

**Connect & Convert:**

# Mastering Cross↔Channel Orchestration for Growth

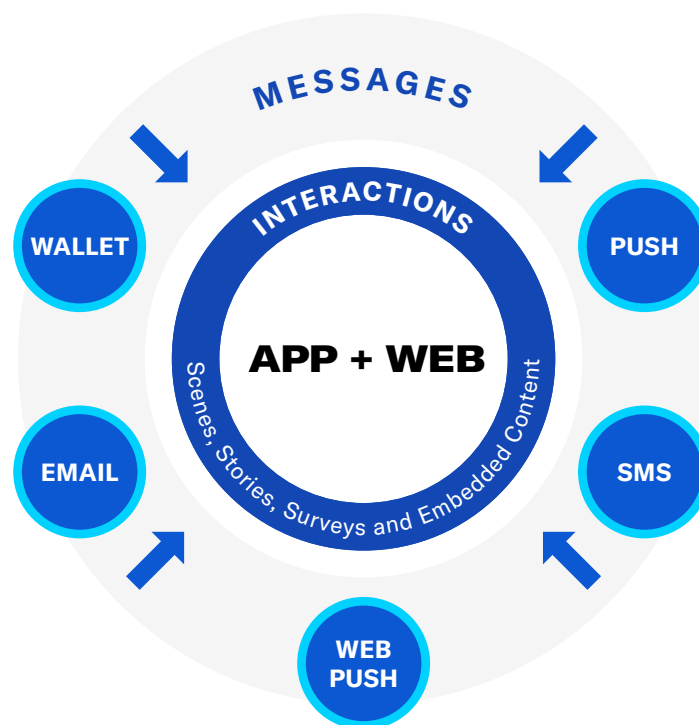
Meet Your Customers When and Where  
It Matters Most

# Building a Growth Engine with Cross-Channel Orchestration

Consumers flit between an ever-growing number of channels, platforms and devices — often within hours and sometimes even minutes. New research from Salesforce found that consumers interact with brands on average across nine different touchpoints. For growth teams tasked with bringing customers to brand-owned destinations — apps, websites and physical locations — this fragmentation presents a real challenge. How do you **deliver unique, consistent value to customers on their channels of choice to build a habit of repeat engagement and conversion?** With substantial time and resources invested into growth campaigns, brands can't afford to get it wrong.

Given the pace of digital evolution today, capturing and retaining customer attention will always be a moving target. Success starts first and foremost with embracing a cross-channel strategy — one that empowers you to **build, iterate and optimize an experience around the customer, not the channel.** That way, regardless of how customer preferences and behaviors evolve, you can deliver unique value where and when it matters most. Done right, this will build an engine for repeat conversions and sustained loyalty, laying the groundwork for improved customer lifetime value and revenue growth.

Drawing on over a decade of expertise at the forefront of customer experience innovation with the world's leading brands, we've curated a playbook to help you unlock the full power of cross-channel orchestration and capture more value from customers. We also share success stories from brands leveraging these steps to outperform their peers.



# Here's What We Mean When We Say “Cross-Channel”

Integrated and contextually orchestrated messages and interactions,  
delivered across customers' channels of choice and grounded  
in a mutual exchange of value.

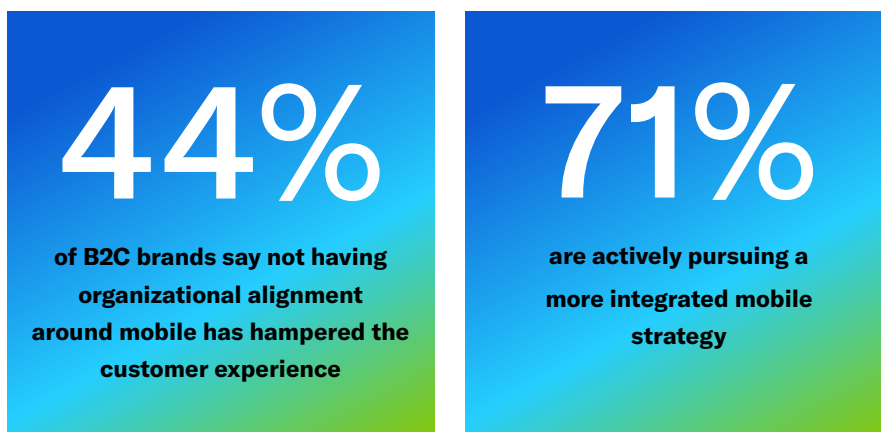
With strategic experimentation and data-driven decision-making,  
growth teams can allocate time and resources where  
it matters most for the brand and the customer.

# Mobile is the Linchpin of Effective Cross-Channel Orchestration

**Mobile devices are the center of the brand-customer relationship today.** They're where customers browse, compare products, make purchases, share feedback, refer their friends and perform a range of other high-value actions. This "always-on" connectivity provides unparalleled opportunities to deliver meaningful, real-time experiences that drive loyalty and conversions.

**Mobile is also the bridge between online and offline experiences.** By 2027, Forrester [predicts](#) that 70% of total U.S. retail sales will be "digitally influenced," — purchases by consumers who research products online but buy them at the store. Mobile wallets, location-based messaging and QR codes have emerged to help brands capitalize on this trend via smartphone, weaving together digital and physical touchpoints to deliver more value and convenience.

**In other words... if you aren't putting mobile at the center of your cross-channel strategy, you're missing out on a big opportunity to capture value across the entire customer lifecycle.**



# The Big Problems That Need Solving

## Channels Are Managed in Silos

Customers expect brands to show them they know them — no matter where they choose to engage. But, with channels often managed by different teams, brands struggle to build a single source of truth and deliver unified interactions considering previous engagement.

## Visualizing and Creating Content for Cross-Channel Journeys is Hard

For years, journey mapping has been a highly visual, manual and time-consuming process. Often, teams have limited resources and bandwidth to create and test content for every touchpoint at the speed and scale need to continually optimize for growth. This is only getting more challenging with increasing digital fragmentation.

## Access to Actionable Data is Declining

Brands can no longer rely on third-party data to shape customer understanding. Data privacy regulations have placed a keen focus on collecting zero- and first-party data via owned channels and destinations. But, even with a wide breadth of owned data, interpreting and acting on it can be challenging.

**47.5%**

say multiple teams or an agency manage the various components of their mobile strategy

**90%**

acknowledge that a fragmented mobile marketing strategy presents a significant obstacle to their success

**80%**

cite a lack of access to required data is a challenge

## The State of Mobile Strategy: 3 Steps to Avoid Fragmentation

[Download Airship + EMarketer's "State of Mobile Strategy" for more insights](#)

# 5 Steps to Master Cross-Channel Orchestration

The most successful brands reach customers in a way that matches how they consume content today — carrying their context and preferences across channels and destinations.

These five steps will position you to evolve strategies along with your customers to drive repeat engagement and conversions.

## 1. Identify the Customer →

Connect interactions from different channels and destinations, and build a unified view of the customer to deliver cohesive experiences.

## 2. Don't Guess. Ask for Preferences →

Ask customers how, when and where they want to be engaged, so you can reach them when they are most receptive to your content.

## 3. Orchestrate by Goal, Not Channel →

Build channel-agnostic customer journeys around business objectives, using AI and experimentation to accelerate time to value.

## 4. Test & Optimize the End-to-End Experience →

Embrace a culture of experimentation to optimize messages and interactions, going beyond engagement metrics to understand the full impact of your efforts.

## 5. Collect Zero-Party Data to Scale Personalization →

As reliance on third-party data dwindles, prioritize zero-party data collection and enrichment to deliver unique value across channels.

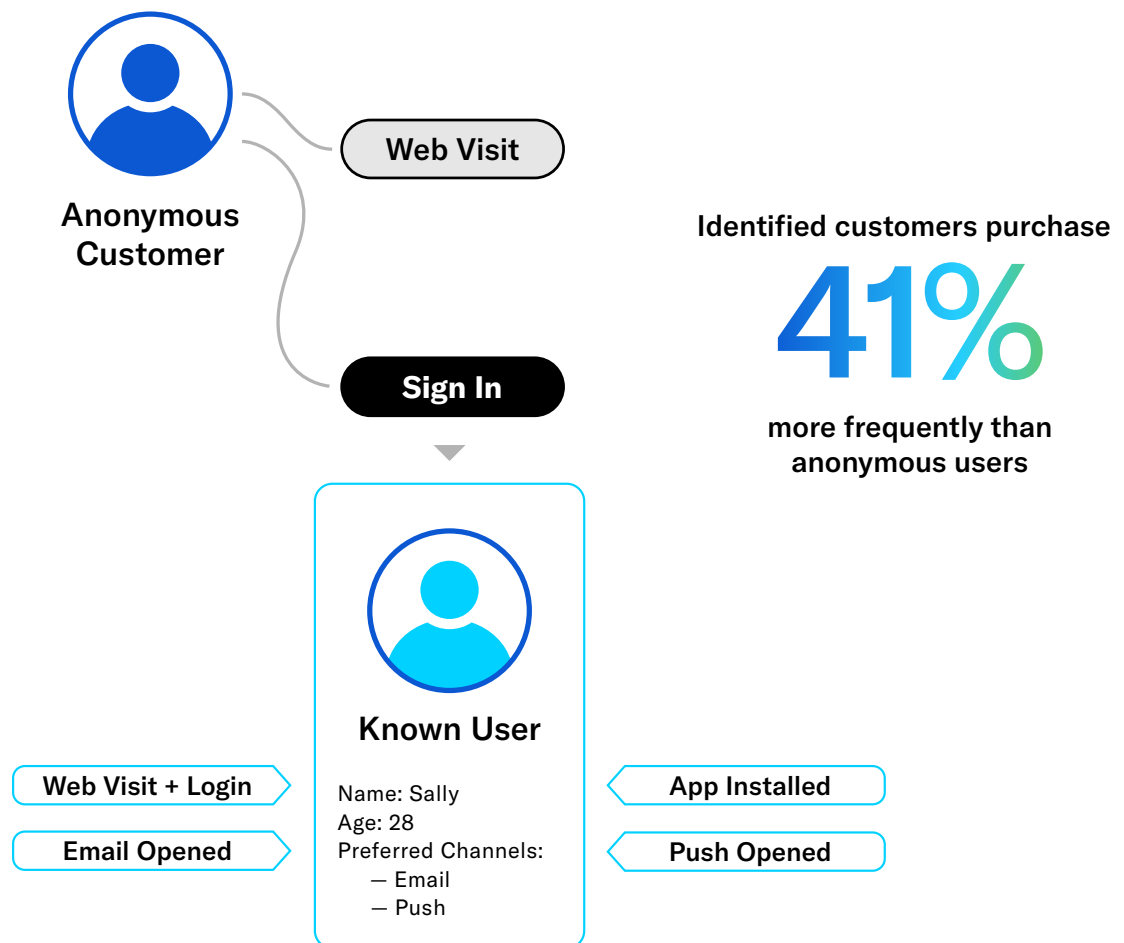
## STEP 1

# Identify the Customer

Successful cross-channel orchestration guides customers to take a high-value action — download an app, opt in to channel communications or make a purchase, for example. But disconnected or repetitive interactions across channels or destinations often get in the way of this. Turning anonymous browsers into identified customers early in the relationship — ideally during the activation lifecycle phase — tackles this challenge, laying the groundwork for all future interactions.

An identified customer is one who has provided information that allows you to identify them on a recurring basis across one or more channels. Recognizing individuals across channels allows you to break down silos and connect all data from every touchpoint for a more holistic view of the customer.

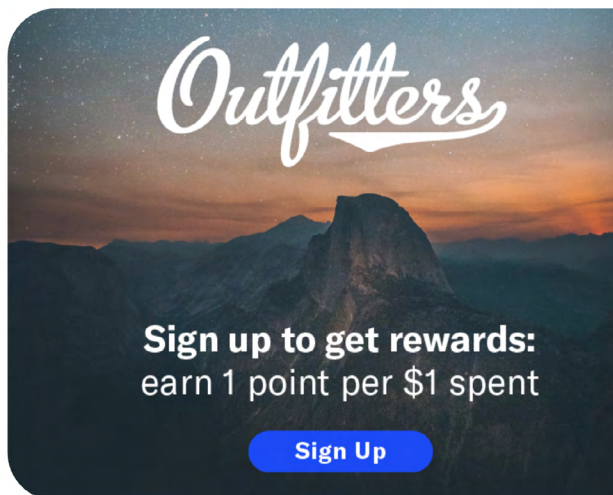
**The result? Deeper personalization and more unified experiences everywhere for the customer, and improved attribution and ROI for your brand.**



## Prioritize the Onboarding Experience

During onboarding, build a [Scene](#) to highlight the value of signing in or offer incentives at first app or web visit. Airship research shows that apps running [onboarding campaigns](#) have 78% more identified users than their category average.

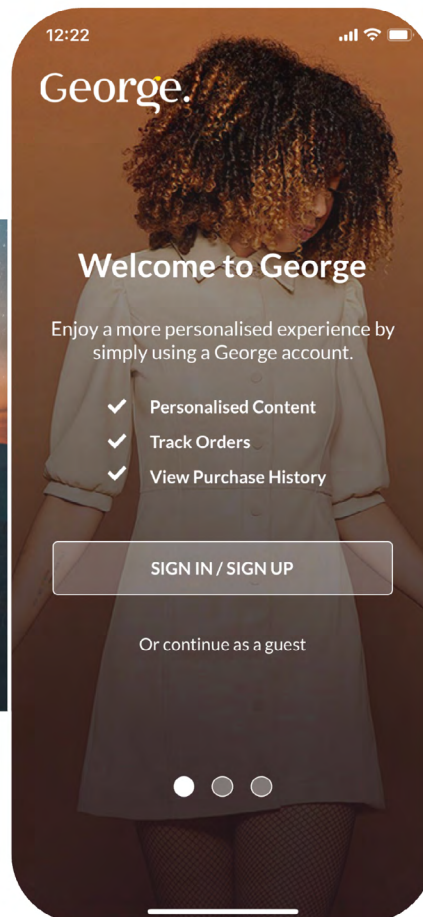
Curious where your identified user performance stacks up against others in your industry? Download our [Mobile Lifecycle Activation Benchmarks](#) to find out. Our research shows that top performers in the Activation phase have an average of 20% more identified users than the category average.



Apps running onboarding campaigns have

# 78%

more identified users than their category average



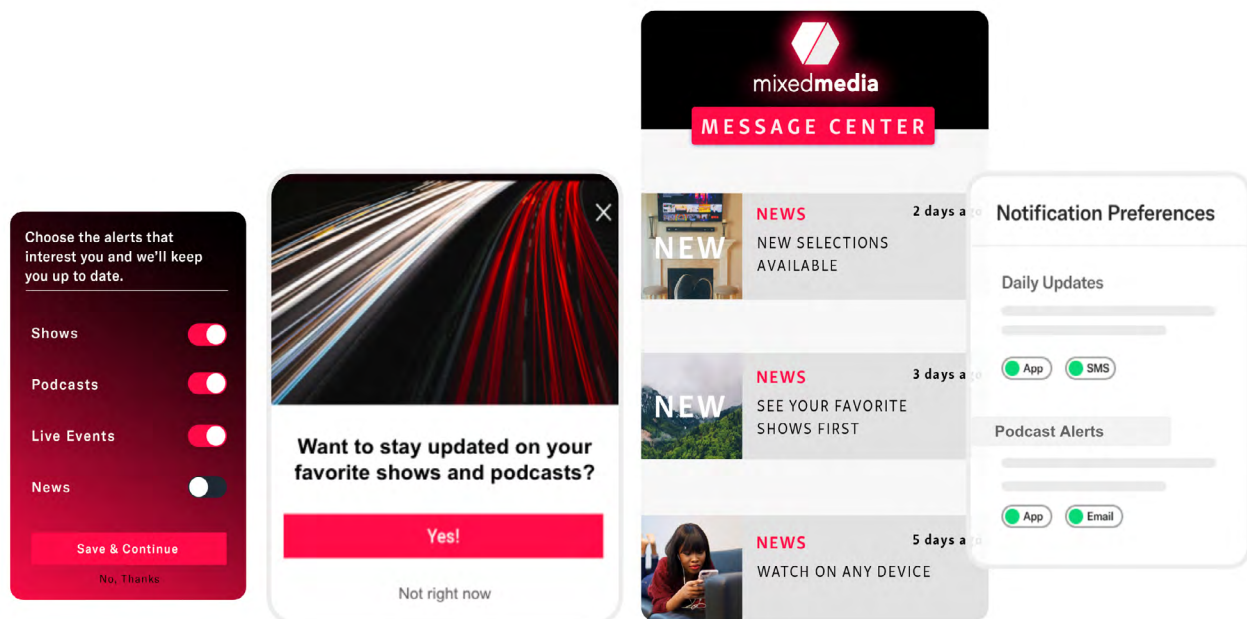


## STEP 2

# Don't Guess. Ask for Preferences

Once you've identified the customer, you can build a profile. The success of a cross-channel strategy starts first and foremost with an understanding of where, when and how often your customers want to be engaged. Each channel offers a unique advantage and not everyone wants to receive the same content everywhere.

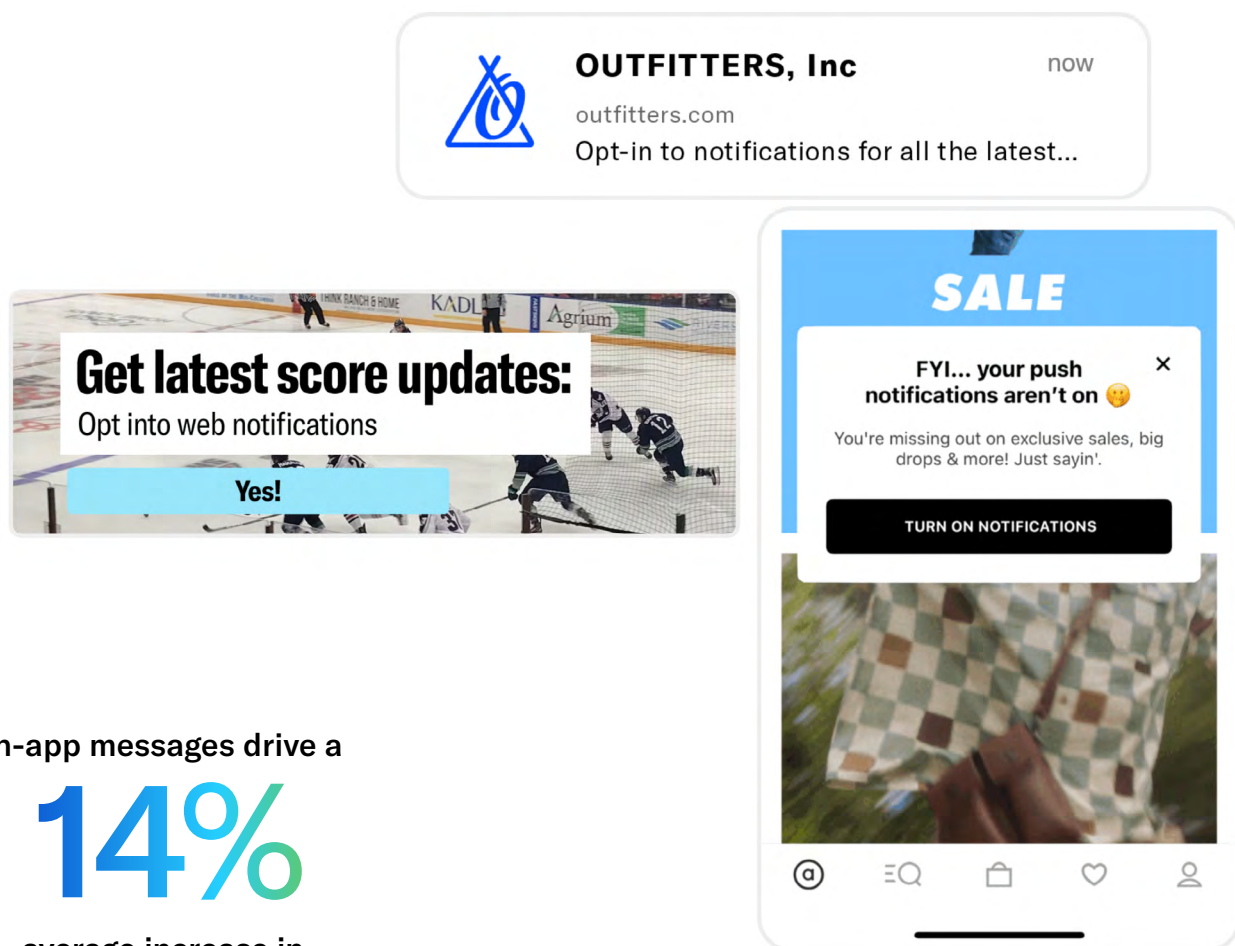
An app or web [Preference Center](#) is the best way to gather information about your customers' ideal communication channels and content interests. With these insights, you can integrate your brand more seamlessly into customers' lifestyles and reach them when they will be most receptive to your message. Empowering customers to choose what they receive and when will ultimately pave the way for deeper trust and a more equitable value exchange.



## Look to In-App Experiences to Maximize Permissions

Gathering preferences is an opportunity to maximize customer reach by securing opt-in permissions. If you don't secure channel opt-ins right away, consider a retargeting campaign.

Airship customer research shows that [in-app messages](#) drive a 14% average increase in opt-in rates when targeted to opted-out users. They're a powerful vehicle for demonstrating the value of sharing channel preferences and encouraging opt-ins for not only push notifications, SMS and email.



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# Customer Spotlight:

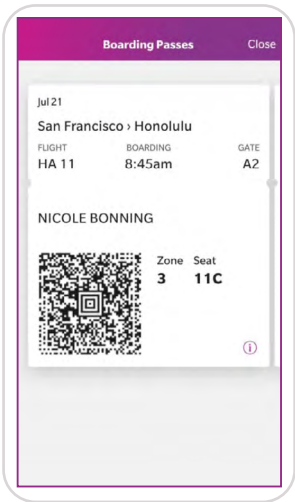
## Cross-Channel Orchestration in Action

Today’s travelers rely heavily on digital interfaces to manage bookings and plans. Airlines must deliver fast, transparent communication to reduce customer stress and increase satisfaction. To meet these expectations, Hawaiian Airlines improved the end-to-end customer experience with a unified, cross-channel approach, offering all the real-time information passengers need to feel ready for travel.



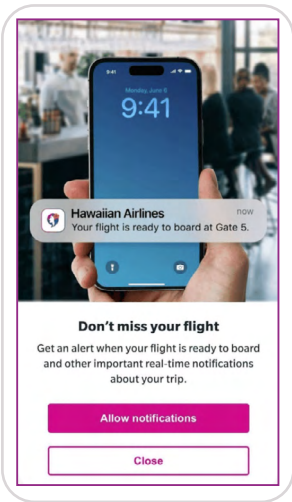
### Growing App Usage with Wallet

Hawaiian Airlines introduced Google Wallet boarding passes so they could reach all customers with highly visible, day-of-travel notifications.



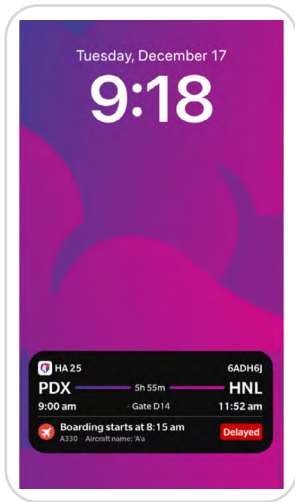
### Boosting Wallet Adoption and Push Opt-Ins with Scenes

Hawaiian launched a Scenes campaign, highlighting the Google Wallet boarding pass, as well as the new “Ready to Board” alert to encourage push opt-ins.



### Elevating Day-of-Travel with Live Activities

To convey real-time information to travelers, Hawaiian Airlines implemented Live Activities — taking only two weeks from inception to go-live in the app.



### THE IMPACT

+13% 6.5x

YoY audience app usage

more registrations upon first app open

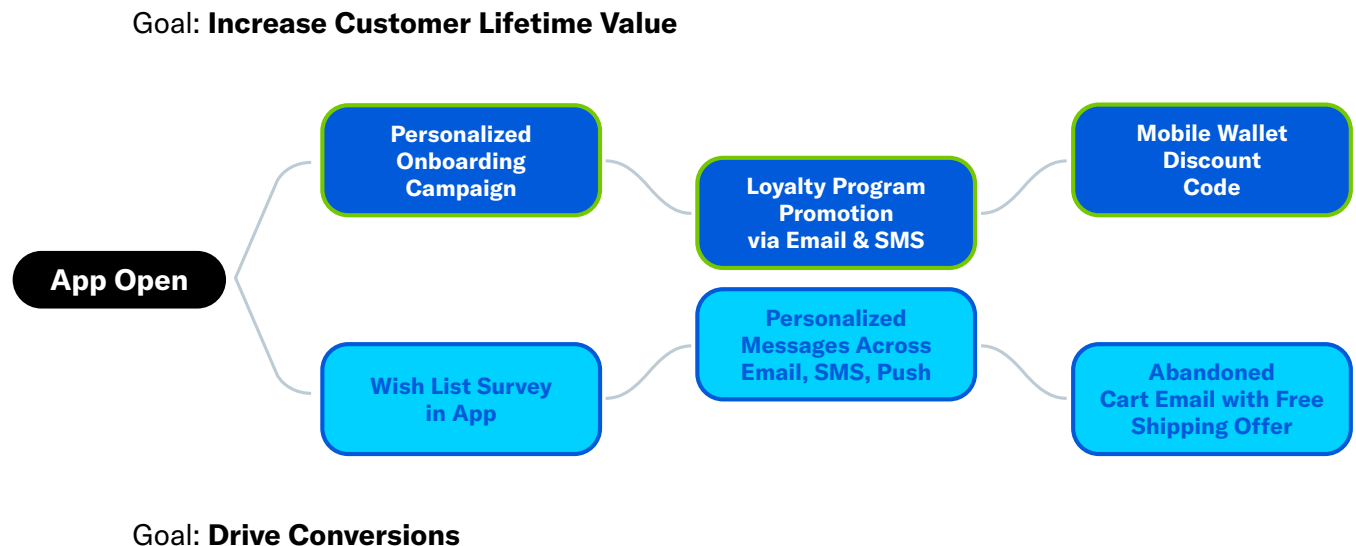
### STEP 3

## Orchestrate by Goal, Not by Channel

Once you know when and where your customers are engaged, it's time to start moving them toward action. With consumer preferences and behaviors evolving and new engagement opportunities popping up daily, **growth teams need an agile and fluid approach to customer journey mapping and content creation** to ensure a customer reaches their destination as seamlessly as possible. Successful cross-channel orchestration **focuses on the outcome, not the channel**.

Consider cost, priority channels and recent user behavior into journey orchestration **to create the most efficient path to goal fulfillment and accelerate time to value**.

Here's a look at how different goals require different paths and touchpoints:



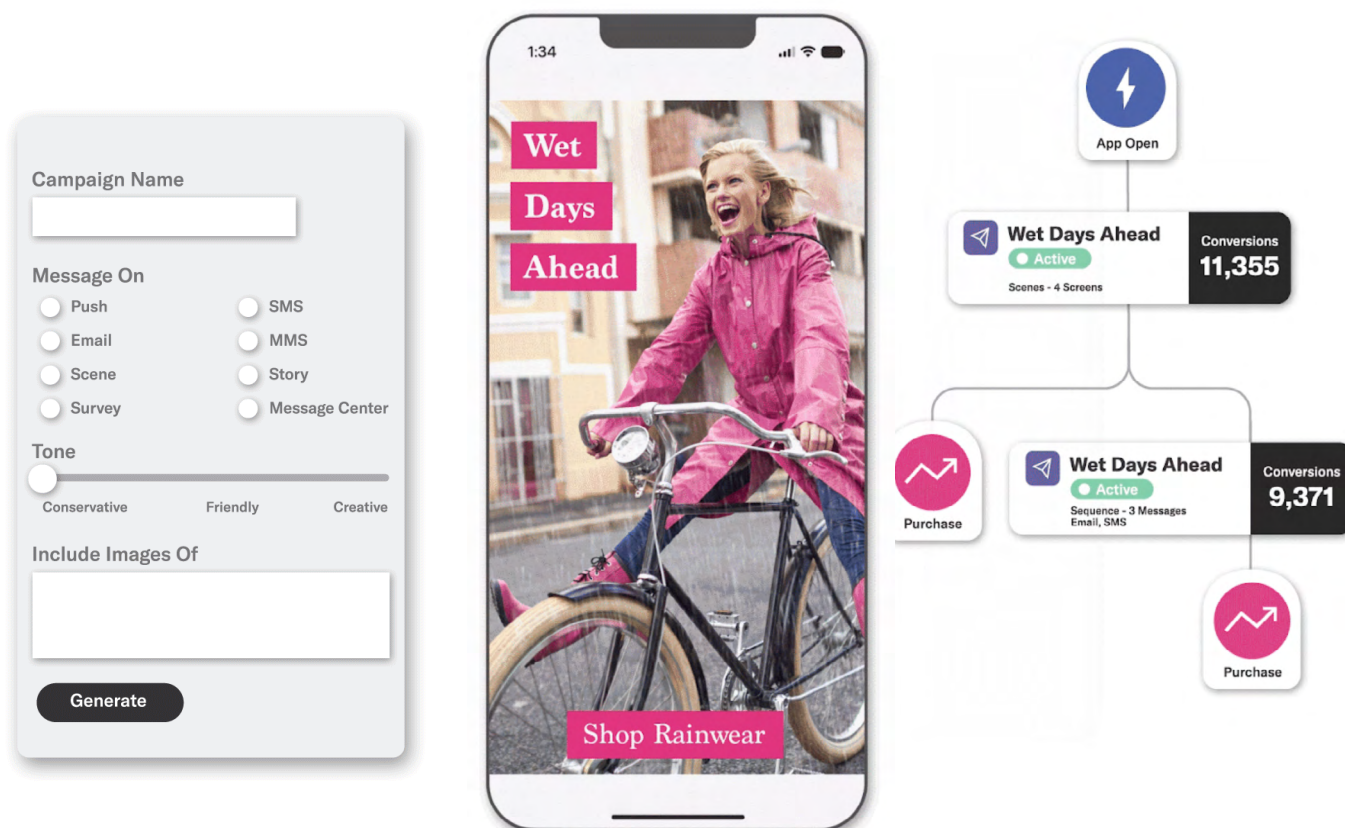
## Lean on AI to Scale Cross-Functionally

Delivering a memorable experience on one channel is no easy feat. Scaling across multiple channels and devices is exponentially harder – especially when channels are managed by different teams with varying goals.

AI now empowers teams to rapidly create customer journey maps and experiences based on business objectives, offering the most direct and valuable path to conversion. You can quickly generate and test contextually-relevant content for each channel, while ensuring each touchpoint guides customers to value.

**Consider how much time you would save if you didn't have to manually create copy or visual variations** for every channel specification... for every audience... and every A/B test.

**AI can also help you scale cross-channel personalization — analyzing behaviors, preferences and past interactions within seconds to tailored, real-time experiences.** For example, in an abandoned cart campaign, it can emphasize key product characteristics, next-best offers or even experiences to gain more customer insight to feed predictive models and recommendation engines.



With **Journeys AI**, you can instantly create journey maps and content from cross-channel messages and app + web interactions.

[Learn How](#)



# Customer Spotlight:

## Cross-Channel Orchestration in Action

Despite recognizing the value of app users, online marketplace bol noticed a decline in new app downloads and stagnation in opt-ins. The lean team set out to create and scale unique selling propositions for its app to outpace steep e-commerce competition. With Airship, bol scaled segmentation and personalization to boost engagement and conversions, including app downloads and opt-ins.



### Scaling Zero-Party Data with Cross-Channel Messaging

bol encouraged customers to share their product wish lists and receive exclusive alerts across email, in-app messaging and push notifications when those products were discounted in return.



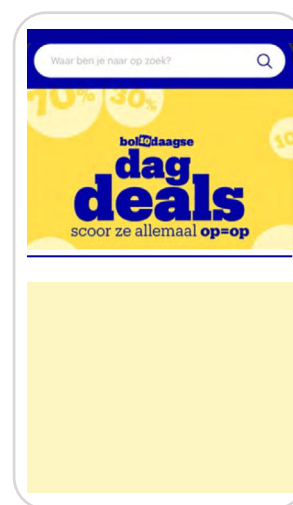
### Driving App Engagement with Targeted Alerts

Once customers shared a wish list, bol delivered tailored offers as soon as the desired products were discounted, making it a key driver for opting in to notifications and using the app as a primary shopping destination.



### Optimizing with Experimentation & Automation

bol automated notifications with backend queries running every hour to identify discounts, and tested minimum discount percentage and contact frequency to improve conversions.



**bol** Delivers Outstanding Results for their 10 Days Campaign

### THE IMPACT

3x

higher opt-in rates

2x

higher app installs than previous campaigns

+25%

uplift after bol 10 days

## STEP 4

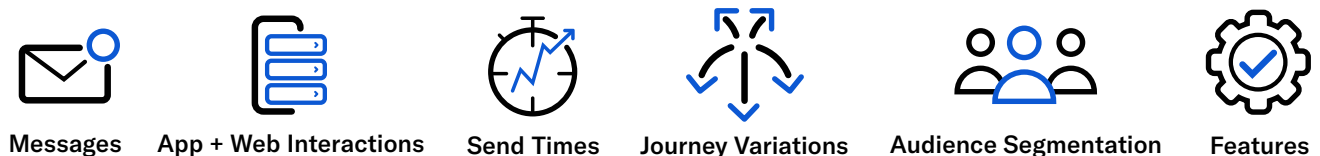
# Test & Optimize the End-to-End Experience

Given the pace of digital evolution and shifting consumer behaviors, brands must continually optimize the end-to-end experience to adapt and retain today's customers. This starts with understanding what's working or not, so you can allocate time and resources where they will have the most impact.

Traditionally, brands have focused on optimizing for engagement. While engagement metrics can reveal information about a particular message or interaction, they fail to showcase the quality of that interaction or its impact on the customer's overall journey. This means **you need to go beyond open rates and clicks to measure conversions and loyalty, bringing greater focus on the holistic customer relationship rather than isolated interactions.**

To capture the most value from customers while reducing spend, brands must test and optimize the performance of every audience segment, journey, feature, experience and message with A/B & multivariate tests, feature flags and holdout experiments. Every customer interaction is an opportunity to learn what they care about and optimize your strategy to more effectively drive valuable outcomes.

**Adopting a culture of experimentation allows you to identify which channels, strategies or audiences create the most value for your brand, so you don't waste resources on ineffective efforts.**

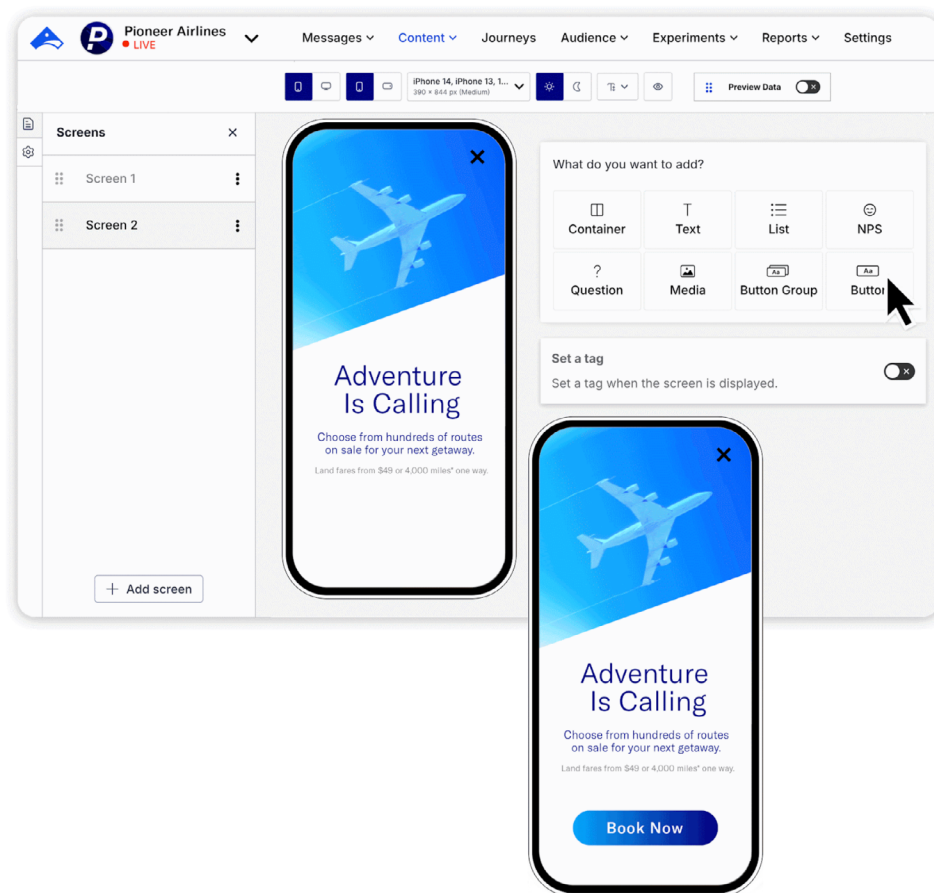


← Testing the End-to-End Experience →

## Go No-Code for Organizational Agility

To truly embrace a culture of experimentation, your entire team — non-technical or otherwise — must be empowered to quickly test, deploy and optimize cross-channel messages and experiences based on performance insights and customer feedback. **Growth experiments can only succeed if you can overcome lengthy development cycles.** No-code capabilities democratize experimentation, offering the speed and flexibility to accelerate growth.

More importantly, teams can work cross-functionally, rather than in silos, to deliver the **seamless and unified experiences that today's consumers demand.**





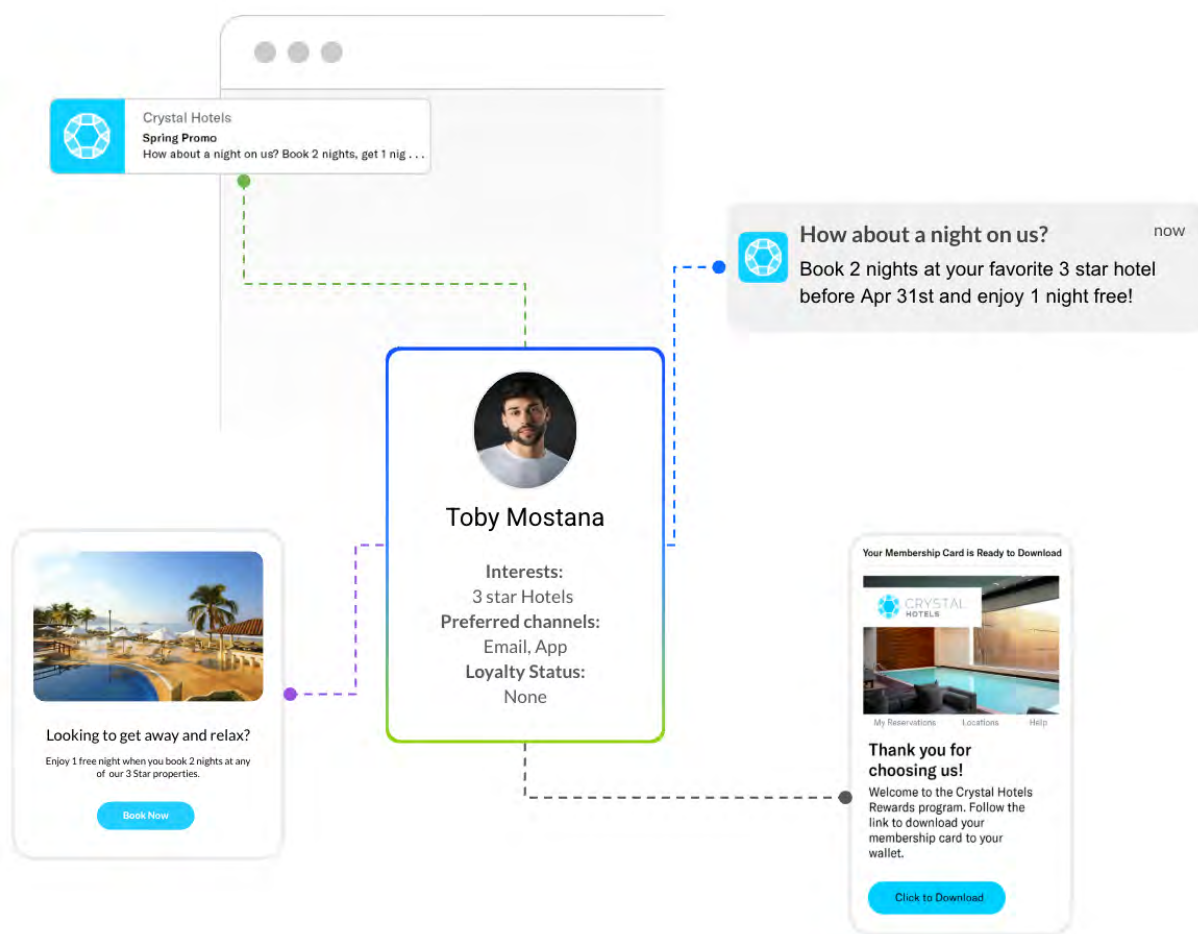
## STEP 5

# Collect Zero-Party Data to Scale Personalization

Cross-channel success is contingent on your ability to **personalize experiences everywhere a customer chooses to engage**. As reliance on third-party data dwindles, and channel silos persists, personalizing the end-to-end customer experience has become more challenging.

**Deliberate zero-party data collection strategies are helping brands build a more unified, accurate view of the customer** — grounded in a reciprocal value exchange.

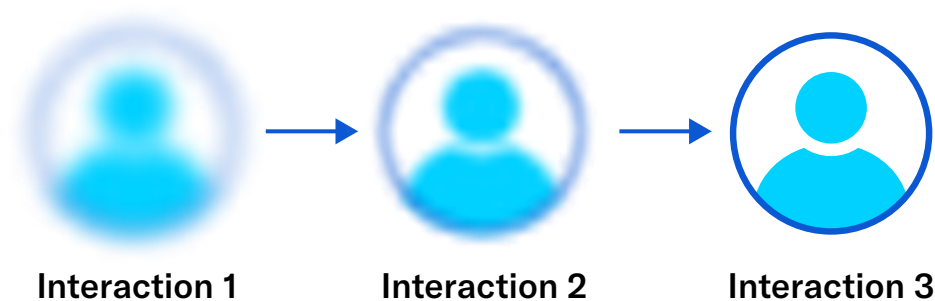
Using explicit preferences not only peaks customer interest but also improves revenue growth. Twilio Segment found that customers spend 38% more on average when their experience is personalized.



## Opt for Progressive Profiling

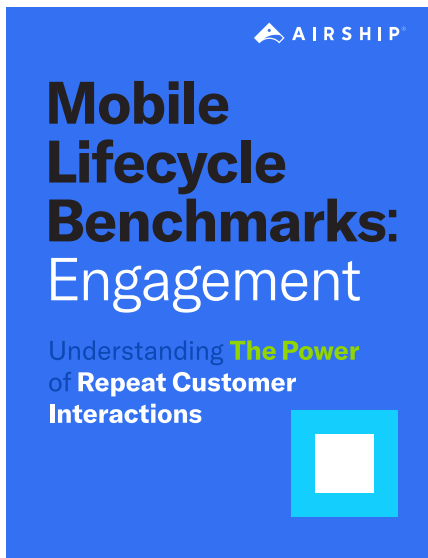
Consumers are [more willing than ever](#) to share information about themselves in exchange for more personalized experiences. But you're unlikely to get a complete customer profile the moment someone first opens your app or website — and that's okay. **Progressive profiling allow you to gather more relevant data with contextual requests that make your intention and respect obvious.** This method of building trust enables customers to gain comfort and see the value of sharing more information over time.

Great customer experiences incentivize them to share more data as needs and interests change, which in turn allows brands to serve them better over time. Interactive elements like quizzes and surveys or even gamification facilitate data collection while providing value to the customer. Experimentation will come in handy here in optimizing your zero-party data collection strategies, including the context, value and simplicity with which asks are made. This keeps the data collection experience engaging for the customer and grows the value and insight over time.



Progressive profiling ultimately empowers you to clearly define customers' digital personas and deliver tailored content that fosters more engagement and conversions. You can then optimize segmentation for hyper-personalization, **ensuring every message or interaction hits the mark.** You no longer have to rely on guesswork to build and optimize audience segments. This level of granularity empowers brands to get even more targeted with the experiences they deliver to customers, highlighting tailored content, product recommendations and offers.

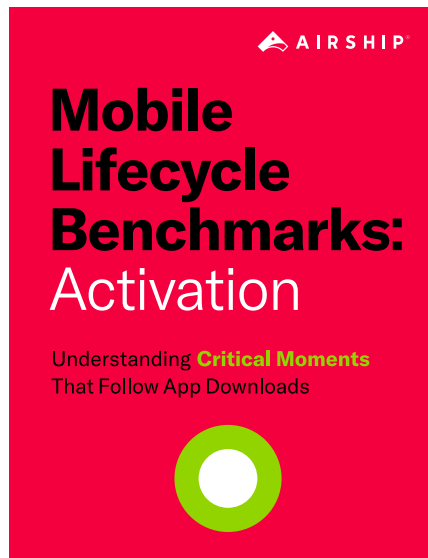
# More Resources to Master Cross-Channel Orchestration



## Mobile Engagement Lifecycle Benchmarks

Discover critical benchmarks associated with the Engagement phase of the customer lifecycle. See how your campaigns stack up to the competition and learn the characteristics of top-performers.

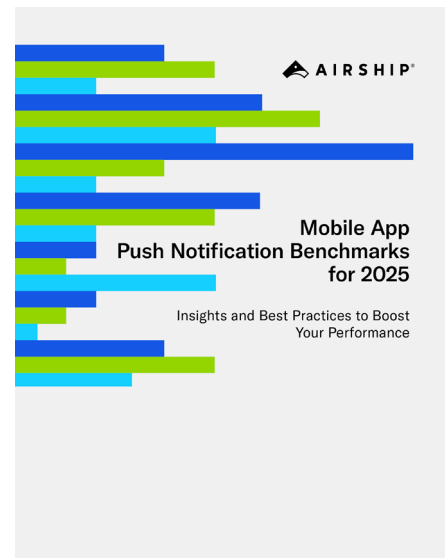
[Read Now](#)



## Mobile Activation Lifecycle Benchmarks

Discover critical benchmarks associated with the Activation phase of the customer lifecycle. See how your campaigns stack up to the competition and learn the characteristics of top-performers.

[Read Now](#)



## Mobile App Push Notification Benchmarks for 2025

This report provides the most up-to-date performance insights to inform your push strategy and see how your campaigns stack up to the competition for critical metrics.

[Read Now](#)

# Ready to Get Started?

[Try Airship Now](#)[Talk To An Expert](#)

## About Airship

Airship is trusted by world's leading brands such as Alaska Airlines, BBC and The Home Depot to drive revenue growth and customer loyalty with exceptional cross-channel customer experiences. Today brands are challenged to deliver seamless, unified customer experiences across a fragmented array of channels and devices— apps, websites, email, SMS, wallets and more.

Airship's no-code, AI-powered platform was designed with non-technical, growth-focused teams in mind, making it easy to create, test and orchestrate hyper-personalized experiences across all channels. With the ability to easily enrich customer data and rapidly launch growth experiments, Airship enables brands to deliver consistent, meaningful interactions that accelerate conversion and foster deeper customer loyalty.

1 | FORTUNE  
4 | 500

TRUSTED BY THE WORLD'S  
Leading Brands

BBC

Allstate

CHIPOTLE

WSJ

Alaska  
AIRLINES

THE  
HOME  
DEPOT

AIRFRANCE KLM

PayPal

Carrefour



orange™

SEPHORA

vodafone

Saks  
Fifth  
Avenue

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