Turn Browsers into Spenders with Seamless Cross-Channel Customer Journeys

The value creation and revenue opportunity during the holiday season is unparalleled. Retailers see a flood of new app installs and higher-than-average web traffic during peak shopping periods, which means more active shoppers and more dollars on the line. But most struggle to unlock long-term value from the surge.

As economic uncertainty and price sensitivity loom, brands are up against even stronger headwinds. Forrester predicts that brand loyalty will decline 25% this year with shoppers switching to brands that can deliver clear ongoing value beyond indiscriminate price shopping.[1] The stakes are high to meet customers where they are with the right offers at the right time to maximize conversions.

The good news is that you don't have to leave conversion up to chance. Strategic cross-channel orchestration ensures every touchpoint counts toward your goals — no unnecessary steps or disconnected interactions to risk drop-off. Building a strategy to guide customers to value can make or break their decision to stay loyal or simply jump to the next best option.

While the shopping journey looks different for everyone, we've put together five cross-channel experiences spanning app, web, email, SMS and even mobile wallet to inspire your strategy and effectively guide customers to value this holiday season.

Forrester predicts that
brand loyalty will decline

25% this year
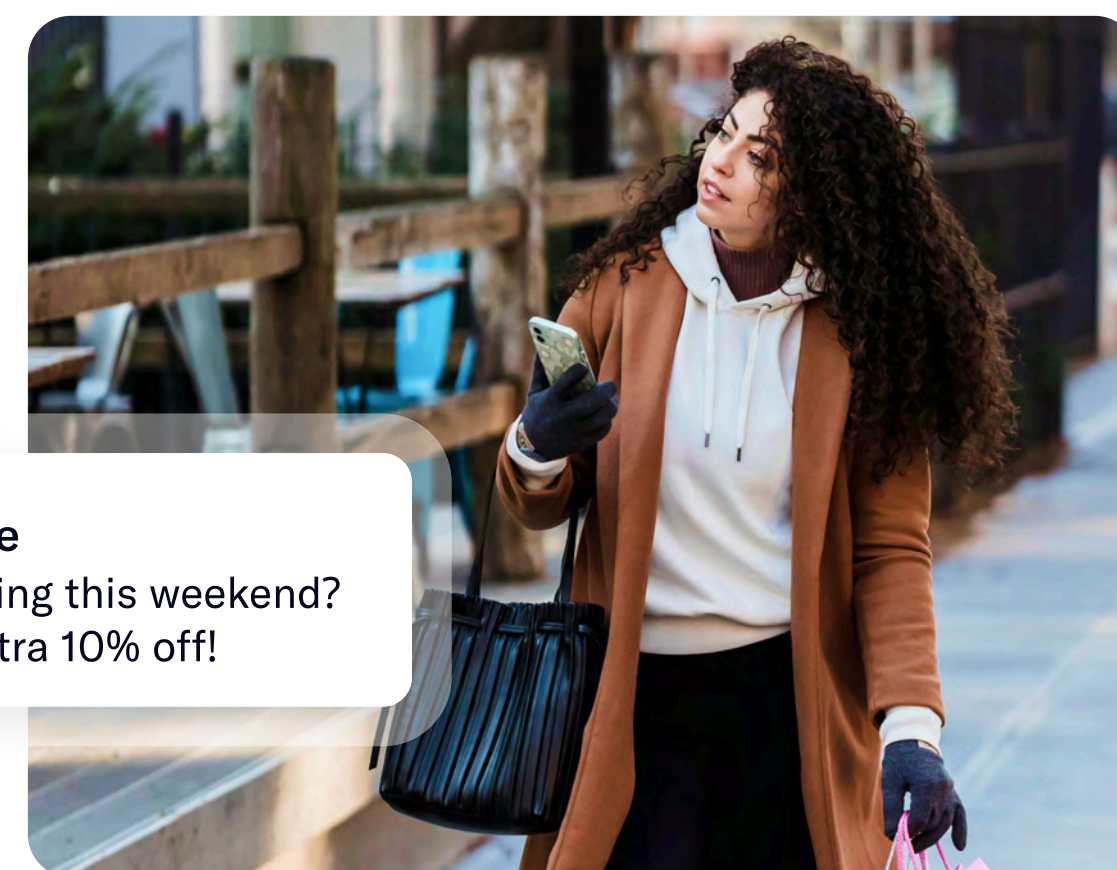
23/Grande
Out shopping this weekend?
Take an extra 10% off!

1. Forrester Research, Inc., "Predictions 2025: Consumers," October 21st, 2024

How to Use This Guide

We hope this guide will serve as a source of inspiration during planning and execution to help you visualize what's possible with intentional cross-channel orchestration. Of course, every brand and customer is different so it's important to note that a "set it and forget it" mentality won't be effective. Here are a few things to keep in mind as you customize these experiences for your unique goals:

Prioritize Customers' Channels of Choice

Focus on the channels where customers will be most receptive to hearing from you. While we've outlined different journeys throughout the guide, most if not all can be swapped for another. For example, if cost is a concern, prioritize email over SMS. If achieving a higher open rate is more important, swap the order. Considering a customer's last active channel can also be effective way to maximize reach.

Embrace Growth Experimentation

You invest a lot into holiday season engagement, and you're under pressure to deliver high returns. Adopt an agile, data-driven approach, testing channels, segments, messages and more to zero in on what elements of the experience move the needle most for your unique goals. You can then allocate time and resources where they have the most impact.

Build for Mobile-First Audiences

The majority of our daily, ingrained habits – checking email, scrolling through social media, reading the news – are increasingly happening on mobile devices. Desktop shouldn't be an afterthought, but the mobile journey should be a top priority for successful orchestration. We've outlined several cases where web to app is central to the experience.

Personalization is Everything

It doesn't matter where you show up if content doesn't resonate with your target audience. Now is the time to start building up your customer profiles and putting the right framework in place to collect and activate the data you need to deliver offers and incentives that will move customers to action this holiday season. In the following pages, we'll offer a few ideas to help you get started.

Capture Product Wish Lists to Deliver
Hyper-Personalized Recommendations

**Solicit product
wish lists**

**Send a weekly round-up
email of wish list items**

**Highlight a discounted item
via rich push in real time**
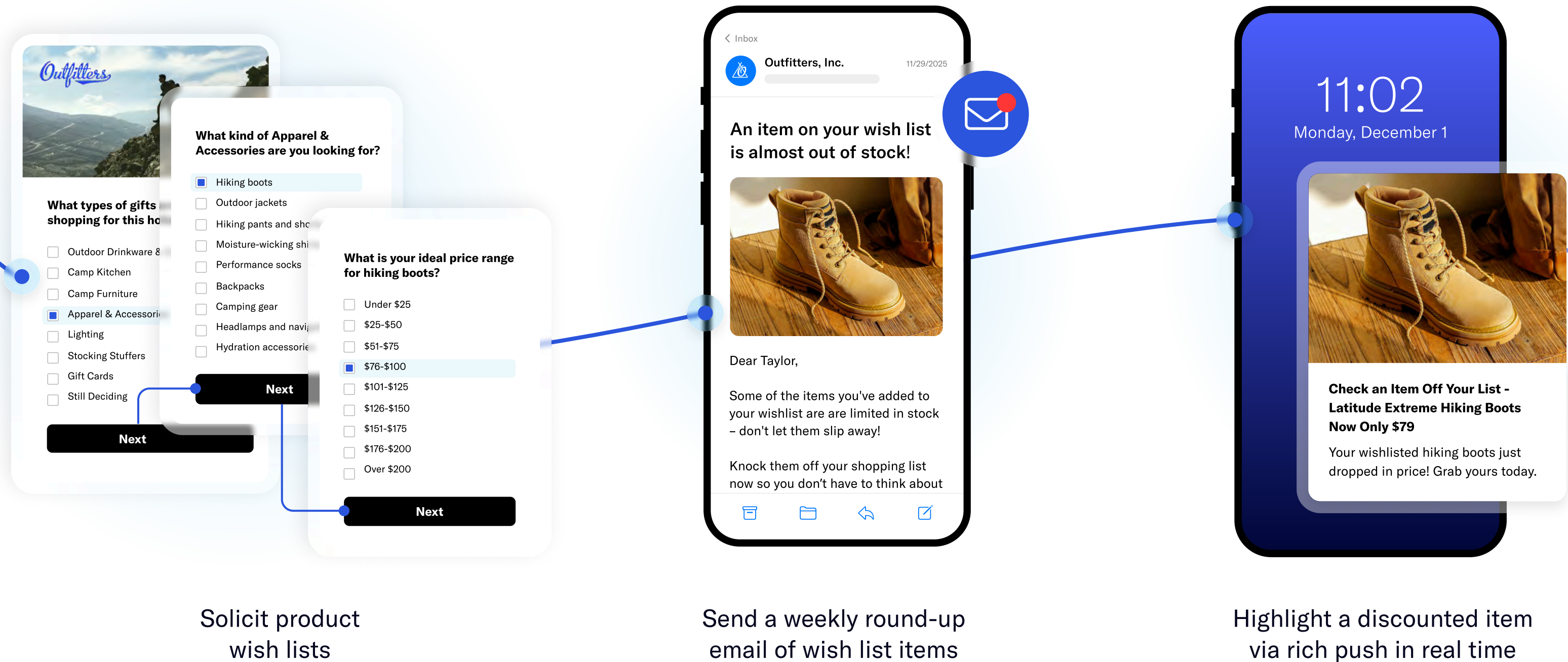
Brands using zero-party data to hyper-personalize experiences have seen a ↑**91% lift** in purchases

Why It Works

Holiday shoppers may not know exactly what they want, but they likely have a brand, category or even price range in mind. Capturing explicit interests allows you to deliver more targeted messaging that speaks directly to their needs and preferences, helping them find exactly what they are looking for faster. Better yet, it's consumers' preferred method of personalization so you'll likely build some trust with them, incentivizing loyalty and repeat conversions.

Did You Know?

With Airship Branching, you can create native & no-code surveys that allow you to create highly customizable experiences that adapt in real time based on customer clicks and responses.

Turn Web Visitors into **Opted-In Shoppers**

Sat. 2:05 PM

Send this message to opt in to receive notifications for exclusive discounts and free delivery offers.
[ref h937hu]

Delivered

WireHub

Lock in 30% off your next purchase when you download our app

Download Now

Top Categories

Sign in or create account to unlock

- Free Shipping
- Express Checkou
- Real-Time Order
- Exclusive Sales

Sign In

WireHub

Welcome to WireHub!

Your one-stop-shop for electronics gifting this holiday season!

WireHub

Don't forget to opt in to SMS for timely discounts and exclusive holiday product launches. Be the first to access them – even on the go, and enjoy free shipping on us!

Text Updates

Sat. 2:08 PM

WireHub: Great! You're on the list. Stay tuned for exclusive offers coming your way. Msg frequency varies. Msg&data rates may apply. Text STOP to end, or HELP for help.

Free delivery on your next online order! Use code FREEDLVRY76 during checkout. 🎉

Incentivize app downloads with interactive web experiences

Onboard with intention to drive sign ups and opt ins

Maximize reach with a seamless SMS opt-in process

Apps running onboarding campaigns see a ↑**40% increase** in opt-in rates over category averages
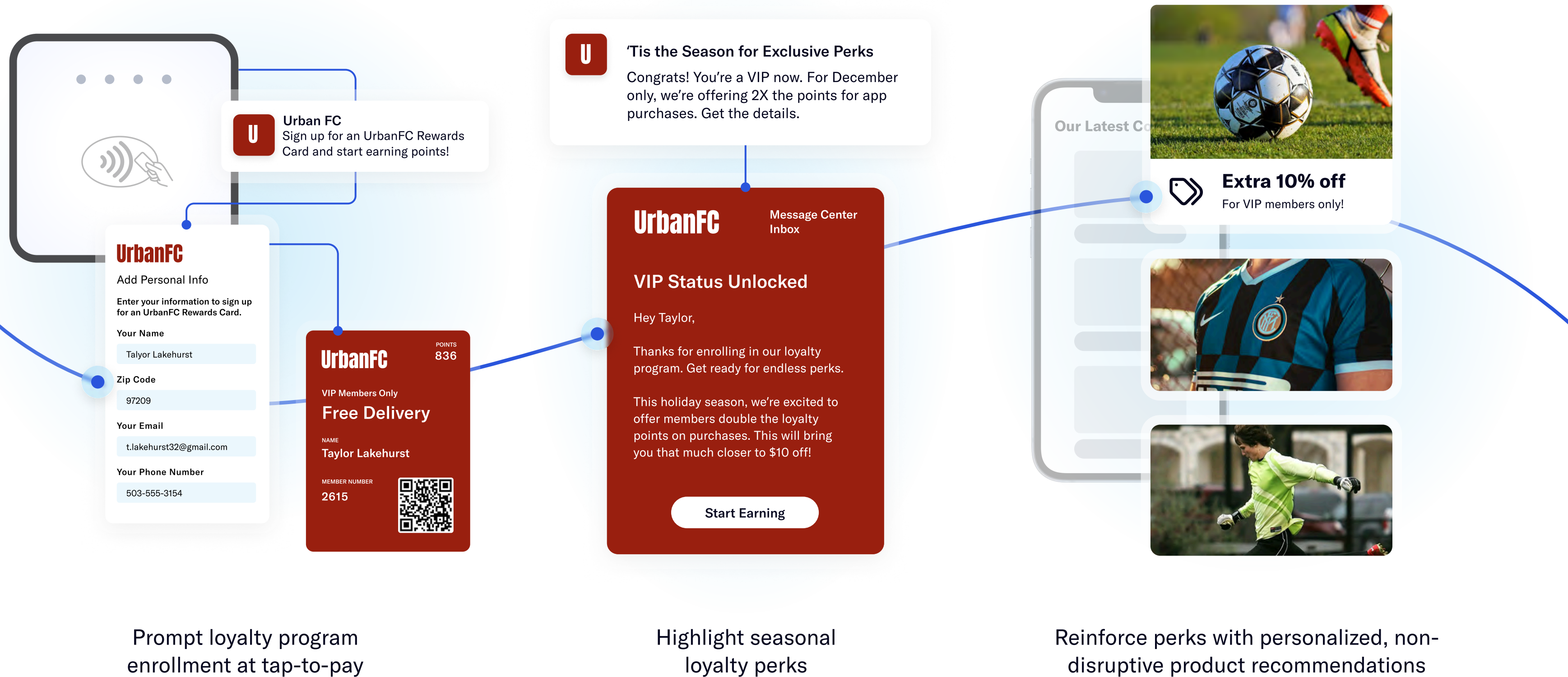
Why It Works

The modern digital shopping journey is far from linear – especially during peak exploration periods like the holiday season, when customers are bouncing from one place to another in search of the best deal or most unique gift. Not to mention, acquisition costs are through the roof and organic referral traffic continues to plummet. By converting web browsers into app users and maximizing opt-in permissions, you have an opportunity to capitalize on their moments of attention to eliminate reliance on cookies, reduce paid media spend and drive ongoing engagement.

Web-App Parity is a Must

Customers expect contextually-connected experiences regardless of where the engage. Prioritize web-app parity so that the transition from one to the other feels consistent and connected.

Streamline Loyalty Program Enrollment
and Incentivize Earnings

Urban FC
Sign up for an UrbanFC Rewards Card and start earning points!

UrbanFC
Add Personal Info
Enter your information to sign up for an UrbanFC Rewards Card.
Your Name
Talyor Lakehurst
Zip Code
97209
Your Email
t.lakehurst32@gmail.com
Your Phone Number
503-555-3154

UrbanFC
POINTS
836
VIP Members Only
Free Delivery
NAME
Taylor Lakehurst
MEMBER NUMBER
2615

U 'Tis the Season for Exclusive Perks
Congrats! You're a VIP now. For December only, we're offering 2X the points for app purchases. Get the details.

UrbanFC
Message Center
Inbox

VIP Status Unlocked

Hey Taylor,

Thanks for enrolling in our loyalty program. Get ready for endless perks.

This holiday season, we're excited to offer members double the loyalty points on purchases. This will bring you that much closer to $10 off!

Start Earning

Our Latest Co

Extra 10% off
For VIP members only!

Prompt loyalty program enrollment at tap-to-pay

Highlight seasonal loyalty perks

Reinforce perks with personalized, non-disruptive product recommendations

Why It Works

Signing up for a loyalty program can feel like a chore – and often, it's hard to see the immediate pay-off of enrollment. But they offer a great incentive for driving repeat purchases. By significantly streamlining the enrollment process with the click of a button and providing exclusive perks during the holiday season, you can drive conversions and deliver the added value that price-sensitive shoppers are seeking today.

Loyalty Programs Are In This Season

While brand loyalty is declining, loyalty program usage is on the rise, according to Forrester. Streamline the enrollment process to maximize conversions and customer lifetime value.

Drive In-Store Conversions with Digital Experiences

Sat. 2:05 PM

Still have some items to check off your holiday shopping list? Take 25% off when you shop in-store and walk away with an even better deal. Add the discount pass to your mobile wallet now!

23/GRANDE

In-Store Only
25% OFF

MEMBER ID
769264929

EXP:
10/05/28

7:24
Monday, December 9

23/G

In-Store Only
25% OFF

23/GRANDE

25% Off Just Around the Corner. Literally.

Still have some items to check off your holiday shopping list? Stop by while you're in the area and use your exclusive in-store discount.

< Inbox

23/G **23/GRANDE**   12/12/2025

Thanks for Stopping By!

We hope you and your loved ones enjoy your new items. You can find your receipt attached.

If you have a moment, we would love to hear about your experience today. Your insights help us do even better in the future.

Take the Survey

Share a special holiday mobile wallet discount code via SMS, email or app

Send a geo-triggered rich push of the coupon code
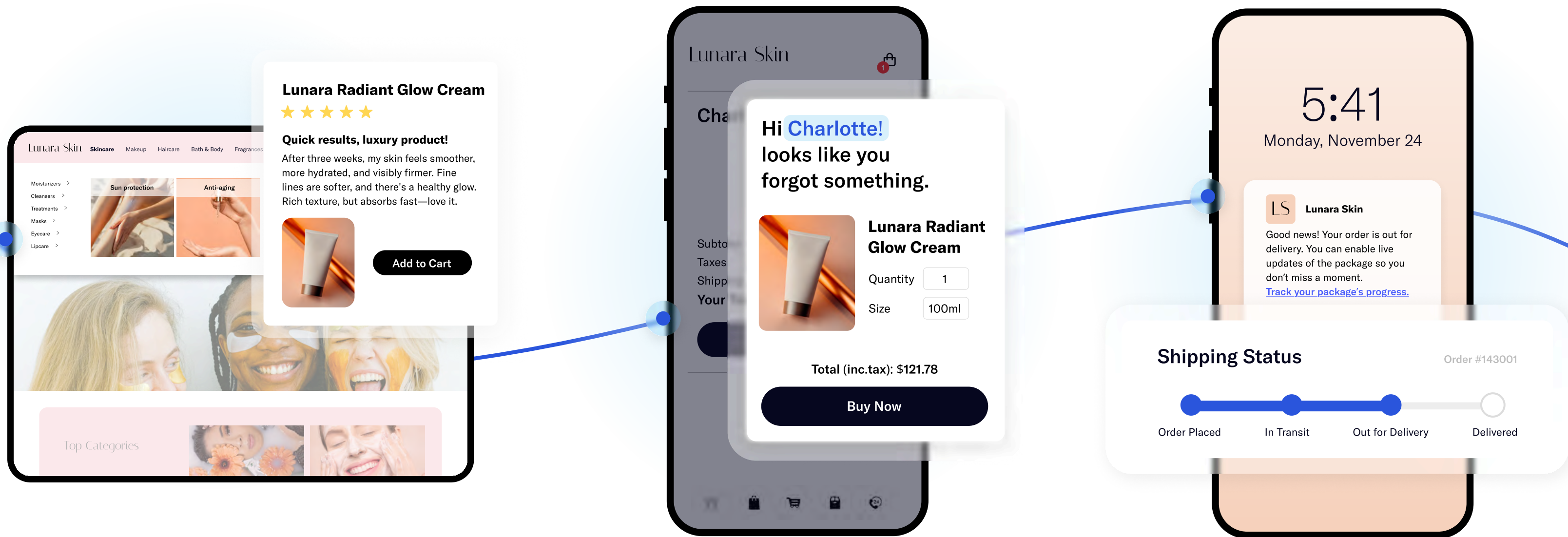
Solicit feedback post-purchase via email

Why It Works

By 2027, Forrester predicts that 70% of total U.S. retail sales will be "digitally influenced." Innovations in mobile, including wallets, have empowered brands to create more seamless experiences than physical or digital interactions can offer alone. Leveraging digital to drive in-store traffic opens up new opportunities for brands to capture attention and convert in-the-moment – and ultimately show up in a way that delivers immediate value based on the customer's unique context.

Did You Know?

You can dynamically update mobile wallet passes in real time with Airship's Wallet Notifications API. This can include timely messaging, personal loyalty points and more.

Capture Lost Revenue with Strategic Abandoned Cart Campaigns

Lunara Radiant Glow Cream
★★★★★
Quick results, luxury product!
After three weeks, my skin feels smoother, more hydrated, and visibly firmer. Fine lines are softer, and there's a healthy glow. Rich texture, but absorbs fast—love it.

Add to Cart

Hi Charlotte! looks like you forgot something.

Lunara Radiant Glow Cream

Quantity 1
Size 100ml

Total (inc.tax): $121.78

Buy Now

5:41
Monday, November 24

Lunara Skin
Good news! Your order is out for delivery. You can enable live updates of the package so you don't miss a moment.
Track your package's progress.

Shipping Status   Order #143001

Order Placed   In Transit   Out for Delivery   Delivered

Feature dynamic content & product reviews based on browsing behaviors

Highlight custom view of an interactive abandoned cart

Share real-time delivery notifications via SMS and Live Activities

Why It Works

Attention is fleeting – especially when the next best offer is just a click away. Keep your products top-of-mind with shoppers with a strategic abandoned cart campaign and follow the customer through to the very end of the order lifecycle. Transparent and real-time communication is key at a time of the year when supply chain disruptions, shipping delays and high inventory fluctuation are common. By delivering convenience, value and transparency at just the right moment, you have an opportunity to not only ensure conversion but also effectively get ahead of disruptions that could otherwise drive customers away.

Reuse What Works

With Custom Views, you can now drop your top-performing app + web features directly into campaigns without a single line of code. Think scrollable, clickable and dynamic views that drive continued engagement and recapture lost revenue.

Convert Customers by Design This Holiday Season with Airship
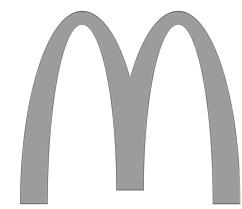
AIRSHIP®

Let's Connect

📅 Book a meeting

in Follow us

🔊 Read our blog

About Airship

Airship is trusted by the 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. Our AI-powered platform was designed with non-technical, growth-focused teams in mind, making it easy to create, test and orchestrate hyper-personalized customer journeys across all channels and no-code app and web interactions for end-to-end optimization. With the ability to easily enrich customer data and rapidly launch growth experiments, Airship enables brands to deliver consistent, meaningful interactions that drive repeat conversions and foster loyalty.

$\frac{1}{4}$ **FORTUNE 500**

Trusted by the World's **Leading Brands**