MAX

[MOBILE APP EXPERIENCE]

AIRSHIP®

Meet **MAX**

Mobile app experience is becoming the digital center of customer experience. And **mobile apps are becoming the preferred destination** where the exchange of value between customers and brands is most respected and rewarded. Yet some brands treat their mobile apps as just another promotional channel. They're driving customers to the app, but not holding onto them.

The truth is, holding onto customers is hard. It calls for in-app experiences tailored to the individual, so you can build loyalty and generate revenue.

Done well, everyone wins.

GOOD ENOUGH ?

BEST OF BREED ?

TOUGH CHOICE ?

Not Really.

MAX Engagement

Top brands understand there's a new leading practice they need to master. We call it **mobile app experience – MAX** for short. And it's transforming how businesses manage relationships with customers in every conceivable way.

We deliver MAX through the capabilities of our Airship® **App Experience Platform (AXP)**, the only enterprise SaaS platform focused 100% on helping brands master mobile app experiences.

AXP provides app experience solutions and analytics your teams can use to activate, retain and monetize app audiences **without ongoing developer support or app updates.** Some of the world's most successful companies — including the largest coffee house chain, the largest footwear company, and one of the largest airlines — have built their app businesses around it.

MAX Performance

Of the three primary points of customer interaction — physical locations, websites and mobile apps — **mobile apps are the digital center of customer experience.**

App Annie (data.ai) found that consumers spent a third of their waking hours on mobile in 2021, up 30% from 2019. They also spent 30% more on in-app subscriptions year-over-year. eMarketer reports that app users produce 3.5x more revenue than other shoppers and are three times more likely to make a repeat purchase.

Airship's platform data across thousands of brands and tens of thousands of apps shows active mobile users increasing by 31% in 2020, nearly double the growth in 2019.

| PHYSICAL LOCATIONS | ⟷ | Mobile Apps | ⟷ | WEBSITES |

MAX Integration

According to Airship's survey, two-thirds of consumers will use retailers' apps to meld digital and physical experiences. For most countries and generations, the likelihood of using a retailers app while shopping in-store is only a few percentage points behind visiting the retailer's website, despite the need to first download the app. Eighty-one percent of millennials have used retail apps more or about the same since the pandemic began, followed by 77% of Gen X, 74% of Gen Z and 66% of baby boomers.

Retail is often the go-to example for the future of mobile-enabled real-world experiences. **But every industry has the potential to integrate digital and physical experiences.** Whether a sports stadium, movie theater, restaurant, hotel, airport, bank, geo-tagged social post, D2C product drop or physical retail store, it can glean rewards for doing so. Consider how quickly airline boarding passes on phones became ubiquitous.

The likelihood of using a retailer app while shopping in-store:

Millennials	Gen X	Gen Z	Boomers
75%	**69%**	**68%**	**46%**

MAX Maturity

According to leading tech analyst Benedict Evans, **"there's digital and there's good digital."** Said another way, a poor app experience is equivalent to a poor in-store experience.

Today's consumers know what best-in-class experiences look like. That's why brands need to beat benchmarks set by their industry competitors, as well as by mobile-first leaders like Amazon and The Home Depot.

5X

"Forrester's Customer Experience Index (CX Index™) data shows **companies that deliver superior CX grow revenues five times faster on average** than their competitors with inferior CX. ... companies with superior CX have customers who are willing to pay a higher price for products and services"

Forrester Research, Inc., Transform Customer Processes and Systems to Improve Experiences, February 22, 2021

The challenge for brands is to build loyalty with customers through personalized interactions. Too many marketers have squandered that opportunity by approaching apps as just another promotional channel and measuring their success according to "message open rates."

Retention and monetization aren't just about getting customers to open an app. They're about what people do afterwards. That's the secret to mastering mobile app experiences. **Good enough isn't good enough.**

MAX Commitment

Differentiated mobile app experiences require personalization, and personalization requires user data. As first-party data takes center stage in the wake of the "cookie apocalypse," more brands will lean into mobile apps to engage and delight their customers. They'll also want to collect valuable first-party and zero-party information so they can optimize the customer experience at every point in the lifecycle.

Yet, for many brands, access to data and other app features will be a struggle. There's usually a long queue of competing priorities for developers tojuggle.

Airship is committed to providing MAX solutions that by-pass the need for developers.

MAX Journey

A best-of-breed MAX platform — such as the Airship App Experience Platform (AXP) — overcomes reliance on development resources and cyclical app updates to create value for brands and customers. It releases brands from reliance on in-house developers so they can engage customers individually on their own turf — mobile apps — and better monetize those relationships.

By embarking on a journey to master MAX, brands learn to engage customers across the full customer app lifecycle.

Customer App Lifecycle

Loyalty = Revenue

Customers go through a four-phase lifecycle on apps: **Acquisition, Activation, Engagement and Loyalty.**
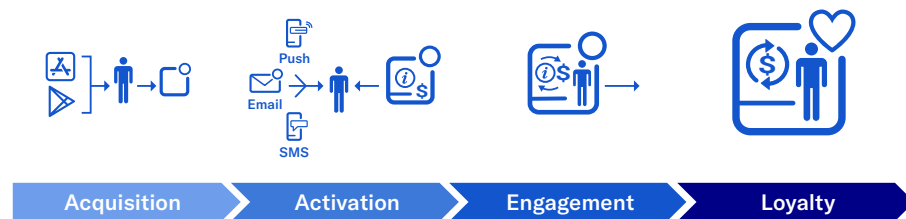
How To Cross the Chasm

Most apps lose customers in the "chasm" that occurs after the Activation phase. Messaging outside the app experience only goes so far. To move people across the chasm — beyond activation to engagement — brands need to show them that you know them. This means **providing valuable experiences** in moments people are engaged with the app.

Airship®
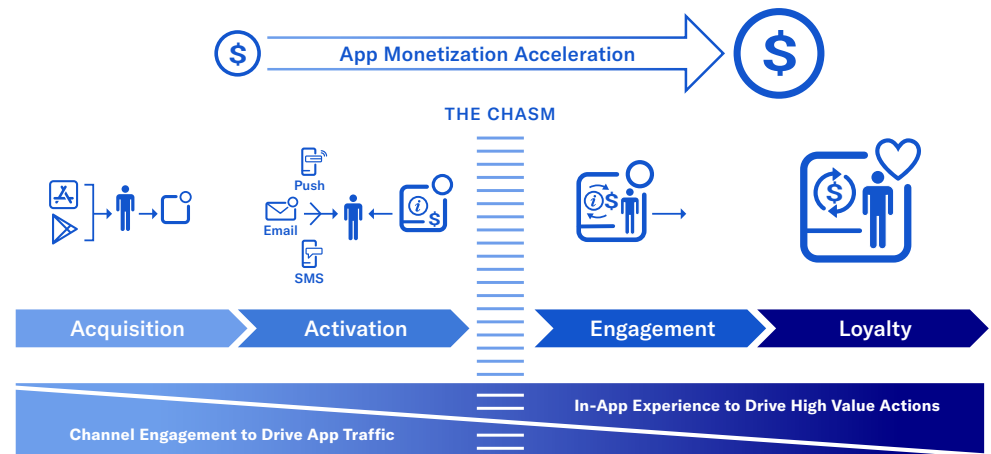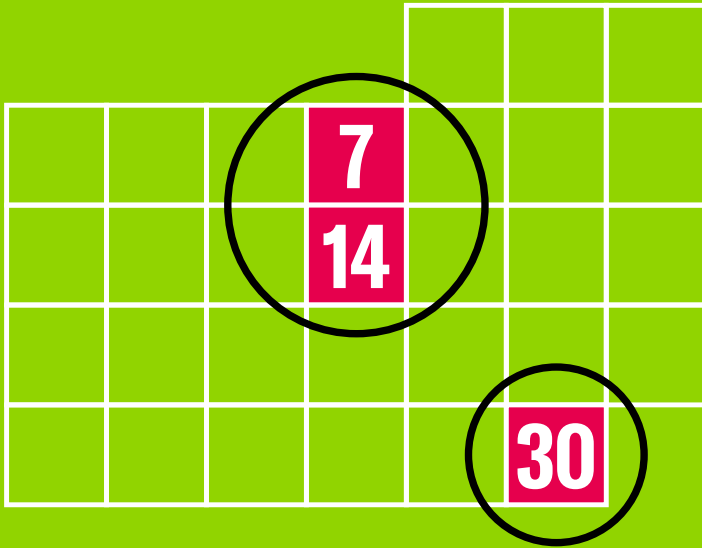
According to aggregate data derived from Apptopia and others, app downloads have increased every year for the last three years, but in that same period app retention rates have barely budged. **Customers depart and never come back after 7, 14** and **30** days. That's because most of the players in this space are email-centric communications platforms that focus solely on getting people to the app, but don't spend the time — nor do they have the expertise — to keep audiences engaged. What's needed is the agility to grow user understanding and focus on valuable experiences that reward customers for their loyalty.

MAX Innovation

There's a complementary relationship between driving customers into an app and ongoing in-app engagement. **The personalized experiences must reflect what you're trying to accomplish and what the customers have told you about themselves**.

Given ongoing pressure from customers who remember their last best experience, a MAX platform requires a commitment to continuous innovation. Our solution, AXP, gives business users full control to create, automate and adapt rich, native app experiences. Here are some of the recent innovations we've created to empower our customers.

> **Airship Scenes** allows marketers and mobile product owners to easily create, edit and manage native full-screen, interactive walkthroughs that showcase the latest features, how the app will make users' lives better, and how to get started.
>
> **Airship Surveys** allow marketers and mobile product owners to collect granular feedback from users while they are engaged with the app, resulting in actionable insights to improve app experiences without developer involvement.
>
> **Airship Preference Center** encompasses all re-engagement messaging channels (e.g., SMS and email), enabling customers to control the types of content they receive on different channels in one place.

This kind of specialization deserves its own seat in the C-suite, not just something tacked onto some other role. A big seat at the big table acknowledges the extraordinary revenue associated with mobile app experience.

About Airship

At the dawn of mobile 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, no-code native app experience creation and App Store Optimization (ASO).

With the Airship App Experience Platform and Gummicube's ASO technology and expertise, brands now have a complete set of solutions to optimize the entire mobile app customer journey – from the point of discovery to loyalty – driving greater value for everyone involved.

Having powered trillions of mobile app interactions for thousands of global brands, Airship is proud to be at the forefront of what has become the digital center of customer experience, loyalty and monetization – mobile app experience (MAX).

No one knows more, does more, or cares more than Airship when it comes to helping brands master MAX.

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

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

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