AXP

[APP EXPERIENCE PLATFORM]

AIRSHIP®

How to Master Mobile App Experiences

Airship App Experience Platform

The verdict is in. Mobile apps are the key to unlocking the digital customer experience. The reason is simple: **Loyal app customers produce 3.5 times more revenue than other shoppers**, and are 3 times more likely to make a repeat purchase.

But those facts come with the burden of responsibility. When it's your job to build loyalty and revenue, **the question isn't whether to invest more** in your mobile app, **the question is how.**

The Airship Way

Getting a person to just download an app doesn't make for a loyal customer. In fact, after a week or two, far too many people will never open the app again. What's needed is a way to extend the app experience from acquisition and activation through to engagement and loyalty.

That's why we invented the **Airship® App Experience Platform** (AXP). It's the only enterprise SaaS platform that's 100% focused on helping brands master the full lifecycle of mobile app experience (MAX) management. One platform, start to finish, designed to work the way your brand **should work:**

seamlessly.

Crossing the Chasm With AXP

It takes an app experience platform to cover the full expanse of the customer lifecycle on an app.

- **Acquisition is about getting someone to download an app**
- **Activation gets them to open it and register**
- **Engagement is when they start interacting with the app**
- **Loyalty keeps them coming back**

Most brands don't do a good job of driving activation, but even more get the other critical steps wrong.

Why? Because they rely on traditional cross-channel messaging services instead of a complete app experience platform. Cross-channel services were built to send emails, not provide immersive app experiences. **They treat the app as a channel, not a destination.**
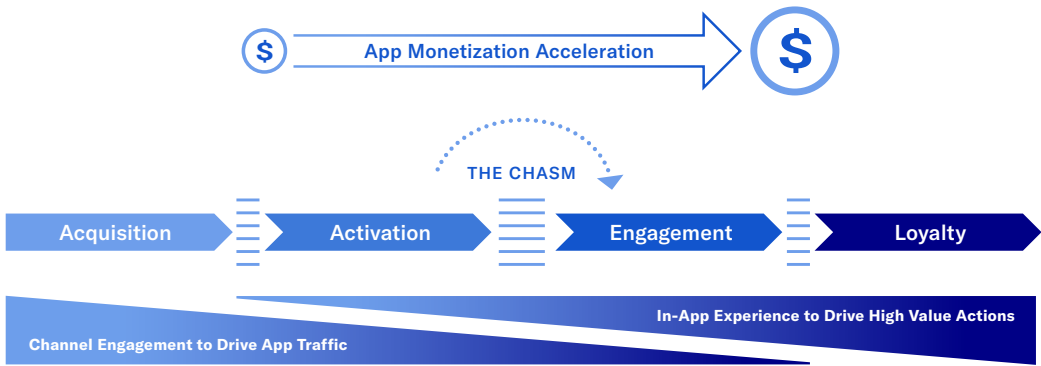
THE CHASM

Lost in the "chasm"

Messaging outside the app experience only goes so far. Most apps lose customers in the "chasm" that occurs after Activation.

To effectively move customers across the chasm — beyond activation to engagement — brands need to show them that you know them. This means providing valuable and relevant experiences in the moments people are engaged with the app. These are the moments that matter most.

Customer App Lifecyle

App Monetization Acceleration

THE CHASM

| Acquisition | Activation | Engagement | Loyalty |

In-App Experience to Drive High Value Actions

Channel Engagement to Drive App Traffic

Beyond Messaging

According to data derived from Apptopia and others, app downloads have increased every year for the last three years. And yet, app retention rates have barely budged during that same period. Why is that?

- **Email-centric communications platforms focus mostly on getting people to the app**
- **Data privacy regulations and practices hinder data collection**
- **Platforms lack no-code app experience tools for business users**

Customers depart and never come back after 7, 14, and 30 days.
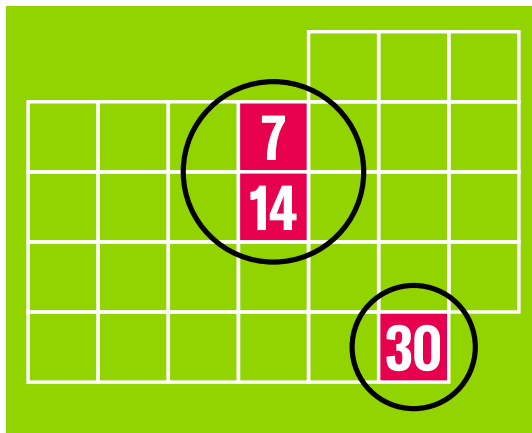
Getting past the activation phase to engagement and loyalty requires brands to adopt a "beyond messaging" mindset. It's not about peppering customers with more emails and other interruptive messages. On the contrary, it's about creating valuable experiences that reward customers individually for their loyalty. That takes a level of customer understanding that many brands simply don't have.

Our customers tell us that they can't get this job done without our platform: the Airship App Experience Platform (AXP). It's a purpose-built, enterprise SaaS mobile experience solution that covers the entire app lifecycle. AXP is the only customer experience platform dedicated to helping brands master mobile app experiences. Using AXP, product, digital and marketing teams can create and adapt rich, native app experiences without ongoing developer support or app updates. They can rapidly onboard app audiences, build user understanding for next-level personalization, and accelerate retention and monetization.

Inside AXP

Airship has powered data-driven mobile app experiences (MAX) long enough to know what it takes to span the entire customer lifecycle.

- **Powerful app experiences**
- **Next-level personalization**
- **Customer lifecycle optimization**
- **Trusted MAX partner**

Powerful App Experiences

AXP makes it easy to create, measure and perfect powerful native app experiences. These experiences are crucial to onboarding app audiences, building user understanding for next-level personalization, and advancing monetization goals through a data-led, value-based approach. Here are some of the innovations you'll find in AXP.

Scenes

AXP Scenes allows you to create rich, delightful experiences that respond to real-time customer behavior — with no code, app updates or development work required.

Scenes allows marketers and mobile app product owners to easily create, edit and manage full-screen, interactive walkthroughs that showcase the app's latest features, how the app will make customers' lives better, and how to get started.

You can measure and improve the impact of these experiences with experimentation, conversion goals and performance reporting — all in one place.

> "Scenes free[s] our developers to focus on new innovations as our product owners now have full autonomy to continually optimize native, multi-screen experiences that drive feature adoption. AXP is a game-changer, allowing us to go far beyond promotional and messaging-based approaches to drive better app onboarding and retention, and achieve greater customer satisfaction and loyalty."
>
> —Laurent Claramonte, head of data analytics for Products and Mobile Apps, Orange France

Experiments

AXP Experiments is a cross-platform testing and feature release manage-ment solution that makes it easy for any team to launch experiments and product updates across mobile apps. Experiments automatically integrates with most analytics platforms and offers no-code instrumentation of events for highly targeted experiments. Its visual editor enables marketers and product owners to make changes to iOS and Android apps without coding or updating apps, while its programmatic testing offers one-time configura-tion with dynamic variables that can be changed instantly to add variants.

Messages

AXP Message Center lives within your app, uncluttered by competitors' mes-sages and other distractions. It provides customers a persistent location for re-visiting and consuming rich content at their convenience. App teams can create interactive, temporary messages inside the app in response to user behavior. Pre-built templates support rich formats, such as images, videos, coupons and more. Message Center also makes it easy to expire old content.

Next-Level Personalization

AXP's Mobile Data Hub enables next-level personalization — using data you already have, along with rich data collected in the app — to understand each user and deliver better, more relevant experiences.

With AXP, you can collect first- and zero-party data and connect it with customer information. The result? Moments-based app experiences and journeys that grow retention, monetization and loyalty.

Surveys

AXP Surveys allow marketers and mobile product owners to collect granular feedback from customers while they are engaged with the app. Surveys can be targeted to customers based on their attributes and real-time behaviors, such as purchases, engagement with a new feature, abandoned carts or completion of AXP Scenes. Survey responses enrich customer profiles and can be used for segmentation and targeting in future campaigns and product offerings. Pre-built survey templates for NPS and product feedback make it easy to get started, while support for open text, multiple choice, and single choice questions can quickly ramp up zero-party data collection with no developer support or app update required.

Preferences

AXP Preference Center allows customers to determine how, when and where they want to be communicated with, whether via the app, email, SMS or the web. App teams can easily implement and continually fine-tune the Preference Center without the aid of a developer, as well as take advantage of opt-in forms for SMS and email. Apple has made, and Android will soon make, preference customization critical to sustain direct customer communications, yet to date, Airship is the only company to include this functionality.
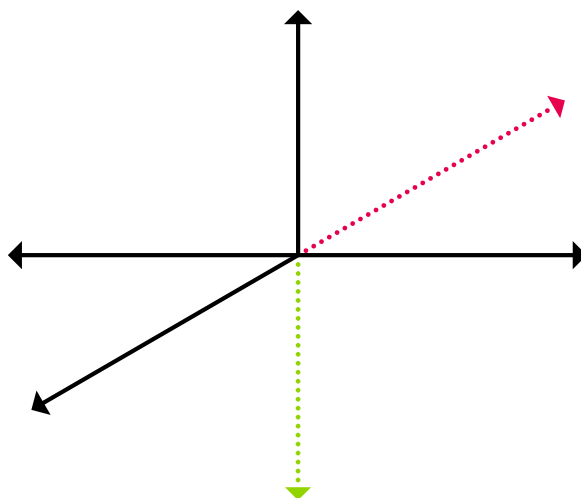
Analytics

AXP Analytics is an enterprise-grade performance analytics solution. It can give you a full picture of how, when, and where your customers are connecting with your brand — so you can spot growth opportunities faster and infuse data-driven insights in every customer interaction. Create custom reports that reveal your unique KPIs for each stage of the customer lifecycle, and set up dashboards, queries and filters that help you understand what's working — and what's not — so you can meet and beat your goals.

Integrations

The data AXP helps you collect through the app can be shared with other systems in the marketing ecosystem. AXP Integrations provides real-time data streaming and pre-built bi-directional partner integrations to ensure you get your data to the right place for downstream analytics and triggers.

Customer Lifecycle Optimization

Brands desire loyal brand advocates. AXP helps teams accomplish all the steps required to win them: migrate the audience to the mobile app, activate them upon arrival, maximize account creation, reinforce the app's value proposition, and incentivize high-value actions that lead to ongoing engagement and retention.

Lifecycles

AXP Lifecycles combines everything app teams need to create, evaluate, test and optimize goal-based messages and app experiences in a single, intuitive visual UI. AXP is the only product on the market that allows app teams to zoom in from color-coded visualizations of performance to view, test and optimize underlying individual components in a few clicks.

Leverage lifecycle maps to easily connect and branch app experiences and journeys to better achieve onboarding, activation, engagement and retention goals throughout the customer lifecycle.

As the starting point for campaign creation, Lifecycles makes it easy to coordinate your multiple touchpoints, including testing, targeting, goal setting and experimenting. You can orchestrate touchpoints automatically using customer behavior and preferences, trigger experiences in multiple ways, and experiment with any of these elements at any point in the user lifecycle.
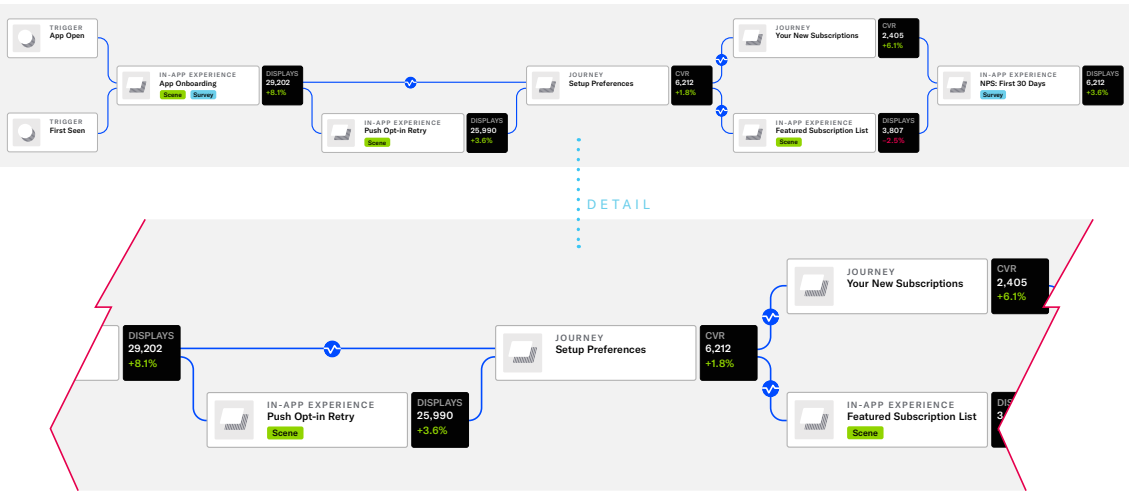
Trusted MAX Partner

Customers remember their last best experience.
That's why MAX is in a state of constant change.
For brands to depend on a MAX platform, they need
to trust its ability to innovate.

AXP, an Airship innovation, is the only enterprise SaaS
platform focused 100% on MAX. We're using our
experience and passion for innovation to help many
of the world's most successful brands, across
every industry.

AXP helps everyone it touches — from executive
leadership and product managers to marketers,
engineers/ developers and, ultimately, your customers.

A Customer Lifecycles With AXP

Follow the customer lifecycle through the first 30 days of an app install and learn how AXP helps brands master the critical first phases of mobile app experience.

Acquisition

In the acquisition phase, the customer installs the app, obviously an important step in the lifecycle to becoming a loyal customer. Driving customers to the app and trying to get them to install is what most brands tend to focus on. The problem is, acquisition alone doesn't get them anywhere.

Activation

For activation, AXP utilizes Scenes and Preferences to demonstrate the value of the app to customers, letting them know its most valuable features and why they should opt in and set their preferences directly within interactive walkthroughs.

We can send customers down different paths within various scenes based on whether they decide to opt in to notifications.

Engagement

The challenge for brands is bridging the "chasm" between Activation and Engagement. The Engagement phase begins within the first week after the customer installs and activates the app. This is when customer activity on the app can fall off.

For engagement, AXP utilizes Journeys, Experiments and Surveys to:

- **Trigger a journey after a customer opts in to their first subscription list**

- **Learn more about a customer**

- **Follow up with cart abandoners to remind them of items left in their cart, possibly encouraging them to purchase by offering a discount or loyalty reward bonuses**

- **Continue to improve the app experience through in-app experiments and post-activation customer surveys**

- **Follow up with a recommendations campaign based on their recent purchase**

Brands that successfully engage users begin to **monetize the app.**

Loyalty

The goal of the Loyalty phase is to extend the Engagement phase of the customer app lifecycle to create repeatable conversion cycles and brand advocacy. The way to do this is through curated experiences continuously improved based on customer insights. Loyalty requires the full range of **AXP solutions** — **Scenes, Experiments, Message Center, Surveys, Preference Center, and Journeys** – to move the brand up the mobile mastery ladder.

MAX Is Hard. AXP Makes It Easier.

Going beyond acquisition to drive retention and loyalty is challenging. A dedicated platform like AXP will get you there. A broad cross-channel campaign management platform will not.

MAX is hard	AXP makes it easier
Limited developer resources	Easy-to-use no-code/low-code templates
Privacy regulations and Apple/Android requirements limit third-party data	Zero- and first-party data collected by AXP
Complex integrations	Open platform, pre-built integrations, expert services
Difficulty testing experiences and lifecycles	Continuous experimentation across app UX, experiences and lifecycles
Lengthy app approval and update cycles	Short cycle times regardless of app updates
Multiple vendors, complex integrations	Single platform speeding time-to-market, time-to-compliance, time to mutual value

Life gets better with better mobile app experiences.

Airship. We'll get you there.

Chipotle

"Incredibly, our full year digital sales of $3.4 billion is nearly 3.5x what we did pre-COVID in 2019. Digital has proven to be sticky as it's a frictionless and convenient experience that has been aided by continuous investments …"

—Brian Niccol, Chairman and CEO

Ace Hardware

"Ecommerce is a growing channel for us and during the pandemic we have seen digital revenues increase by 272% [during the pandemic]. Our Ace app and e-commerce site are the "front porch" and extension of our local stores, providing the ease of online ordering."

—Kim Lefko, CMO, Ace Hardware

The Home Depot

"Over the past two years, sales from our digital platforms have grown over 100%. Our focus on delivering a frictionless, interconnected shopping experience is resonating with our customers as approximately 50% of our online orders were fulfilled through our stores in fiscal 2021."

—Ted Decker, The Home Depot, President and COO

Ulta Beauty

Loyalty program up 13% to a record 35.9 million members.

"We believe guests are demonstrating with their loyalty and their spend that they really do prefer what all the data says, and they're showing us with their dollars they prefer to shop a combination of physical and digital."

—Dave Kimbell, Ulta Beauty, CEO

American Eagle Outfitters

"It's been incredibly exciting to see our mobile app grow into such a strong shopping portal for our customers .... App-based customers are [the] most engaged digital shoppers, spending 2.5 times more annually than our web customers and transacting with us 3 times more throughout the year."

—Michael Rempell, AEO, Executive VP and COO

Atom Bank

"Our app is at the centre of everything we do as a digital-only bank, so we do our best to keep it up to date with all the features our customers need. We do this by not only innovating ourselves, but by listening to what our customers want and taking the right steps to address their feedback."

—Liam Dexter, Lead User Experience Designer at Atom bank

The Very Group

"Our focus and commitment to our mobile apps and user experience continues to support changes in consumer ways of spending. Very.co.uk mobile sales continued to be a significant channel, remaining at 82% of the brand's sales."

—Ben Fletcher, Group Chief Financial Officer

About Airship

No one knows more, does more, or cares more when it comes to helping brands master mobile app experiences (MAX) than Airship.

From the beginning of 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 and feature release management. Now, with the Airship App Experience Platform (AXP), business users can create and adapt native app experiences on their own — with no ongoing developer support or app updates required.

Having powered trillions of mobile app interactions for thousands of global brands, Airship's technology and deep industry expertise have enabled mobile app experience to become the digital center of customer experience, brand loyalty and monetization.

For more information, visit **AXP** (App Experience Platform) and **MAX** (Mobile App Experience), and www.airship.com.

Also, read our blog or follow us on Twitter, LinkedIn and Facebook.

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Leading Brands Trust the
World's Leading
App Experience Platform