guide for Mixpanel Customers

Airship is your trusted partner for an easy and seamless migration of any of your existing messaging channels. With a history of successful migrations behind them, our onboarding team is prepared to guide you step-by-step through the implementation process to help ease the transition burden.

To get started, simply let us know you're from Mixpanel by filling out this form, and the proper team will reach out to you. Meanwhile, Mixpanel customers can **create a free account to access the Airship platform** here, and take a look at some of our channel specific migration information:

EMAIL MIGRATION

Similar to Mixpanel, Airship works with Sparkpost for email delivery and we're dedicated to easing the migration as much as possible. Airship is able to import your existing subscriber and suppression lists and can utilize Automatic IP warming, enabling customers to move their email program without damaging their reputation. Learn more about Airship Email here.

SMS MIGRATION

Airship's native SMS is powered by key tier one SMS providers to keep global message costs low and reliability high. Our implementation team will handhold the customer through short code migration or set-up and audience registration through API's or CSV uploads. Learn more about Airship SMS and our recent acquisition of ReplyBuy for 2-way SMS messaging.

MOBILE APP MIGRATION

For the mobile app, Airship supports Push Notifications, In-App Messages and the Message Center. App audience migration can be easily streamlined once the Airship SDK is installed. Customers can operate Mixpanel and Airship SDKs at the same time, and mobile app audiences can be uploaded through a CSV or via API call to ensure a smooth transition. Learn more about our mobile app channels on our website.

MIXPANEL + AIRSHIP: DRIVING VALUE TOGETHER IN MOBILE

The bi-directional pre-built integration between Mixpanel and Airship allows you to connect with customers with smarter messages triggered by user behavior, and measure their impact on key product and marketing metrics. Pass established or new cohorts into Airship through Tags, which can then be leveraged for message targeting or automation triggers so you can send more relevant messages for every customer. You can also pass real-time Email, SMS, and App events back into Mixpanel for further analysis through our Real-Time Data Stream integration. Learn more about our integration here.

READY TO GET STARTED?
Contact us today!

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