Best Practice Guide for Setting Up Airship Journeys

AIRSHIP JOURNEYS OVERVIEW

Airship Journeys makes it simple to create, measure and perfect cross-channel campaigns for critical paths - such as welcome, retention, or purchase flows - to drive customers through key lifecycle milestones.

SIMPLE TO CREATE: Deliver high-impact experiences across channels that respond to customer actions in real-time.

SIMPLE TO MEASURE: Visualize the end-to-end customer experience and key metrics within a single UI.

SIMPLE TO PERFECT: Test and optimize the impact every journey and message has on your business goals.

TRIGGERING A JOURNEY

Each Journey is initiated with a single automation trigger. These can range from a custom event, a channel opt-in or first seen, Predicted to Churn risk level change, or a tag change. To determine the best trigger, consider the key events in your customer lifecycle or the end goal that you are wanting the Journey to achieve. Not sure how to get started? Check out Airship's pre-built templates. These are prefilled Journeys that can be quickly personalized and deployed.

We recommend also setting conversion or cancellation custom events that will cause a customer to exit the journey without receiving the remaining messages, and/or setting message conditions which will filter out specific customers as they continue through the series. These capabilities reduce the risk of over messaging a customer if they have already performed a specific action.
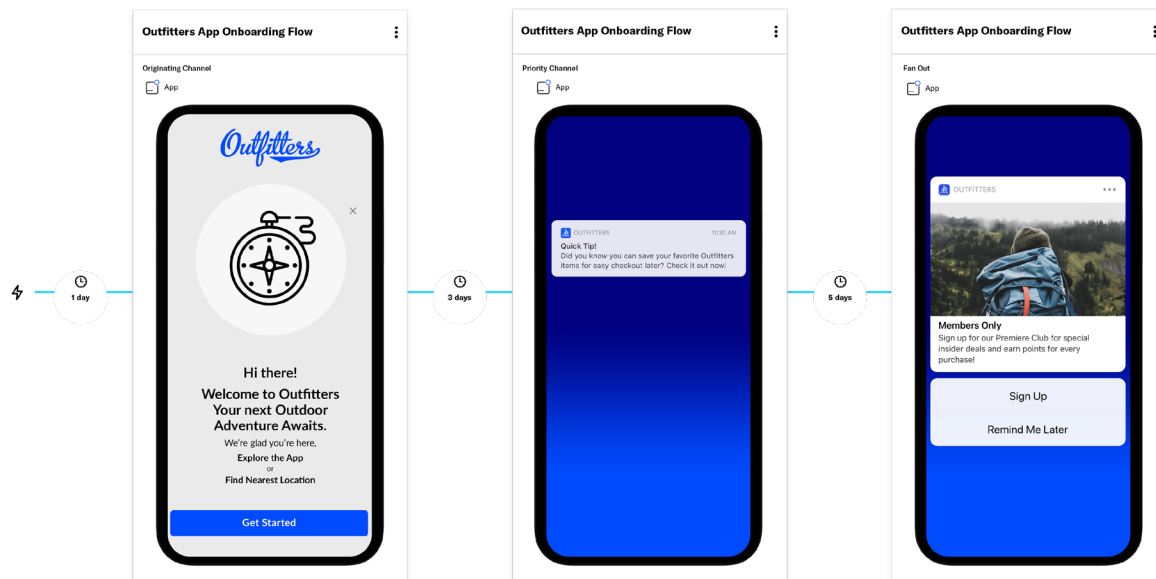
CROSS-CHANNEL COORDINATION

Each message in the Journey can be targeted to specific or multiple channels. Orchestrate multiple channels by selecting your preferred method of delivery, whether that's a priority channel with fallbacks or targeting the originating channel of the Journey. We recommend considering the context of your Journey to determine channel coordination - welcome series are probably better targeted to the originating channel, but transactional Journeys such as order confirmations may be better targeted to channels with lower costs when available.

CONNECTING JOURNEYS TOGETHER

Airship recommends creating a complete view of your customer lifecycle and continually moving customers into the next phase or preferred action. Tie Journeys together with Journey Maps and create branches based on the most likely customer behaviors and outcomes.

SETTING GOALS & OPTIMIZING JOURNEYS

Airship recommends testing both the individual messages and also the Journey overall for its impact on your business goal. First, set an end goal for your Journey with a conversion custom event - this is the action that you want your customers to perform, such as a purchase, loyalty sign up or app open. Then use control groups to visualize the impact each journey has on that goal so you can optimize each step. Similarly, A/B test variants for each message in your Journey and optimize content in real-time.

CONTACT US: Have more questions about setting up your first Airship Journey?

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