POWER MOBILE
GROWTH AND RETENTION
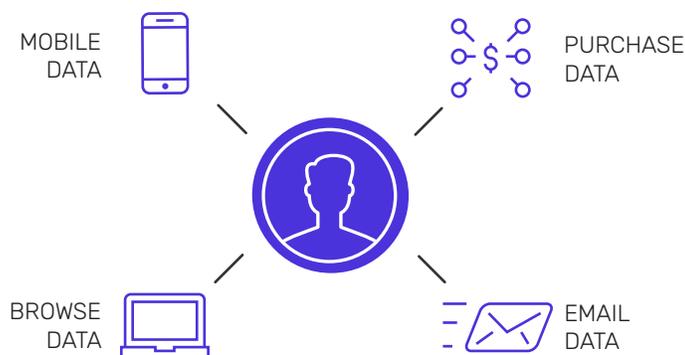
Cordial + URBAN AIRSHIP

Cordial and Urban Airship are teaming up to deliver rich push notifications and in-app messages through a fully integrated mobile solution that increases engagement, loyalty, and revenue on your customer's most trusted device.

UNITE EMAIL AND MOBILE FOR POWERFUL CROSS-CHANNEL PERSONALIZATION

Leverage Cordial's REST API and Urban Airship's mobile SDK to track every cross-channel event to build a nuanced portrait of customer email, mobile, and web usage. Power growth and retention by triggering email and mobile campaigns when and where users are most likely to be receptive.

MOBILE DATA

PURCHASE DATA

BROWSE DATA

EMAIL DATA

REACT IN REAL-TIME WHERE CUSTOMERS ARE MOST LIKELY TO TAKE ACTION

The seamless flow of information between email and mobile channels allows you to trigger cross-channel campaigns in real-time based on customer behavior. Easily create rules to prioritize certain message types to automatically reach customers on their preferred channel.
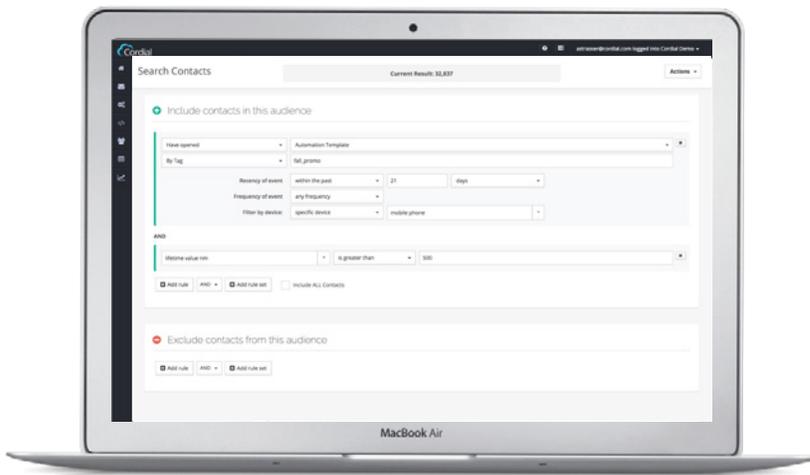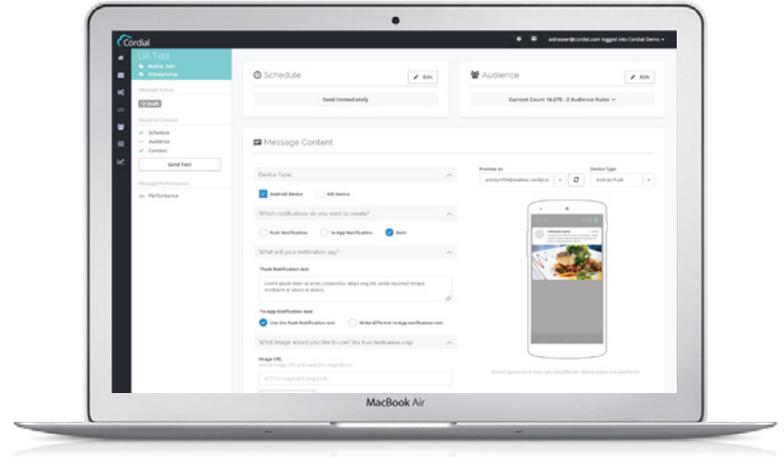
CREATE A CONSISTENT AND VALUABLE BRAND EXPERIENCE

- ✓ Trigger a rich push notification if a user does not open a browse or cart abandonment email within a certain window of time.

- ✓ Follow up with a personalized email if a user interacts with an in-app communication

- ✓ Send back in stock, markdown, low inventory, and new arrival alerts in your mobile app based on web browsing history and email behavior.

EXPAND YOUR TOOLSET WITH RICH PUSH NOTIFICATIONS AND IN-APP MESSAGES

Drive higher response rates with personalized brand-centric push notifications and in-app messages. Transcend the traditional text-based notification and delight your customers with images, audio and video. Further engage customers with in-app messages that deep-link users to valuable content during critical moments.

BUILD AUDIENCES BASED ON REAL-TIME EMAIL OR MOBILE USAGE

Create hyper-targeted customer segments based on event, behavior, and geo-location data to target and retarget high-value customers who engaged with your brand via email, mobile or web. Build persistent brand experiences that create trust and inspire action.

JOIN 150 INNOVATIVE COMPANIES WHO **SEND BETTER EMAIL** WITH CORDIAL