

Elevate Your Mobile Marketing for Retail



ADAPT TO CHANGING CUSTOMER EXPECTATIONS

2020 drastically shifted consumer needs and expectations of retail brands, with 83% of shoppers saying the pandemic had changed the way they shop. Mobile has become the centerpoint of the customer journey, and consumers now enjoy the convenience of frictionless, contactless and personalized shopping experiences – and the retailers that can continue to adapt to these changing needs are winning.

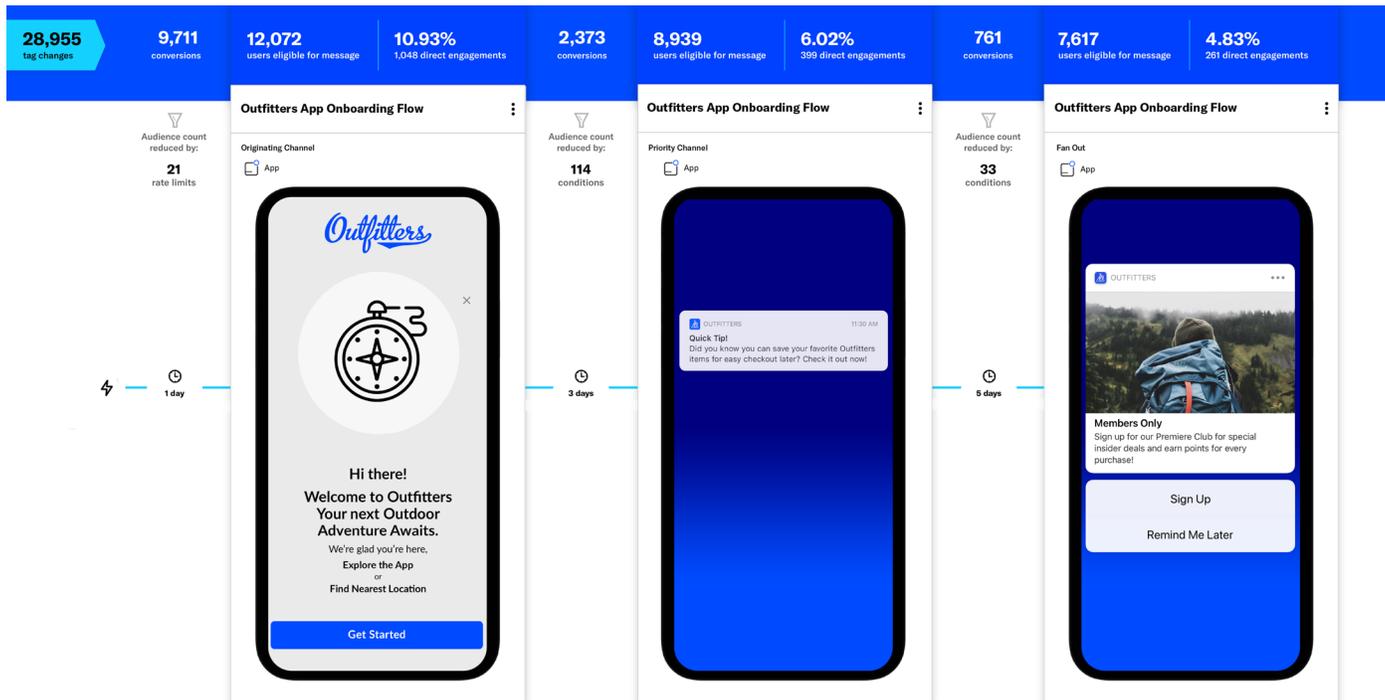
MOBILE-FIRST SHOPPING JOURNEYS

Airship is built mobile-first to easily deliver the convenient and connected cross-channel experiences that customers now expect. With Airship's retail solutions, retailers can create and deliver personalized, frictionless, and optimized customer journeys that increase orders, average order value, repeat purchases, and loyalty.

- **PERSONALIZED CUSTOMER LOYALTY:** Drive repeat purchases and loyalty sign ups with personalized and targeted customer journeys coordinated across mobile channels.
- **FRICTIONLESS CUSTOMER EXPERIENCES:** Increase retention and make shopping both in the app and in the store simple and easy for customers with real-time order updates, contactless Mobile Wallet delivery, and location triggered pickup experiences.
- **OPTIMIZED FOR CONVERSION:** Reduce abandoned carts with personalized engagement and optimize the checkout experience to increase purchases.

KEY FEATURES

- **Airship Journeys:** Create and visualize cross-channel journeys to drive and optimize towards goals like repeat purchases or loyalty sign ups.
- **Personalization:** Personalize messages based on customer preferences, past purchases, abandoned carts and local store promotions.
- **Segmentation:** Identify and segment your most loyal customers based on past purchase behavior to deliver more relevant messages.
- **Mobile Wallet:** Deliver a Mobile Wallet loyalty card or coupon across any channel with Airship's Adaptive Link technology for a contactless shopping experience.
- **Automation:** Trigger real-time order or shipping updates, or location triggered messages as customers get near the store.
- **Live Chat:** Trigger personalized one-to-one live chats when customers abandon carts or engage with the app.
- **Apptimize:** A/B test & optimize the onboarding or checkout experience.
- **Performance Analytics:** Measure the impact of your customer journeys with rich, user-level analytics and an open network of data integrations.



GROW CUSTOMER LIFETIME VALUE

Create convenient and stress-free shopping experiences across the customer journey:

- **ABANDONED CART:** Deliver personalized promotions or Live Chat opportunities to drive customers to complete a purchase when their cart is abandoned. A/B test and optimize the checkout experience to increase conversion rates.
- **BUY ONLINE, PICK UP IN-STORE:** Send real-time updates and location triggered messages for order pickup.
- **LOYALTY:** Create Journeys across channels to drive loyalty program sign ups and then segment and target loyal customers with personalized promotions.
- **REPEAT PURCHASE:** Deliver upsell and cross-sell Journeys across channels, personalized based on customer preferences and past purchases.

CONTACT US: Interested in learning more about Airship retail solutions? Contact us today to get a demo.

