

The power and extensibility of Salesforce + Airship's mobile-first engagement platform.

Goal:

Many of today's modern marketers desire connected engagement platforms to ensure that each customer gets the precise information they require at the right moment, through the channel that is most convenient or appropriate for them based on the situation.

Solutions:

Marketers can now connect the entire end user experience across channels in one interface. Airship's best-in-class mobile channels, including Push Notifications and Web Notifications, are directly integrated into the Salesforce Marketing Cloud Journey Builder interface.

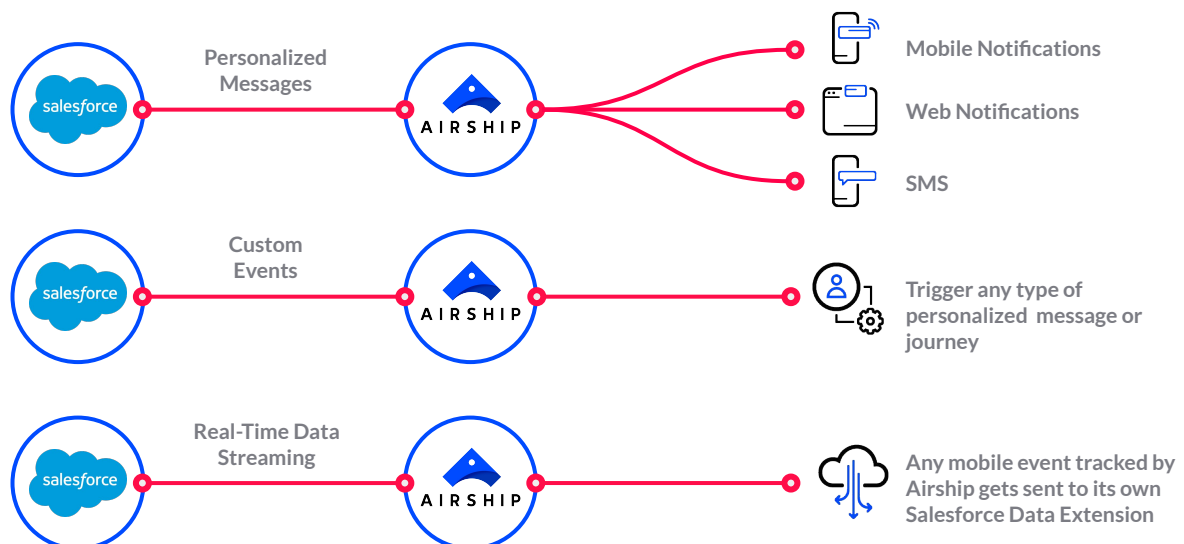
Marketers can also leverage Airship's user-level mobile behavioral data to enhance Salesforce segmentation, distribute Airship Mobile Wallet passes via any channel, and set tags and behavioral events within Journey Builder that trigger Airship Journeys and In-App Messages.

Key Benefits:

- **Expansive Mobile Engagement:** Increase end user engagement across multiple channels, the number of communication channels available to end users, and ROI.
- **Streamlined Connections:** Increase marketing/digital team productivity and app user engagement.
- **Personalized Customer Experiences:** Increase end user engagement, retention, and brand affinity by sending coordinated and personalized messaging.

Use Cases:

- Acquire customers on Mobile Wallet by delivering passes on any channel and welcome new customers with Airship In-App Messages.
- Retain customers by personalizing Salesforce messages with customer attributes and behavioral data from Airship or trigger a loyalty or promotional Airship Journey from Salesforce Journey Build
- Grow customers by sending abandoned cart and upsell promotions via Airship Web Notifications or Message Center, all triggered from Salesforce Journey Builder.



Contact us to learn more about the Salesforce + Airship partnership and integration: <https://www.airship.com/contact-us/>