AIRSHIP

How Airship Used CaliberMind to Overcome Data Gaps

"Having a flexible platform integrated with your full tech stack is the key to being able to understand your consumer journeys and consumer behavior."

STEPHAN HARPER
Marketing Operations Analyst, Airship

CaliberMind

Meet Airship: the Customer Engagement Platform for Omnichannel Messaging

Airship is a Customer Engagement Platform that allows customers to deliver push notifications, emails, SMS, in-app messages, mobile wallet passes and more using user-level data, services, and AI orchestration.

Airship used a major CaliberMind competitor and ran into several limitations. Stephen Harper, Marketing Operations Analyst at Airship, said the competing platform...

> "...WAS OVERLY RELIANT ON FIRST-PARTY COOKIE TRACKING, WHICH BECAME IMPOSSIBLE TO USE ON OUR EUROPEAN WEBSITES DUE TO PRIVACY LAWS. THIS CALLED A LOT OF DATA INTO QUESTION."

The second major area of concern with their existing marketing attribution tool was its reliance on Salesforce. They liked the competing platform's ability to join account and lead information, but they were missing integrations with some key data sources and had data integrity issues that caused friction between departments.

They found the competitor attribution platform was too limited in what it could track.

AIRSHIP

Stephen Harper
Marketing Operations Analyst

Marketing Analytics Platform Requirements

Airship wanted more than just a marketing attribution platform. They wanted a robust data transformation layer, full attribution (including sales efforts), and engagement scoring. Harper decided:

> "WE'RE LEANING IN WITH CALIBERMIND BECAUSE IT DOES HAVE A VERY HOLISTIC VIEW OF OUR MARKETING TOUCHPOINTS AND OUR SALES TOUCHPOINTS THERE. WE HAVE A FULL DATA SET FOR ATTRIBUTION"

What Airship Wanted

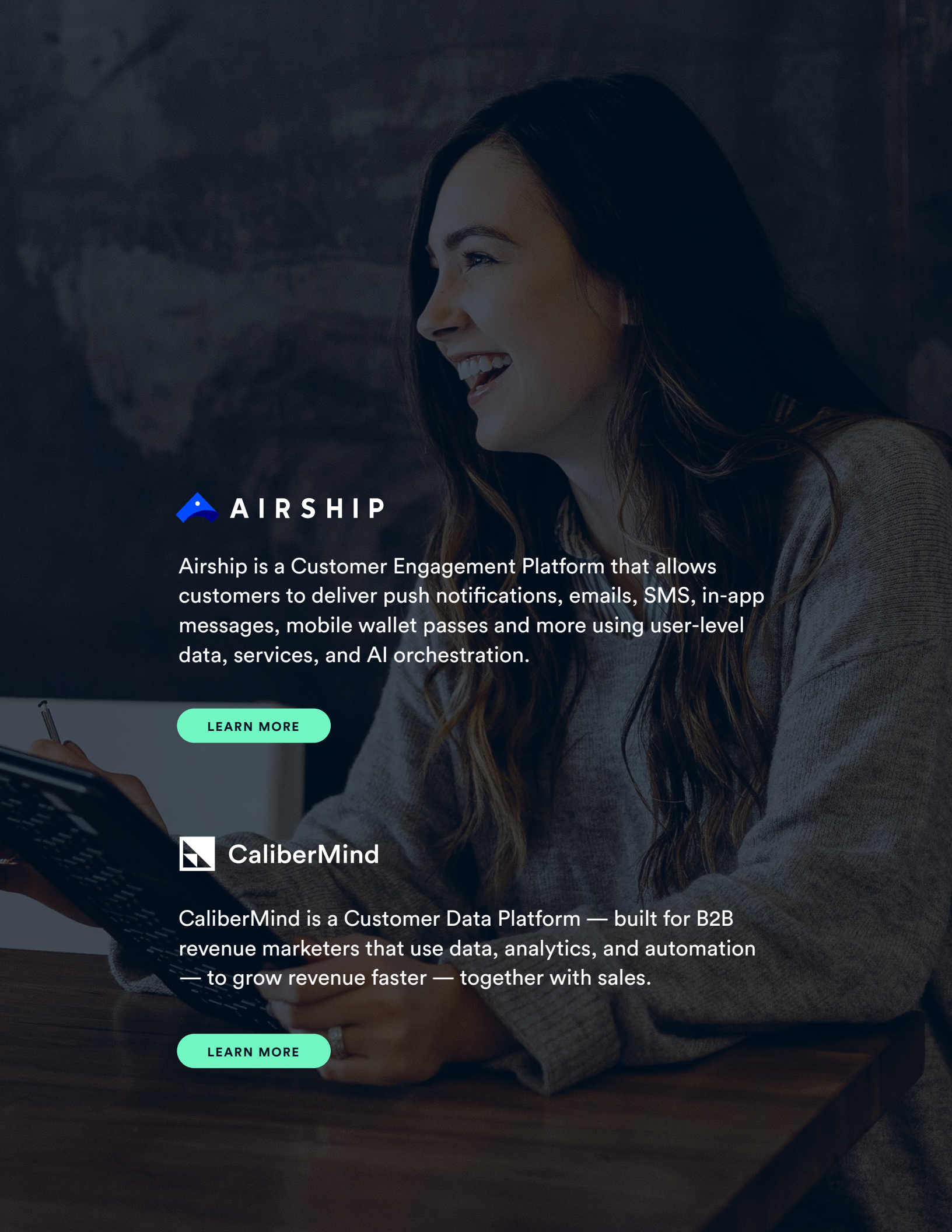
- A single, inclusive source of truth
- To see web activity without complete reliance on 1st party cookies
- Total integration across all sales & marketing software applications
- Full funnel visibility including the point after opportunity creation up until bookings
- To see which marketing campaigns drive revenue

The Value of CaliberMind

> "THERE ARE TWO FUNDAMENTAL DIFFERENTIATORS FOR CALIBERMIND IN OUR MIND. ONE, **THE SUPPORT IS GREAT**. NIC KNOWS THE PRODUCTS REALLY WELL. SOMETIMES WE DON'T KNOW WHAT TO ASK FOR, AND HE SEEMS TO HAVE AN INTUITION ABOUT WHAT WE'RE ASKING FOR AND HOW TO GET THERE," SAID HARPER.
>
> "THE SECOND THING THAT REALLY IMPRESSED ME ABOUT THE SOFTWARE IS ITS **ABILITY TO INTEGRATE EVERYTHING**. THE ABILITY TO INCORPORATE BOTH FIRST-PARTY COOKIE TRACKING PIXELS AS WELL AS THIRD-PARTY API INTEGRATIONS INTO A HOLISTIC FIELD OF MARKETING AND SALES TOUCHPOINTS IS IMPRESSIVE."
>
> "I WORKED FOR A COMPANY BEFORE THIS THAT HAD A WORLD-CLASS MACHINE LEARNING ATTRIBUTION MODEL. BUT **IF YOU DON'T HAVE A HOLISTIC DATA SET, THAT TECHNOLOGY IS WORTHLESS**. CALIBERMIND INTEGRATES WITH THE ENTIRETY OF OUR TECH STACK AND CAN TALK BACK AND FORTH TO IT. TO HAVE THAT DATA LAKE OF EVERYTHING IS WHAT I WANT FROM A MARKETING ANALYTICS PLATFORM. I WANT TO BE ABLE TO HAVE EVERYTHING IN ONE PLACE AND BE CONFIDENT THAT WE'RE CAPTURING, IF NOT ALL, AT LEAST THE VAST MAJORITY OF OUR MARKETING TOUCHPOINTS. HONESTLY, AT CALIBERMIND'S PRICE POINT, I WAS REALLY AMAZED AT WHAT IT CAN DO."

Harper felt that the most important aspect of marketing analytics isn't the formulas or calculations you use but the cleanliness of the data beneath those calculations.

> "WHEN YOU'RE CONSIDERING ALL OF THE TECHNOLOGY THAT YOU'RE GOING TO PUT TOGETHER INTO A STACK, ONE OF THE MORE IMPORTANT THINGS GOING TO BE TO CONSIDER IS: HOW ARE YOU GOING TO GET ONE SOURCE OF TRUTH ACROSS YOUR STACK? YOU DON'T WANT TO HAVE LOG INTO ALL OF THESE INDEPENDENT PLATFORMS OR MANUALLY IMPORT DATA INTO AN EXCEL SHEET. IF YOU CAN FIND A WAY TO INTEGRATE EVERYTHING IN YOUR STACK INTO ONE PLACE, AND YOU CAN TRUST THAT THE DATA IS DEDUPLICATED AND STABLE, YOU CAN FINALLY HAVE CONFIDENCE IN YOUR REPORTS."



AIRSHIP

Airship is a Customer Engagement Platform that allows customers to deliver push notifications, emails, SMS, in-app messages, mobile wallet passes and more using user-level data, services, and AI orchestration.

LEARN MORE

CaliberMind

CaliberMind is a Customer Data Platform — built for B2B revenue marketers that use data, analytics, and automation — to grow revenue faster — together with sales.

LEARN MORE