AIRSHIP®

2 0 2 3

INSIGHTS
&Predictions

How to
Grow Customer
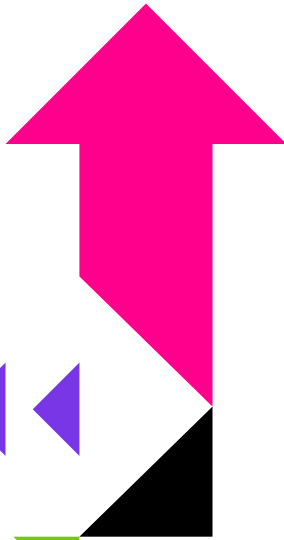Value

Now.

Introduction

Opportunity often hides behind fear, uncertainty and doubt. In 2023 — with geopolitical instability, economic uncertainty, rising customer acquisition costs, growing data regulations, and AI threatening to replace a swath of creatives and coders — FUD comes easily. Layer on massive layoffs from tech giants and it seems everyone is getting squeezed. In the meantime, the pandemic is waning, consumers are spending again and they're looking for bargains.

They're also looking for great experiences. The best CX blends digital experience with real-world experience — in way that makes life better. Customer behaviors and use of mobile apps have been reflected in earnings reports for years, but app experiences are only just beginning to be understood as the best avenue for creating and capturing value.

To broaden that understanding, Airship spoke with 20 business leaders in January 2023 about the role of low-code and no-code, mobile advertising, data privacy, personalization, experimentation and other trends critical in the year ahead.

Read on for insights, key trends and data that we hope will inspire your 2023 strategies to better connect with customers. And don't hesitate to **get in touch** to discuss how Airship can help.

Get in Touch to learn More

AIRSHIP®

Participants

Get in Touch to learn More

AIRSHIP®

Brett
Caine

CEO

Airship

https://www.linkedin.com/in/brettcaine/

"

There's no question that mobile apps will be at the center of customer experience. Brands that are great at mobile app experience outperform those that aren't, but best practices constantly evolve. New experiences anywhere reset expectations everywhere. Brands that become complacent, or treat mobile app experience as a cross-channel messaging exercise, will find themselves out-maneuvered by hungry competitors that are more agile in optimizing what customers experience in their key moments.

"

Get in Touch to learn More

AIRSHIP®

"The range between the best and worst CX in these industries will narrow as **25%** of below-average brands improve and **50%** of above-average brands decline or stagnate. To stand out from this tightening pack, **companies must embrace customer obsession and pursue CX innovations** that differentiate their brand, rather than relying on CX strategies that consumers perceive as similar."

Forrester Research, Inc., "Predictions 2023: Customer Experience," October 25, 2022

Get in Touch to learn More

AIRSHIP®

"

Victoria Dring

Head of Digital: Product, CRM and Marketing

Studio Retail

https://www.linkedin.com/in/vicky-dring/

We're living in times of uncertainty so it's important that businesses have a clear strategy, understand their competitors, use data effectively, and are clear on their brand proposition. **Brand longevity is dependent on acquiring new customers and nurturing existing ones.** Within this mix, apps will play an important role, supporting retention and loyalty of existing customers whilst creating relationships with those hard-earned new customers.
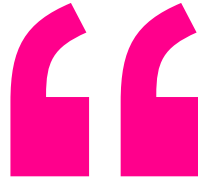
"

Get in Touch to learn More

AIRSHIP®

"Looking forward, **73%** of retailers plan to increase investment in their mobile app experience to impact digital commerce. Digital marketing leaders plan to invest in their apps more than in product personalization, virtual reality or exclusive discounts. **Do not risk falling behind peers that are already planning, scoping and delivering on enhanced app experiences**. Long-term engagement and the ability to retain or activate your customer through multiple channels will fade."

Gartner, "How Retail Brands Can Drive Mobile App Usage," September 1, 2022, by Kassi Socha

<u>Get in Touch</u> to learn More

AIRSHIP®

Tom Butta

Chief Strategy and Marketing Officer
Airship

https://www.linkedin.com/in/tombutta/

Brands win or lose depending on how well they create and manage app experiences. Most brands either ignore this fact or don't know how to address it. Or are trying to address it and, frankly, failing. Yes, it's hard, but with Airship's no-code solutions, non-technical teams can build customer relationships with their own hands. It's a process. The point is, you need to get started if you want to be in the game.

Get in Touch to learn More

AIRSHIP®

Jonathan Kay

CEO

Apptopia

https://www.linkedin.com/in/jonathanckay/

"

While most apps are used on your phone, many will become keys to interact with the devices and environment around you. For example, Dunkin' rewards members might zip through the drive-thru without ever physically paying. Netflix subscribers might instantly log in to their profiles on any smart TV within shouting distance. **Experiment with anything new**, and use technologies like Bluetooth, NFC, and QR codes, as less friction clears the path to more market share.

"

Get in Touch to learn More

AIRSHIP®

"

Mike Herrick

SVP of Technology

Airship

https://www.linkedin.com/in/mikeherrick/

In 2023, brands will shift from what's next to what's now, sidelining the metaverse for what drives value today: the pane of glass already in everyone's hands. The value and efficiency gained from mobile apps will be a magnitude greater in the real world than in the virtual one for years to come. Annual innovations and entrenched ecosystems of Apple and Google will continue to expand what's possible, with AR and AI leading the way.

"

Get in Touch to learn More

AIRSHIP®

Simon "Bobby" Dussart

CEO

Adjust

https://www.linkedin.com/in/simon-bobby-dussart-4491b6230/

"

Mobile advertising will continue to take over global digital ad spend. The potential to reach new users is at an all-time high for mobile marketers. **eMarketer predicts that mobile advertising will comprise 76% of global digital ad spend by 2024**. Money follows measurement and because of this, we'll see a major shift to mobile advertising as measurement technologies evolve, offering marketers expanded abilities to prove ROI.
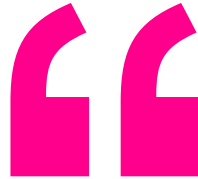
"

Get in Touch to learn More

AIRSHIP®

"

Alex Bauer

Head of Product & Market Strategy
Branch

https://www.linkedin.com/in/alexdbauer/

Measurement and user privacy are becoming inseparable. The shift away from universal unique identifiers like IDFAs, GAIDs, and third-party cookies will continue in 2023. We'll see more separation between 'in-channel measurement' and 'holistic measurement.' The former is great for tactical uses (like how much do I pay my ad network this week?), but new innovation around the latter is what will provide the cross-channel view that marketers need to make strategic decisions.

"

Get in Touch to learn More

AIRSHIP®

Virginia Llewellyn

Chief Legal & Administrative Officer

Airship

https://www.linkedin.com/in/virginiallewellyn/

"
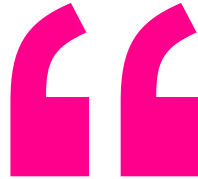
Now more than ever, brands must get it right with global data privacy standards. While many see this as a topic for lawyers and infosec teams, growth leaders will focus on enabling mobile capabilities to interact with consumers in ways that aren't just compliant, but more appealing. Making it easy for customers to share information, when and where they want to will build a foundation of trust and bring them back for more.

"

Get in Touch to learn More

AIRSHIP®

"**74%** of customer-committed retailers find that their customers are likely to share personal data, and **83%** say they are likely to recommend their company's products and services to a friend or family member. **All of these attitudes culminate in revenue growth** that is an average of **2.4** times that of customer-aware firms across all industries."
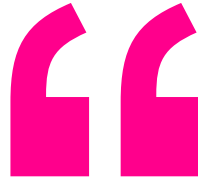
Forrester Research, Inc., "The State Of Customer Obsession In Retail, 2022," November 10, 2022

Get in Touch to learn More

AIRSHIP®

"

**Frank
van de Laar**

Product Owner for National Public Safety,
Emergency and Crisis Apps

Politie (Nederland)

https://www.linkedin.com/in/fvdlaar/

For us there is a growing importance to design and build mobile and digital services for the public with privacy and accessibility for all citizens being top of mind. **We must prove to the public that we handle their personal data with caution and respect**. Private and commercial technology service providers will encounter more and more pressure to improve their privacy transparency and their impact on the public opinion.

"

AIRSHIP®

"

**Michael
Lavoie**

SVP of Customer Success

Airship

https://www.linkedin.com/in/michael-lavoie-93a75415/

Nine of 10 developers and marketers agree that **waiting to get app enhancements to market significantly impacts the business**. And yet there's plenty of waiting. Dependencies, differing priorities, capacity and complexity result in lost value across every stage of the mobile app customer lifecycle, limiting results. 2023 will see renewed effort to drive improvements, as businesses double down on creating and capturing value from existing customers and strive to attract new ones.

"

<u>Get in Touch</u> to learn More

AIRSHIP®

"

Michael
Katz

CEO

mParticle

https://www.linkedin.com/in/michaelskatz

Cheap acquisition is all but extinct. As brands are asked to do more with less, constraints will drive creative solutions. We believe that starts with a strong first-party data foundation, and **three major trends**:

1. AI-powered solutions for adaptive experiences that increase relevancy and customer lifetime values.

2. Brands will double down on loyalty programs. There's no better place for this than apps.

3. Retention marketing, loyalty and ad channel silos will become intelligently unified.

"

<u>**Get in Touch**</u> to learn More

AIRSHIP®

"

Shannon Cook

Director, New Channel Activation

Movable Ink

https://www.linkedin.com/in/shannonburdencook/

Brands will take data consolidation and centralization as priority moving into 2023 and beyond to ensure customer data can be used seamlessly across all of their channels: email, mobile and web. With iOS changes affecting the collection of third-party data, zero- and first-party data for personalization have never been more important.

"

Get in Touch to learn More

AIRSHIP®

"

Daniel Ackerman

VP of Product Management
Airship

https://www.linkedin.com/in/dannya9/

Technology advances in AI will seem to threaten the broadest swath of occupations in human history. Winners will view generative AI for coding and content as tools to advance value and efficiency, freeing up resources for strategic priorities. Combined with no-code app experiences, marketers can finally scale from personalized campaigns to individualized experiences. Marketers and developers alike will escape backlogged campaign and app enhancement requests and gain more space for difference-making innovation.

"

Get in Touch to learn More

AIRSHIP®

Jay Gyuricza

VP of Sales

Wunderman Thompson

https://www.linkedin.com/in/jay-gyuricza/

"

The proliferation of low-code, no-code platforms will help non-technical teams optimize app onboarding and customer data collection, while freeing developers to focus on strategic innovations and market-differentiating features. Well-written, performant code created by experienced developers will become even more valuable as expectations for quality, performance and capability continue to advance.

"

<u>Get in Touch</u> to learn More

AIRSHIP®

"

Too many brands rely too much on development for their lifecycle and engagement needs — whether it's hard-coding an onboarding series, pushes or prompt-to-rate. This slows down engagement efforts and keeps non-technical teams from experimenting and adapting outside the development lifecycle. **We'll see more brands start to lean on codeless solutions**, like Airship, for lifecycle strategies that empower their product and mobile marketing teams.

"

Lauren Hensley

Director, Mobile App Marketing & Lifecycle
VMLY&R

https://www.linkedin.com/in/laurenwellskc/

Get in Touch to learn More

AIRSHIP®

"By 2025, **70%** of new applications developed by enterprises will use **low-code or no-code technologies**, up from less than **25%** in 2020. ... **Companies with high success** in building a digital business technology platform have procured low-code development platforms **5x** more than those with low success."
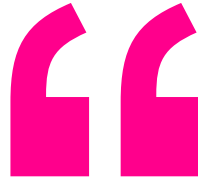
Gartner, Inc., "Harness the Disruptive Powers of Low-Code: A Gartner Trend Insight Report", July 18, 2022, by Jason Wong, Kyle Davis

Get in Touch to learn More

AIRSHIP®

"

Messaging outside of the app experience only goes so far. Brands need greater agility to reward customers within their experience — not just as a prod or a pop-up. To do so effectively, **non-technical teams will turn to no-code experiences and continuous optimization**, shedding today's near-total reliance on developers to actively improve activation, onboarding, adoption and customer understanding.

Corey Gault

VP of Communications
Airship

https://www.linkedin.com/in/coreygault/

Get in Touch to learn More

AIRSHIP®

"

More and more of our customers are doubling down on apps for their obvious strengths in customer engagement and retention. This becomes even more relevant in 2023 in light of data deprecation and higher customer acquisition costs. Loyalty programmes that play to these strengths will grow in number and sophistication, **and apps will continue to cement themselves as the hub at the centre of customer experience**.

Jay Johnston

CEO
poq

https://www.linkedin.com/in/jay-johnston/

"

AIRSHIP®

"

Jason Davis

CEO & Co-Founder

Simon Data

https://www.linkedin.com/in/drjasondavis/

The cloud is enabling next-generation data platforms that are emerging as a massively disruptive force, offering complete and accurate views of the customer across the enterprise. Many marketers have yet to take full advantage of cloud data platforms, and for many MarTech tools this represents an architectural shift in their core data capabilities.

"

Get in Touch to learn More

AIRSHIP®

"

Steve Tan

VP & General Manager, EMEA/APAC

Airship

https://www.linkedin.com/in/stevencltan/

As companies continue to navigate economic uncertainties, they'll carefully evaluate and prioritize customer experiences and journeys that deliver the greatest value. **The focus will be on customers not channels, shifting marketers' primary concern from email to apps** where an ever-present connection, first- and zero-party data and tightly integrated loyalty offerings will give brands the insight and capability required to deepen 1-to-1 relationships.

"

<u>**Get in Touch**</u> to learn More

AIRSHIP®

"

**Ashley K.
Jolicoeur**

Assistant Platforms Manager

CNET

https://www.linkedin.com/in/ashleyjae/

Marketers must put personalization at the forefront of audience growth strategies. This means tailoring SMS, email and push notifications to users' specific interests in order to cut through the clutter and ultimately drive engagement and monetization in 2023. Testing mobile app personalization methods and messaging will lead brands to content that works well with their audience and drives higher engagement.

"

Get in Touch to learn More

AIRSHIP®

Thank You

We would like to thank our partners and clients for offering their insights and predictions for this eBook.

So, how will you evolve 1-to-1 customer relationships in 2023? Will you focus on personalization, data privacy, app-enabled conveniences … or all of the above? No matter your strategy, make sure you have the tools and insights to help you make decisions that your customers will love, resulting in strong ROI. As the only enterprise-class SaaS platform focused 100% on helping brands master mobile app experiences, Airship has powered meaningful interactions at every stage of the customer lifecycle for many of the world's largest companies and breakout startups for more than a decade and counting.

Here's to your growth and success in 2023! **Let us know how we can help.**

Get in Touch to learn More

AIRSHIP®

Contributors

studio RETAIL LTD	POLITIE	apptopia
poq	CNET	Simon
VMLY&R	branch	WUNDERMAN THOMPSON
ADJUST	MOVABLE INK	mparticle
FORRESTER®		Gartner®

Get in Touch to learn More

AIRSHIP®

About Airship

At the dawn of mobile apps, Airship powered the first commercial messages and then expanded its data-led approach to all re-engagement channels (mobile wallet, SMS, email), app UX experimentation, no-code native app experience creation and App Store Optimization (ASO).

With the Airship App Experience Platform and Gummicube's ASO technology and expertise, brands now have a complete set of solutions to optimize the entire mobile app customer journey — from the point of discovery to loyalty — driving greater value for everyone involved.

Having powered trillions of mobile app interactions for thousands of global brands, Airship is proud to be at the forefront of what has become the digital center of customer experience, loyalty and monetization — **mobile app experience (MAX)**.

No one knows more, does more, or cares more than Airship when it comes to helping brands master MAX.

Get in Touch to learn More