



Adriana Gil Miner

Chief Marketing Officer



ITERABLE

FACT

**Breaking is
now an
Olympic Sport**



An aerial view of a city, likely Los Angeles, is shown in a dark purple color. The image is overlaid with a semi-transparent purple layer. In the top-left corner, there is a large yellow circle. In the bottom-right corner, there is a large cyan circle. The text 'Welcome to' is centered in white, bold, sans-serif font. Below it, the word 'ActivateSummit' is written in a very large, white, bold, sans-serif font. Underneath the main title, the words 'ActivateSummit' are repeated in a smaller, lighter purple, semi-transparent font, creating a pattern that recedes into the background.

Welcome to

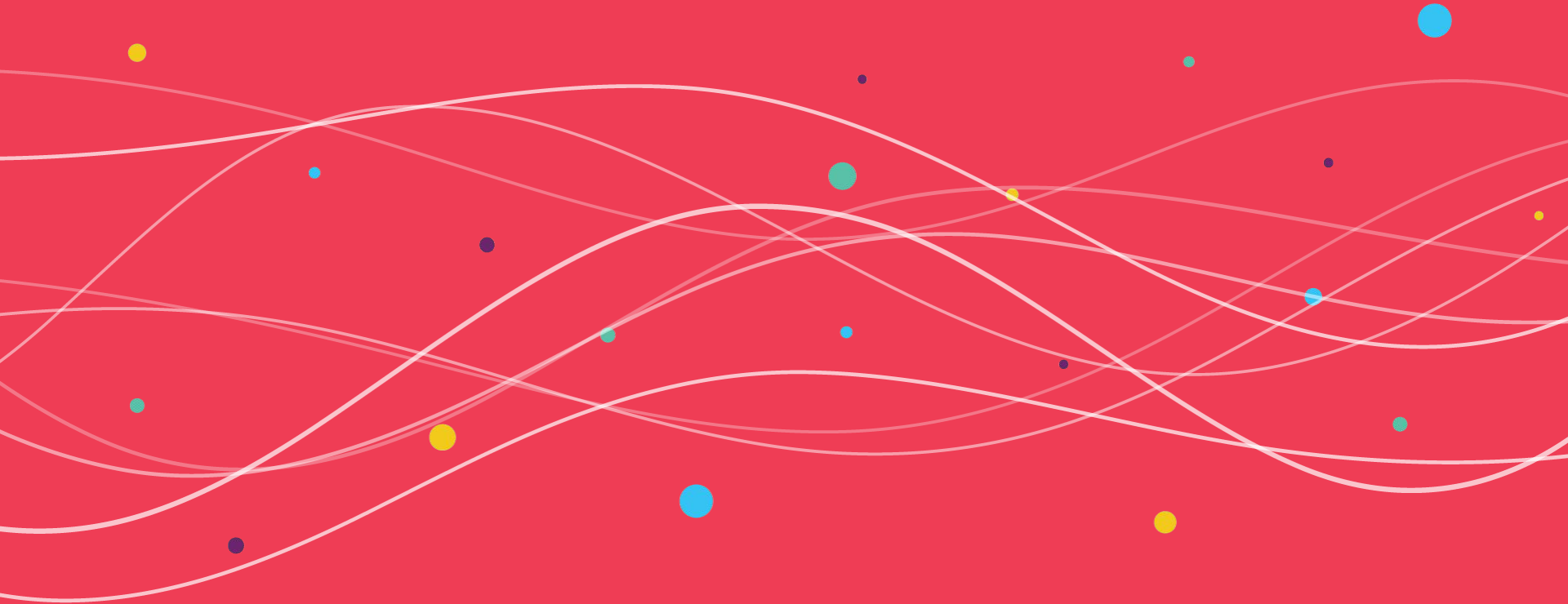
ActivateSummit

ActivateSummit

ActivateSummit

ActivateSummit

Energy at Activate



Our Sponsors

TITLE



GOLD



SILVER



EXPERIENTIAL





Our Customer Speakers



barre3



priceline



IPSY

WHOOOP

Forbes ADVISOR



CINEMARK

Wolt

Angi

SANDBOXX

HIPCAMP

care.

WAKEFIELD



Our Customer Speakers

 grammarly

 Orangetheory
FITNESS

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 PGA
OF AMERICA
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Wolt

Angi

SANDBOXX

HIPCAMP

care.

 WAKEFIELD



Lena Waters

Chief Marketing Officer



Hannah Pscheid

Chief Marketing Officer



Angelique Jurgill

SVP, Audience Development



Mike Cessario

CEO & Founder

Liquid Death

Tomorrow, Thursday, May 2
9:00 AM in the Imperial Ballroom



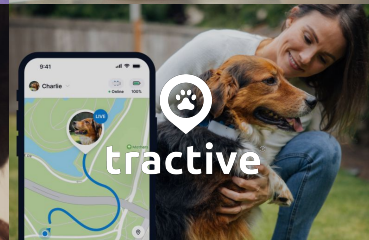
The Market

@ Activate

Engage and earn points

Be entered into our raffle and redeem your points for amazing items, many of which are from our awesome customers.

Claim joy at The Market!





Where AI and Creativity Spark Marketing Joy





Andrew Boni

Founder and CEO



ITERABLE

Scaling with Our Customers

1,200

Brands

50K

Marketers

50+

Countries



StanleyBlack&Decker

V O L V O

MeUndies

MADISONREED*

TREK



FIGS



care.



Fender

Forbes

A+E
NETWORKS

SEATGEEK

CINEMARK



todaytix

FORTUNE

comparis.ch



Policygenius

Kahoot!

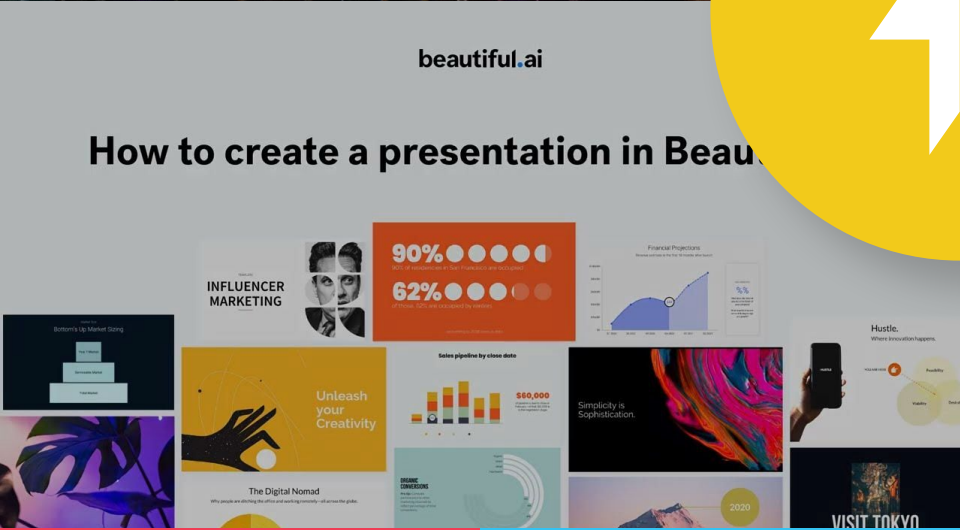
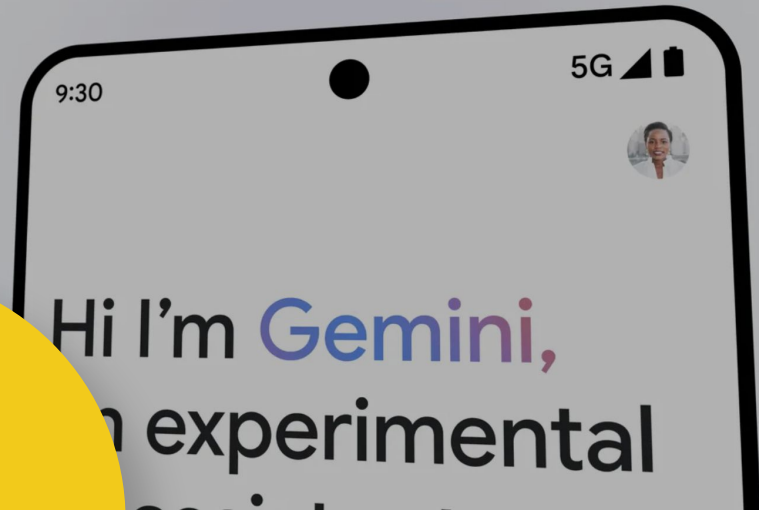
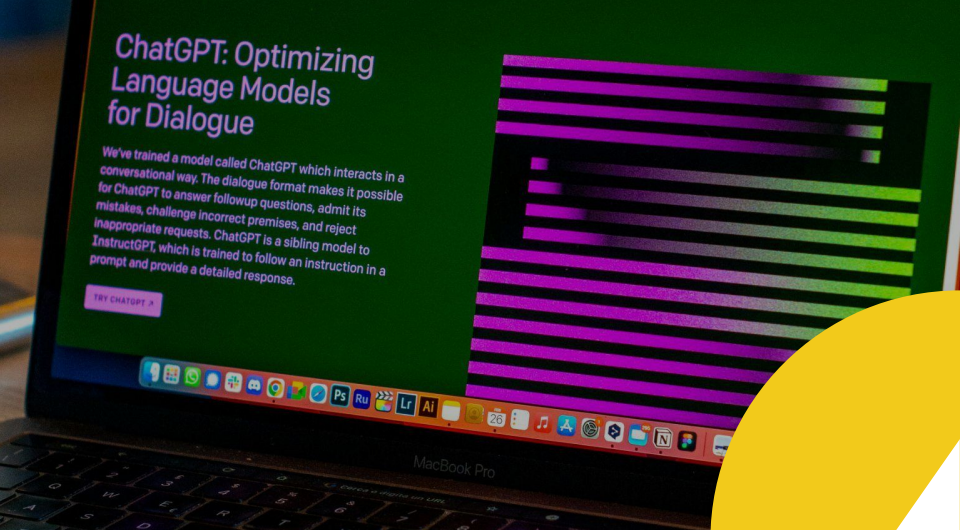
UNIDAYS



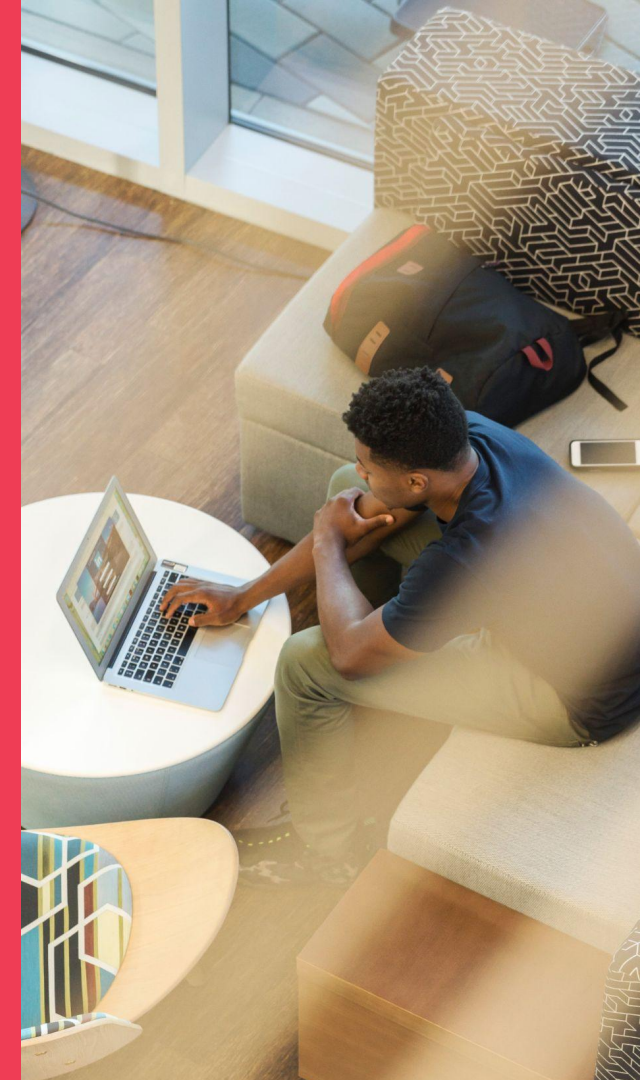
100B+
User Entrances
into Journeys

30B+
Messages
Sent

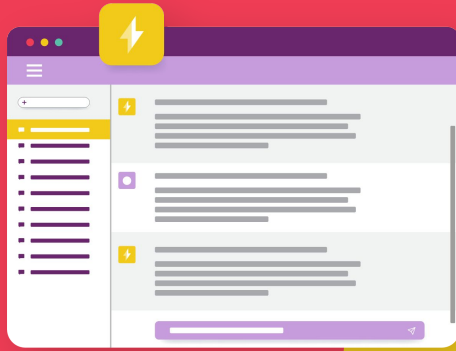
EVERY SINGLE MONTH







Exponential Productivity Increase







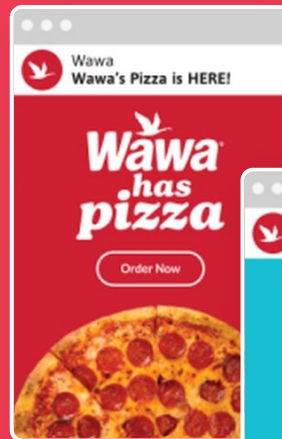
Wawa[®]

**RIGHT MESSAGE. RIGHT CUSTOMER.
RIGHT TIME.**

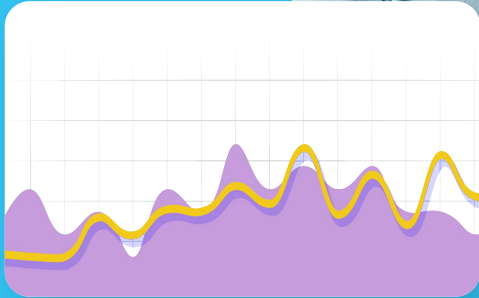
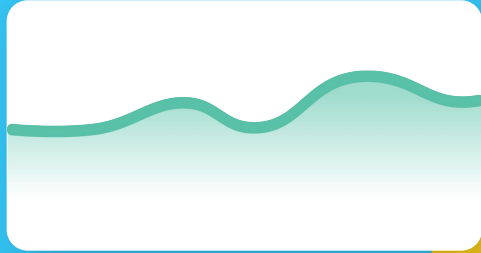
Wawa[®]

315%

increase in
click-through rate



The Power of Insights





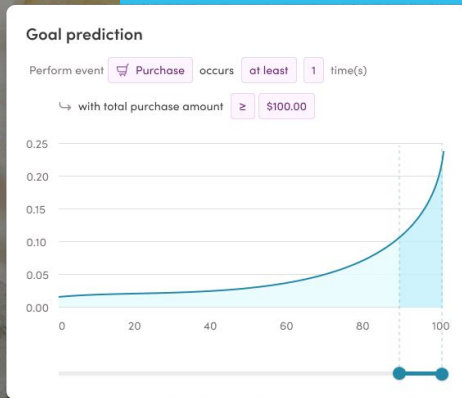
Wolt Wolt
PARTNER

**20 million customers in
25 countries around the world**

Wolt

60%

more revenue within a month



<p>Till dig som åt 8 baconburgare förra månaden.</p>	<p>Det finns en med tryffel också.</p>	<p>Du väljer, vi levererar.</p> <p>Wolt Lita på din magkänsla</p>	<p>Ladda ner appen nu!</p>
<p>Du väljer, vi levererar!</p> <p>LADDA NED</p>	<p>Lita på din magkänsla!</p> <p>LADDA NED</p>	<p>Du väljer, vi levererar!</p> <p>LADDA NED</p>	<p>Lita på din magkänsla!</p> <p>LADDA NED</p>

Third AI Opportunity





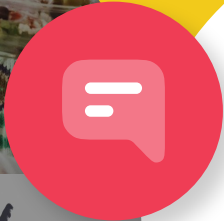




**“AI is a new kind of
digital species”**

Mustafa Suleyman
Microsoft AI

TED



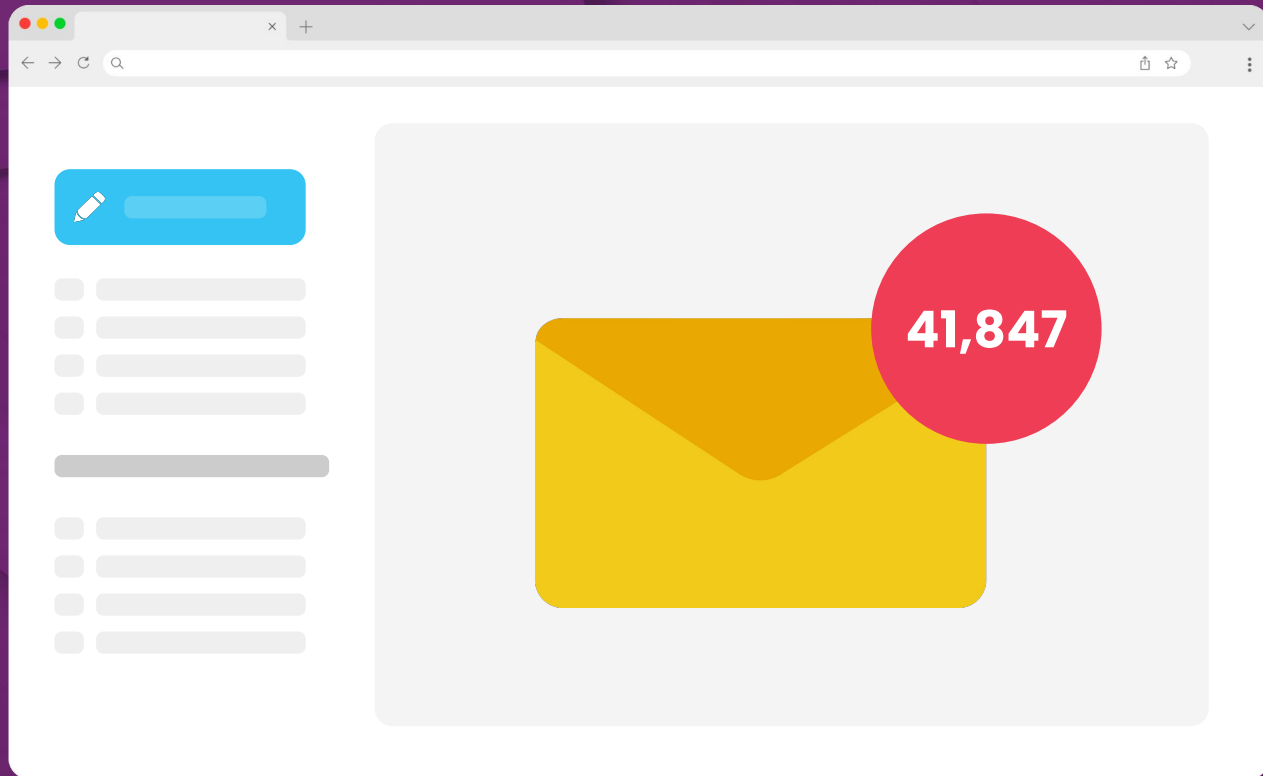


Bela Stepanova

SVP, Product



ITERABLE





of consumers say **too many messages**
as the main reason **they no longer want**
to hear from brands.

MarTech.org | Feb 2024

Iterable AI.

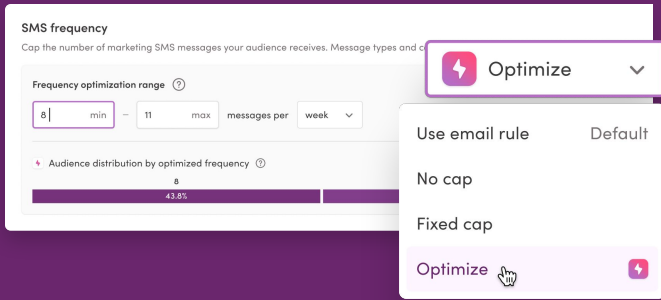
Stand out from the noise.



2024 Best AI tools on the market

Total sent:	2,321,187
Delivery rate:	93.24%
Click rate:	23.57%

Running

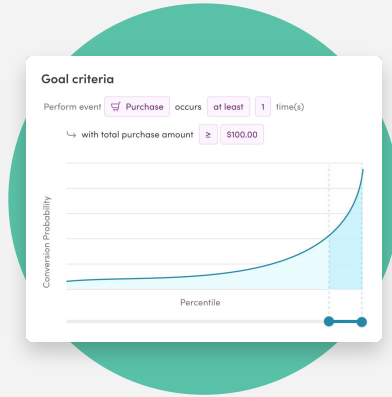


“Frequency Optimization

empowers us to deliver relevant and engaging experiences for customers, **without worrying about over-messaging them.** We can easily monitor the analytics and make data-driven adjustments. It made our **marketing more strategic** and effective”

Cynthia Caridad
Director of Lifecycle

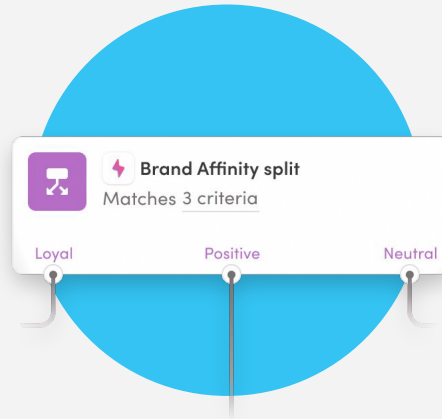
THE
zebra



+60%

increase in revenue in key markets within a month using **Predictive Goals**

Wolt



+44%

in new user conversions using **Brand Affinity**

realself.



61%

Customers have already embraced AI revolution

Iterable AI.

Stand out from the noise.



AGILITY

Embrace
innovation
velocity

Iterable AI.

Stand out from the noise.



DATA

Contextualize
AI for your
brand



AGILITY

Embrace
innovation
velocity

Iterable AI.

Stand out from the noise.

PEOPLE

Elevate &
direct AI
automations

DATA

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PEOPLE

Elevate &
direct AI
automations



DATA



AGILITY



Empower **people** with insights,
automation controls & glass box AI





CONFIGURABLE

Customizable with built-in context

Frequency optimization range ?

8 | min — 11 | max messages per week ▼

 Optimize ▼





+ Audience distribution by optimized frequency ? Refreshes

8	9	10	11
43.8%	29.8%	13.2%	13.2%

Use email rule Default

No cap

Fixed cap

Optimize  



CONFIGURABLE

Customizable with built-in context

Frequency optimization range ?

8 | min — 11 | max messages per week Optimize


+ Audience distribution by optimized frequency ? Refreshes

Frequency	Percentage
8	43.8%
9	29.8%
10	13.2%
11	13.2%

Use email rule Default

No cap

Fixed cap

Optimize 



TRANSPARENT

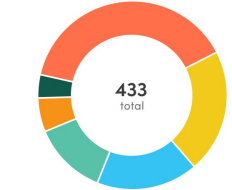
Glass Box Transparency

+ ITERABLE AI ×

Understand your prediction

Predictive strength **Strong** |||| Events & properties **433**

Breakdown of the events and properties shaping your prediction



● purchase_date 38%

● added_to_wishlist 21%

● viewed_product 17%




See more ▾

+ ITERABLE AI ×

Understand user affinity

Contributing factors over past 90 days...

Top campaigns ?

-  **Apr 2024 package offer codes**
Email opened 3 days ago
-  **Recurring | Weekly Product Drop**
In-app clicked 3 days ago
-  **EN_R05_MON_YUKJ**
Email opened 4 days ago

Announcing

Brand Affinity Insights



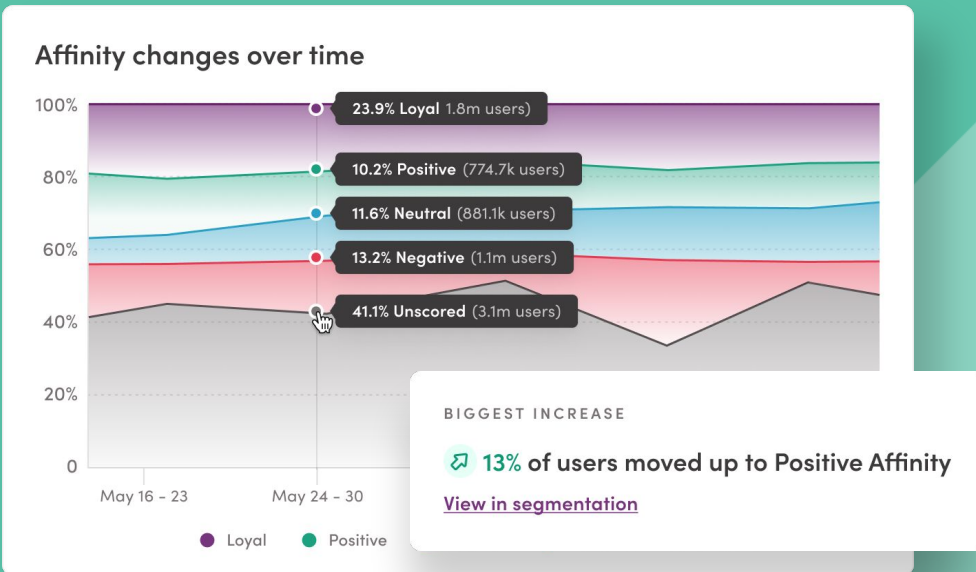
400+
Concurrent
Campaigns



Brand Affinity Reporting

Understand impact across campaigns & channels

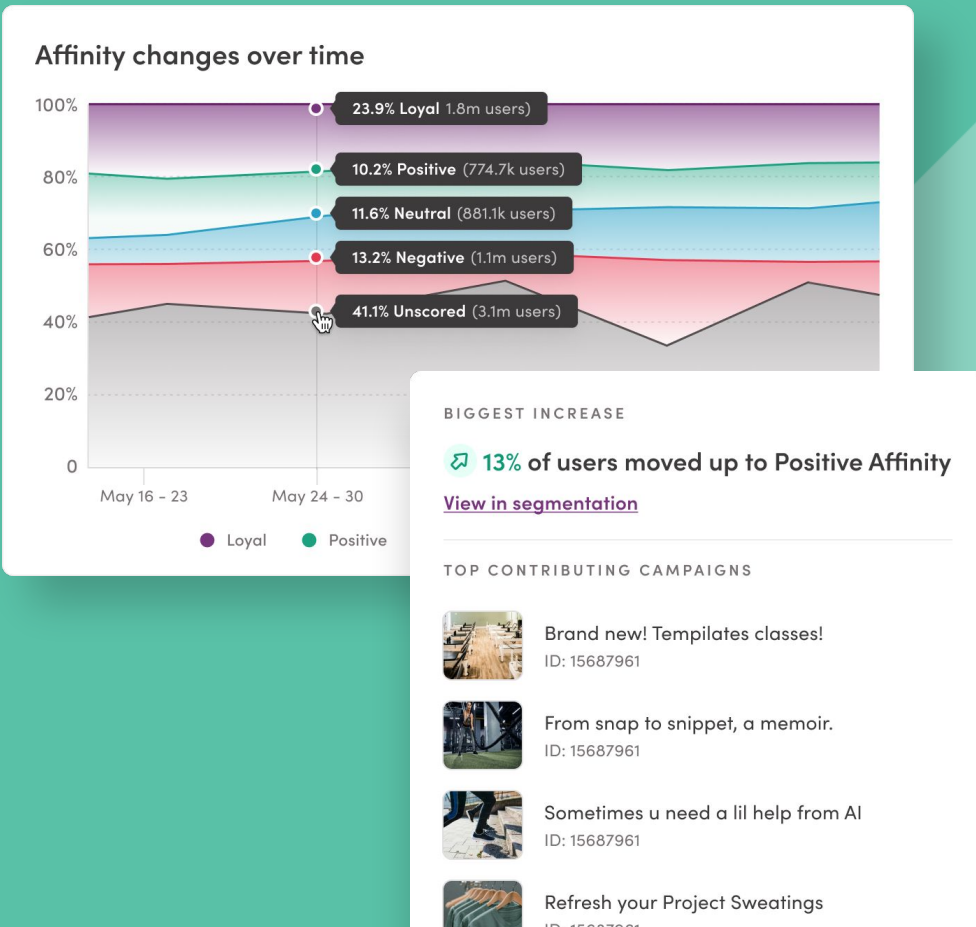
- Sentiment trends
- AI campaign attribution
- One-click audience creation



Brand Affinity Reporting

Understand impact across campaigns & channels

- Sentiment trends
- AI campaign attribution
- One-click audience creation



Iterable AI.

Stand out from the noise.



PEOPLE

DATA

Contextualize
AI for your
brand

AGILITY

Field	No. of Instances	Last updated	Sample Values
FirstName	15	🚫 Error	John Sarah 🇺🇸 null Ale ✖ kJohn Michael null Sam Christ...
first_name ⚠️	0	Never	
Name ⚠️	3	2018-12-05	NULL Michael 🚫 "N/A" Sam NULL Ashton "N/A" Ash...
firstName	547	2021-12-05	Abbey Abigail Salmon Allison 204543 Donovan Drake...
firstName (string) ⚠️	1,592	2024-04-30	Abbey Abigail Salmon Allison 204543 Donovan Drake...
Added_to_cart	930	2024-04-18	{Allison, catalog_item_1}, {Scott, catalog_item_5} {Scottsd...
Add-to-cart	1	2024-04-25	test
addToCart	320	🚫 Error	Null
phone Number	90	🚫 Error	1234567890 (098) 765-4321 🚫 1234567890 0987654...
phone_number	0	Never	
phone-number	120	2021-12-05	🚫 2020-01-15, null 555-1234 555 555 5555 (555) 86...
last_login_date	180	2018-12-05	2019-01-02 ERROR undefined 2020-12-31 2024-05-01
LastLogin	200	2021-12-05	test testing
adress	410	2024-04-30	123 Elm St 📍 456 Oak Rd null 201 Spear St, Suite 1050 Sa...
Address	395	2024-04-18	789 Pine St ⚠️ "N/a" 321 Maple Dr 201 Spear St, Suite 10...
adress	0	2024-04-25	test
dob	320	2024-03-25	
DateOfBirth	310	🚫 Error	1990-02-15 null ERROR 1985-🇺🇸-08 undefined 1992-0..
DOB	0	Never	
age (string) ⚠️	249	2023-12-05	"19" 19 24 sixteen 24 22 36 48 999999 32. 36 59 48 ...
age	945	2024-01-08	32 29 44 17 67 52 ✖ 36 51 84 twenty four 56 1234 ...



The easiest to use data engine
to activate your **data at scale**

Data Toolkit: Connect



SMART INGEST & EXPORT

- Bi-directional data cloud connection
- Ingest & export APIs for advanced use

Smart Ingest



Snowflake



Google BigQuery



Databricks



Amazon Redshift



Amazon Athena



Azure Blob Storage



Azure Synapse



Amazon S3



Google Cloud Storage



Microsoft SQL Server



MySQL



PostgreSQL



SFTP



Oracle DB

*Smart Ingest: Co-developed with  hightouch

Data Toolkit: Connect



SMART INGEST & EXPORT

- Bi-directional data cloud connection
- Ingest & export APIs for advanced use



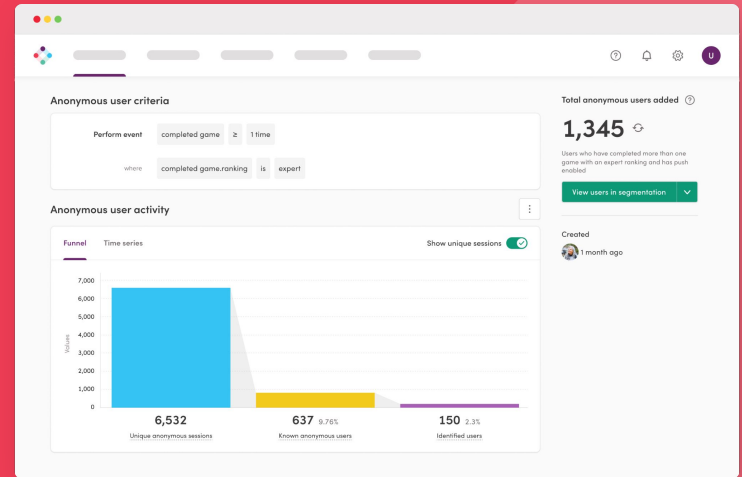
IDENTITY

- Capture Web and Mobile apps data
- Manage anonymous and known traffic

Smart Ingest

The Smart Ingest interface displays a grid of data source options:

- Snowflake
- Google BigQuery
- Databricks
- Amazon Redshift
- Amazon Athena
- Azure Blob Storage
- Azure Synapse
- Amazon S3
- Google Cloud Storage
- Microsoft SQL Server
- MySQL
- PostgreSQL
- SFTP
- Oracle DB



*Smart Ingest: Co-developed with hightouch

Smart Segmentation

The screenshot shows a web interface for audience segmentation. At the top, there are navigation tabs: Messaging, Content, Audience (selected), Insights, and Integrations. On the right, there are utility icons for chat, help, settings, notifications, and a user profile labeled 'CR BI Newsletter'. Below the navigation, the breadcrumb 'Audience > Segmentation' is visible, along with a 'Documentation' link.

Segmentation

Find users that meet **all** of the following criteria

MUST HAVE Find users that meet **any** of the following criteria

MUST HAVE **Contact Property**

where **List Membership** **Includes** **Select a list**

and **+ Add Contact Property field**

+ ADD REQUIREMENT

AND Find users that meet **any** of the following criteria

MUST HAVE **Custom Event**

where **Campaign** **Equals** **None Selected**

and **+ Add Custom Event field**

+ ADD REQUIREMENT

+ ADD A NEW GROUP

On the right side of the interface, there are several controls: a 'REFRESH TO SEE RESULTS' link, a 'REFRESH RESULTS' button, a 'SAVE LIST...' button, and an 'EXPORT AS...' button.

Smart Segmentation

Create audiences faster & more confidently than ever before

- Data Preview

The image displays a user interface for creating audience segments. At the top, two conditions are shown: 'Users who have List Membership includes Revised Flash Sale Jan 05' and 'Users who have Purchase at any time'. Below these are buttons for '+ Behavior', '+ Profile property', and '+ Describe'. A search box contains 'signup' with a dropdown menu listing 'contactFormSignup', 'loyaltyProgramSignup', and 'newsletterSignup'. A data preview for 'contactFormSignup' shows '199.23k past 30 days' and '871.31k past 90 days', along with 'Recently referenced in' links for 'Postal AutoShip Hold Plan renewal' and 'Tech Chat Signup August 24 Test'. The last refresh is noted as 'a few min ago'.

Users who have List Membership includes Revised Flash Sale Jan 05

Users who have Purchase at any time

+ Behavior + Profile property + Describe

Q signup

- contactFormSignup
- loyaltyProgramSignup
- newsletterSignup

contactFormSignup
Custom event

Users who performed

199.23k past 30 days

871.31k past 90 days

Recently referenced in

[Postal AutoShip Hold Plan renewal](#)

[Tech Chat Signup August 24 Test](#)

Last refresh a few min ago

Smart Segmentation

Create audiences faster & more confidently than ever before

- Data Preview
- Data Suggestions
- Audience Insights

Users who have **List Membership** includes **Revised Flash Sale Jan 05**

Users who have **Purchase** at any time

+ Behavior + Profile property + Describe

SEARCH |

SUGGESTIONS

Users with Positive or Neutral affinity
20% of users in this list are not likely to engage

Eligible users only
Limit to users who can receive the message types used in this journey

location
Referenced within this journey's campaigns

Users Behaviors Demographics

Brand affinity

Positive 55% 154,750

Loyal 34%

Neutral 6%

Unscored 5%

Locales

English - en	57.1%	5,000
Spanish - es	21.1%	1,845
French - fre	14.2%	1,245
German - de	7.5%	657

Iterable AI.

Stand out from the noise.



PEOPLE

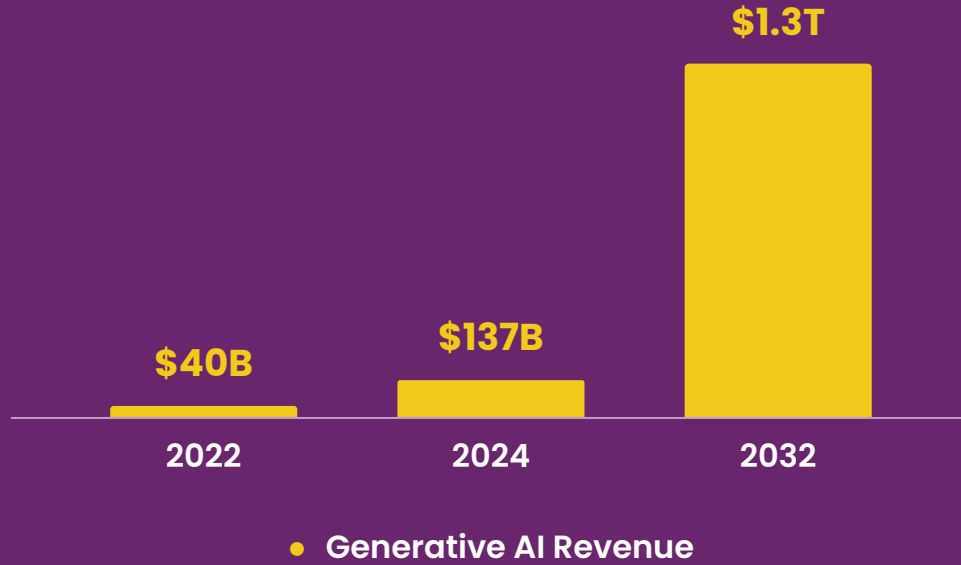
DATA

AGILITY

Embrace
innovation
velocity

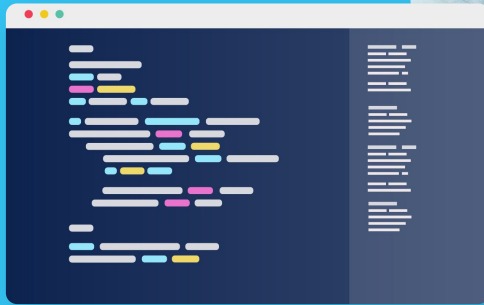
Iterable AI.

Stand out from the noise.



Embrace
innovation
velocity

Exponential Productivity Increase





 ITERABLE AI

Reimagine the Iterable platform
to radically improve brand **agility**

Announcing

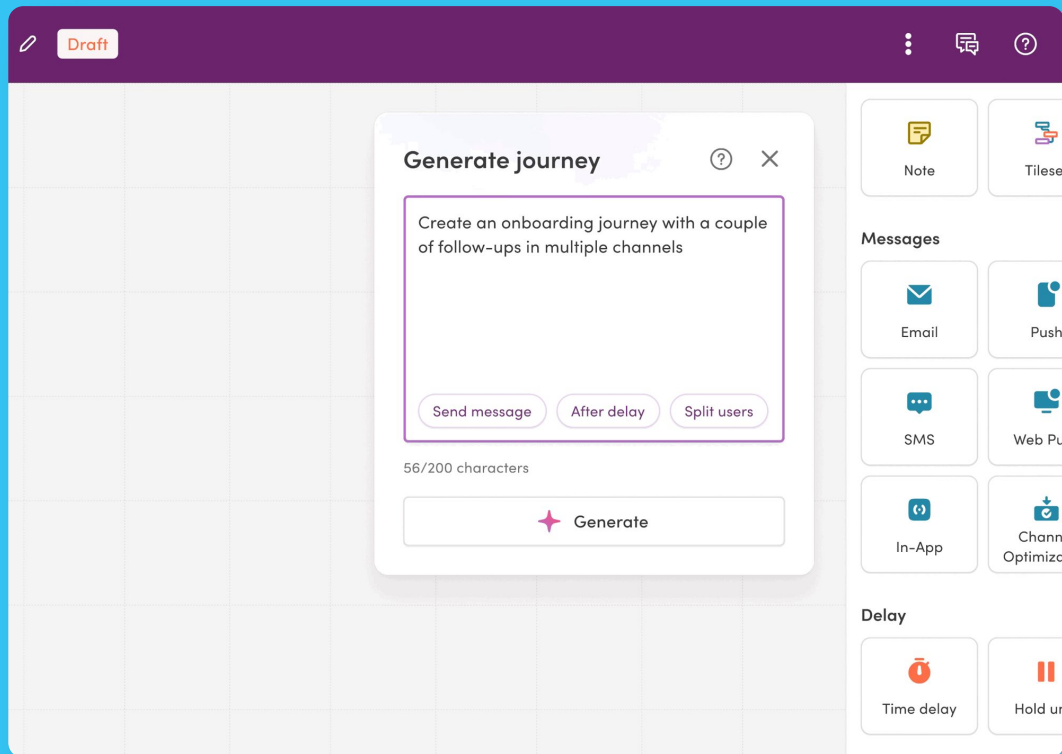
AI Journey Assist



 ITERABLE AI

Journey Assist

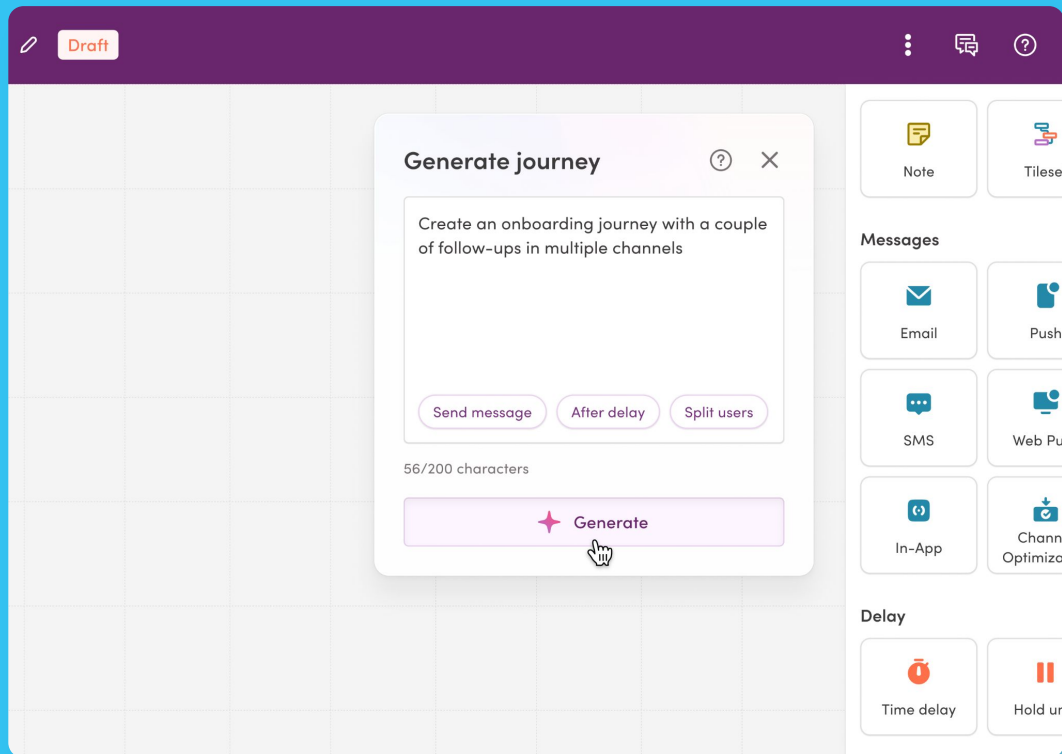
Increase productivity
with AI automation



Journey Assist

Increase productivity with AI automation

- From natural language to automated path creation
- New journey creation
- Existing journey augmentation



Iterable AI.

Stand out from the noise.



Iterable AI.

Stand out from the noise.

PEOPLE

DATA

AGILITY

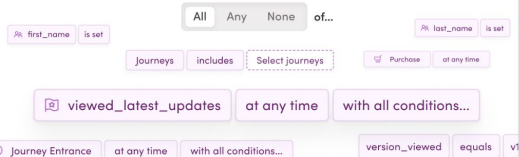
Understand your AI.

Frequency optimization

Channel optimization

Send time optimization

Smart Segmentation



Generate journey

Create a journey

Welcome series

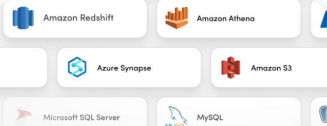
Abandoned cart flow

Win-back

Generate

Journey Assist

Anonymous User Tracking



Smart Ingest

+ 10 new sources

Brand Affinity Reporting

Neutral

Negative

Positive

Loyal