

Enterprise-Class Email

Create Value Across Every Stage of The Customer Lifecycle With Mobile-First, Enterprise Email

Email is crucial to the mobile customer lifecycle, especially on mobile. Brands depend on email for commercial and transactional campaigns. When app customers have gone dormant or you need to relay critical communications across multiple channels, email has a long and proven history of getting the job done. Email is simple, intuitive and direct. When you combine email with a mobile-first strategy, you create an unstoppable path to success for your brand.

Engage Every Individual

Segmenting your audience shouldn't be a challenge. Airship captures and updates your audiences in real time so you can deploy email campaigns to the right audience. Every. Single. Time. When email is your customers' preference, we help you create and deliver emails that exceed their expectations.

Create Beautiful Emails With Ease

Say goodbye to writing custom HTML. Creating rich dynamic email content has never been easier. Create and visually render emails with Airship's no-code drag-and-drop editor. It doesn't stop there. With Airship Journeys, you can automate email and every other channel alongside in-app experiences to better guide and convert customers throughout the lifecycle.

Get Started

Create customer value – inside and outside the app™

Try Airship Now

Talk To An Expert

Make It Personal

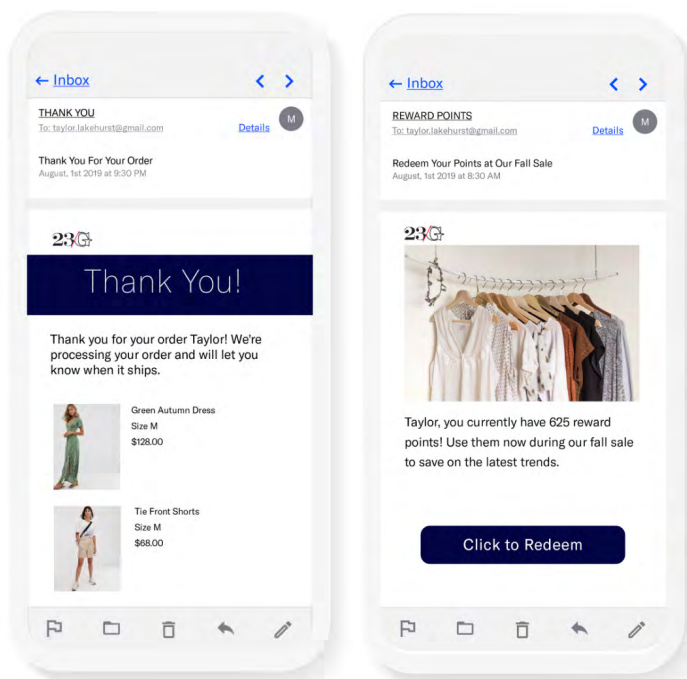
Gone are the days of sending blast emails without dynamic content or personalization. Personalized content performs much better. And Airship makes it easy, using handlebar logic to add in attributes and event properties. Every recipient gets a 1:1 personal touch. Now that's how you show them you know them!

Test Everything

Engage confidently by ensuring every aspect of an email is optimized for success. Deploy A/B tests across variants to quickly and automatically validate message efficacy with your segment. Render emails across hundreds of email clients, browsers and devices before sending to ensure everyone receives a meaningful moment in their inbox.

Trigger Emails In Real-Time

Engagement in a mobile-first world means now. Automate personalized, triggered and transactional emails with templates for use cases, such as Abandon Cart, at scale to keep customers excited and constantly moving forward on their journey to conversion.



Track Performance At Every Step

Measure the performance of key KPIs across every campaign with marketer-friendly dashboards to quickly identify how, when, where and why your customers are engaging. Easily identify opportunities to capitalize on or course correct.

Ensure Emails Hit The Inbox

Every email you send can put your reputation at risk. Improve your deliverability and ensure your emails get to the inbox as expected based on ISP feedback. Manage your reputation with powerful audience segmentation and performance reporting and leverage suppression management to ensure compliance.

Cross-Channel Experience

No matter how or where customers are interacting with your brand, they should always have the best experiences. Consistency matters, which is why the world's leading brands choose Airship to power their cross-channel customer journeys. With the leader behind the leaders, you can listen to customer preferences and act on them on the channels the customers prefer. Then, use Airship's campaign analytics to obtain detailed views of cross-channel performance.

Key Features

- **Drag-and-Drop Editor:** Easily create and edit any email or campaign with a drag and drop editor
- **Personalization A/B Testing:** Test and optimize the level of personalization or content
- **Email Rendering:** Optimize for the best customer experience by getting a preview of how your email looks on different devices and make changes if needed
- **Automation with Custom Events and Tag Triggers:** Improve response rates by automatically sending emails when they are most relevant to your customers
- **Dynamic & Looping Content:** Automatically insert content that resonates with your customers

- **Snippets:** Create and manage content pieces in a single place and save time on campaign creation
- **Media Library:** Store previously uploaded images for future use in messages
- **Channel Coordinated Journeys:** Coordinate email with other engagement channels to select the channel that will drive the most engagement for every message
- **Performance Analytics:** Track email engagement to optimize future campaigns
- **Contact & Compliance Management:** Configure privacy preferences for any individual and un-suppress individuals when they have been opted out via auto suppression

