



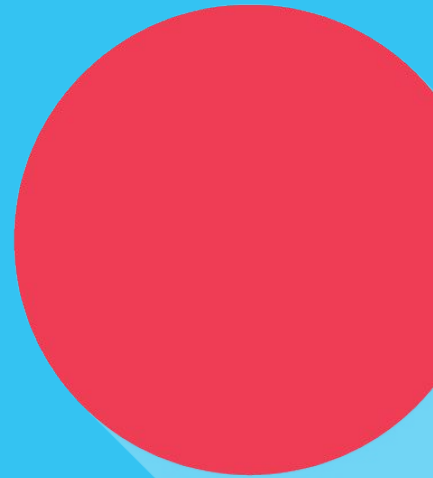
Data Activation:

Leveraging the power of data to unlock human performance.

HIGHTOUCH: How Hightouch sets data free

WHOOP: The evolution of our marketing strategy

CASE STUDY: How our marketing team unleashes the power of customer data with Hightouch and Iterable



Relevancy Is the Marketer's Secret Weapon

6x

Higher transaction rates
driven by personalization**

26%

Higher engagement driven
by personalization***

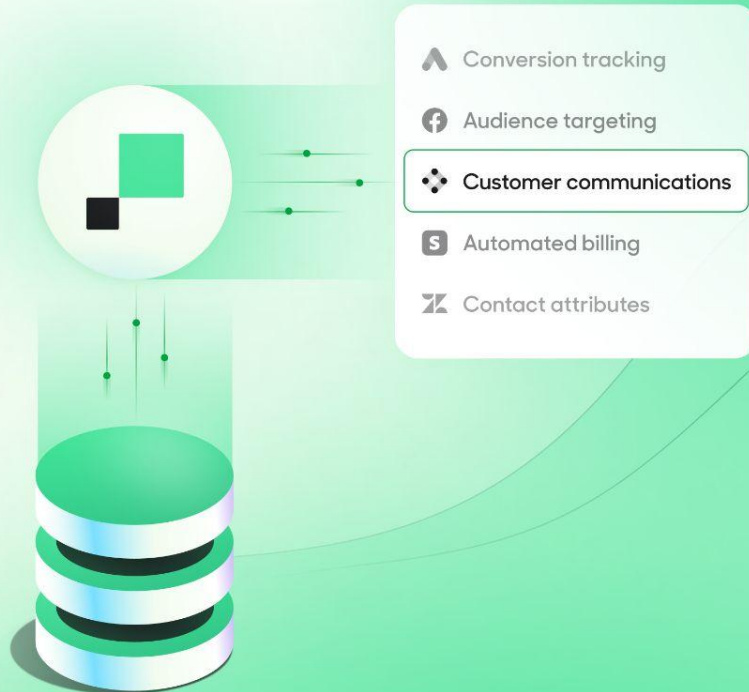
Source/s

**[Experian](#)

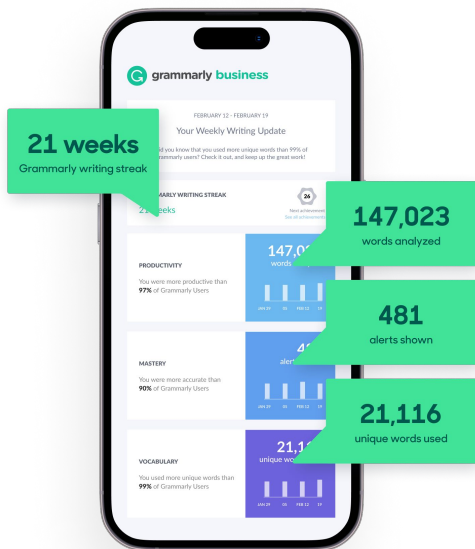
***[Campaign Monitor](#)

Hightouch is the leader in Composable CDP

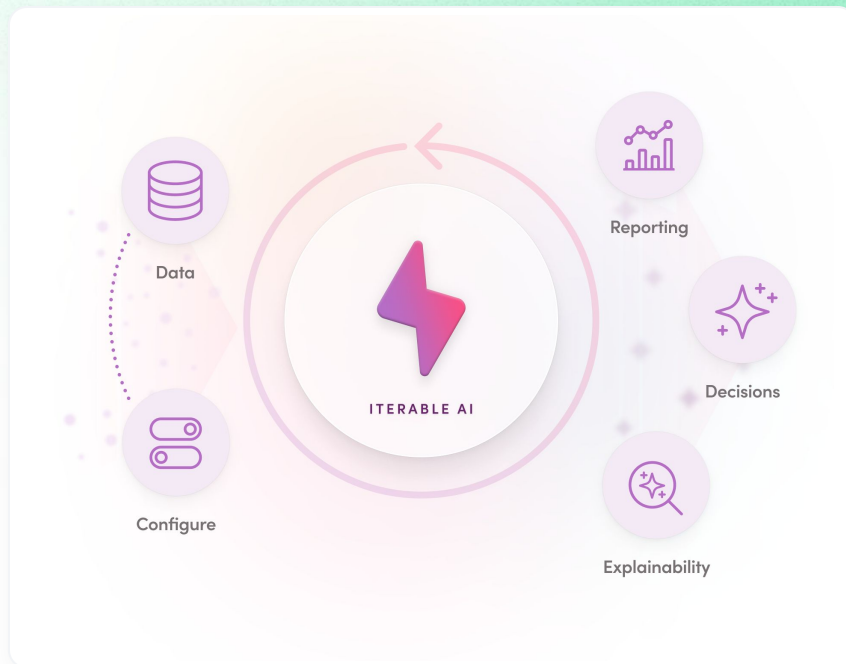
Hightouch makes it easy to collect, prepare, and sync your data into any advertising or marketing platform. No engineering, manual work, or costly traditional CDP required.



Data Unlocks Personalization and AI

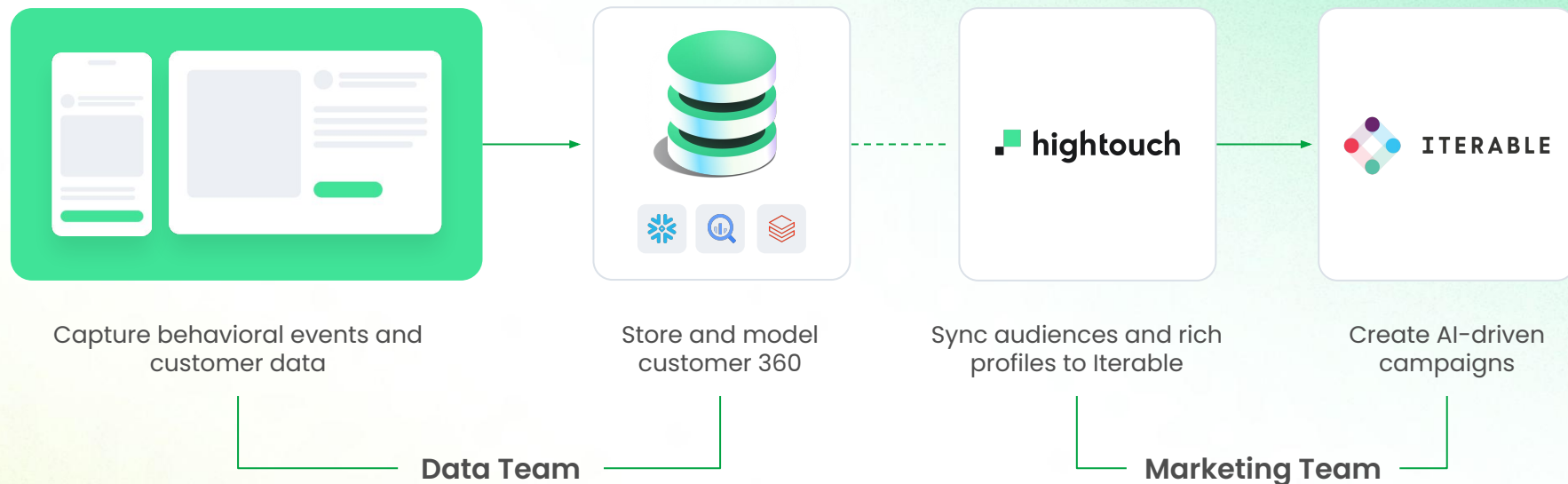


Hyper-Personalized Experiences



AI-Powered Optimization

Hightouch Sets Your Data Free



Relevancy Is the Marketer's Secret Weapon

6x

Higher transaction rates
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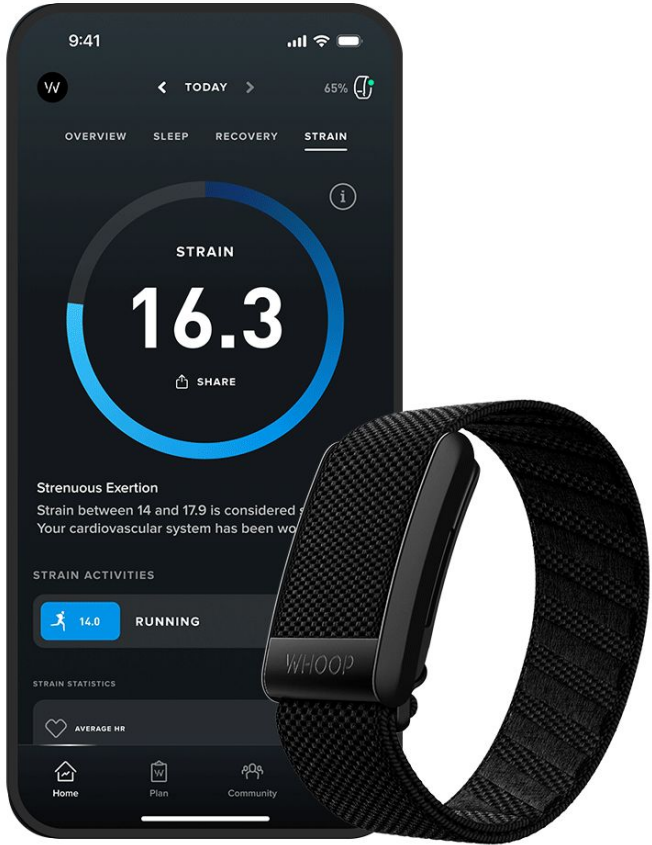
26%

Higher engagement driven
by personalization***

Source/s

**[Experian](#)

***[Campaign Monitor](#)



WHOOP Is a 24/7 Wearable Health & Fitness Coach

Worn by the World's Top Performers



Our Role Is to Hype, Excite & Engage Our Members



Unlocking Our Data Was a Challenge



Data was dispersed across multiple platforms



We were relying heavily on analytics & engineering



We were building our data intelligence



Access to data at pace was limiting our business

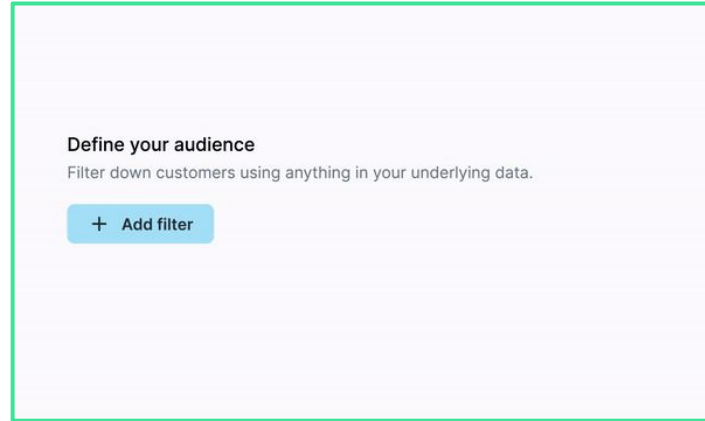
**DATA RICH
ACCESS POOR**

Data is no longer a barrier



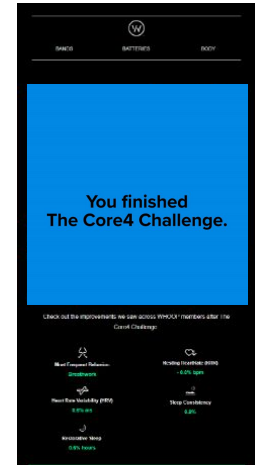
Collect user & event data
and define models in
data warehouse

DATA TEAM



Build highly targeted
audiences and activate
rich profiles to Iterable

LIFECYCLE MARKETING TEAM



Create and deliver
personalized email / push
/ in app messages



**Unleashing the
Power of Data With
Hightouch & Iterable**

Campaign Highlights



- **128%** uplift in active participants
- Open rates **above 60%** throughout campaign
- Increased our daily active members (CRR)
- **Positive Sentiment:** 92% of members would participate in our next challenge

5 Key Stages for This Campaign

HYPE

Pre-Sign Ups in December

**JANUARY
JUMPSTART
CHALLENGE**

**FOUR PLANS
FOUR WEEKS**



**STRAIGHT
PROGRESS**

[SIGN UP](#)

The January Jumpstart Challenge is here, and WHOOP is making it easier than ever to reach your goals. Select one of our four plans to improve performance, sleep, and health—plus, get rewarded.

LAUNCH

January 1 Email & Push

**NEW YEAR
NEW GOALS**



LIVE: January Jumpstart Challenge 3m ago
It's go time. Choose your plan and reach your goals. Get started now.

MOTIVATE

Push & In App

SLEEP BETTER 🏆 PERFORM BETTER
FEEL BETTER 🏆 DRINK LESS 🏆
FEEL BETTER 🏆 DRINK LESS 🏆
BETTER 🏆 PERFORM BETTER 🏆
PERFORM BETTER 🏆 FEEL BETTER 🏆
FORM BETTER 🏆 FEEL BETTER 🏆
EL BETTER 🏆 DRINK LESS 🏆

CONSISTENCY = PROGRESS

The January Jumpstart Challenge is all about sticking to simple habits that make a big impact. Tap in to see how you're doing so you can stay on track.

[SEE PROGRESS](#)

You're almost halfway there! 4m ago
Keep tracking towards your goals during the January Jumpstart Challenge. Check in on your progress and don't stop now.

PROGRESS

Push & Email

**JANUARY
JUMPSTART
CHALLENGE**

**THREE WEEKS
LEFT OF IN THE
GREEN**



**DON'T
STOP NOW**

There's still time to reach your goals and get rewarded. Start fresh this week, and remember to stay consistent with your journal and behaviors.

Not seeing all of your activity tracked in your Weekly Plan? Be sure to log your behaviors in the Journal daily. You can also edit your Journal from last week if any.

CELEBRATE

Email

**THAT'S A
WRAP!**



You tried something new, and we're rewarding you for it. Enjoy 10% off WHOOP apparel & accessories for trying the January Jumpstart Challenge with your code:

JJ10-TURGP

[SHOP NOW](#)

While the challenge may be over, you can still use Weekly Plan to set goals for yourself and build your best routine.

Here are some of the plans you can choose from:

Prioritize Sleep:

Focus on improving your sleep with no strain target and log sleep-supporting behaviors.

HYPE: Driving Challenge Awareness



W **JANUARY JUMPSTART CHALLENGE**

**FOUR PLANS
FOUR WEEKS**

**STRAIGHT
PROGRESS**

SIGN UP

The *January Jumpstart Challenge* is here, and WHOOP is making it easier than ever to reach your goals. Select one of our four plans to improve performance, sleep, and health—plus, get rewarded.

Awareness email

Members registered online
at whoop.com

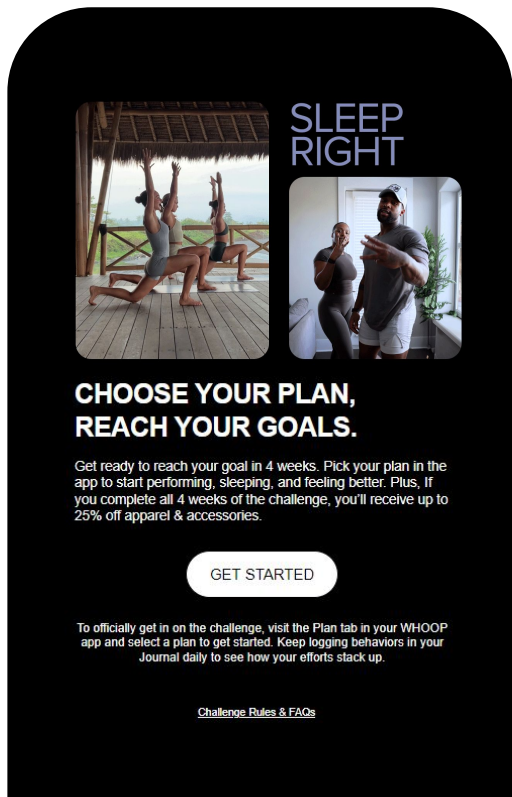
JANUARY JUMPSTART CHALLENGE

LEAP BETT

3048126	Non-Members Interested in January Jumpstart + Add subscribers / Modify List - Remove subscribers - Sign Up Form	IT Standard	4 months ago
3048124	January Jumpstart Early Sign Up - MEMBERS + Add subscribers / Modify List - Remove subscribers - Sign Up Form	IT Standard	4 months ago
3032091	January Jumpstart Early Sign Up + Add subscribers / Modify List - Remove subscribers - Sign Up Form	IT Standard	4 months ago

Form was connected to Iterable
sign up forms & Triggered a
confirmation email

LAUNCH: Driving Challenge Participation Rates



SLEEP RIGHT

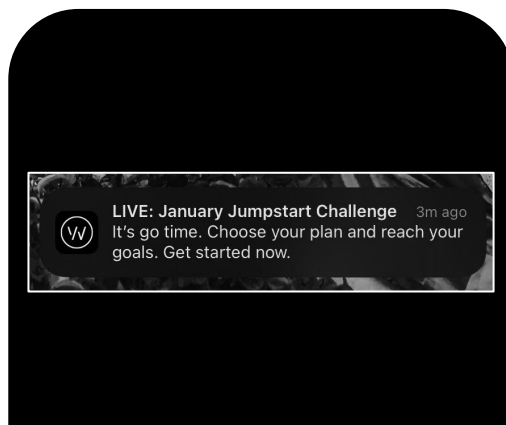
CHOOSE YOUR PLAN, REACH YOUR GOALS.

Get ready to reach your goal in 4 weeks. Pick your plan in the app to start performing, sleeping, and feeling better. Plus, if you complete all 4 weeks of the challenge, you'll receive up to 25% off apparel & accessories.

[GET STARTED](#)

To officially get in on the challenge, visit the Plan tab in your WHOOP app and select a plan to get started. Keep logging behaviors in your Journal daily to see how your efforts stack up.

[Challenge Rules & FAQs](#)



LIVE: January Jumpstart Challenge 3m ago
It's go time. Choose your plan and reach your goals. Get started now.

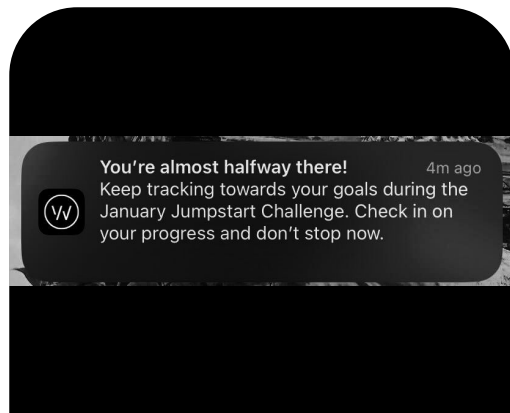
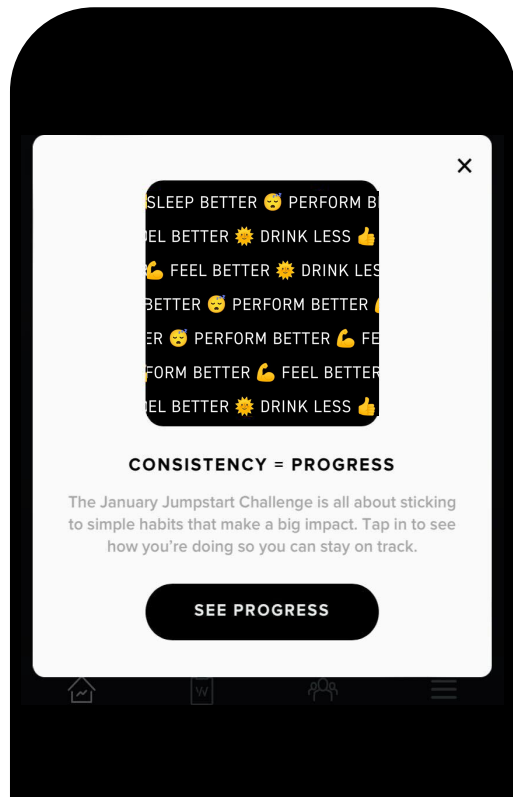
Iterable web sign up list

Send list	January Jumpstart Early Sign Up - MEMBERS
Suppress list	January Jumpstart Weekly Plan Value is selected
SENDING INFORMATION	
Message type	Consumer WHOOP Marketing Channel

Hightouch plan selected list

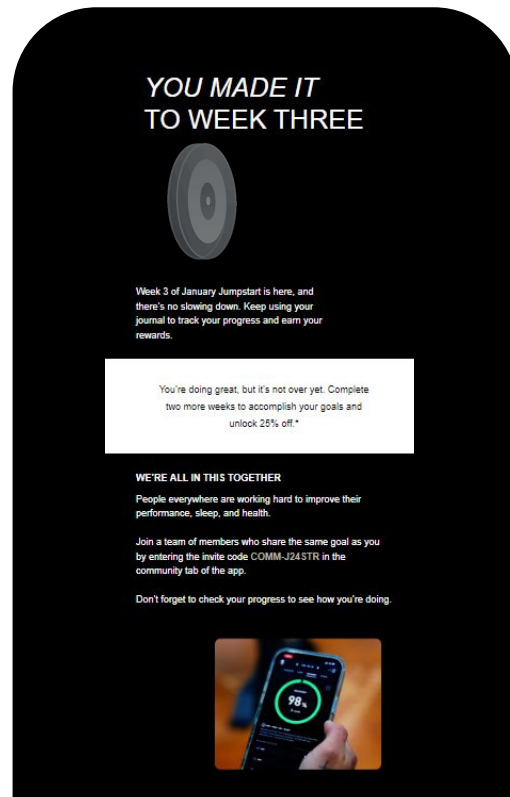
MOTIVATE & PROGRESS:

Right Message at the Right Time

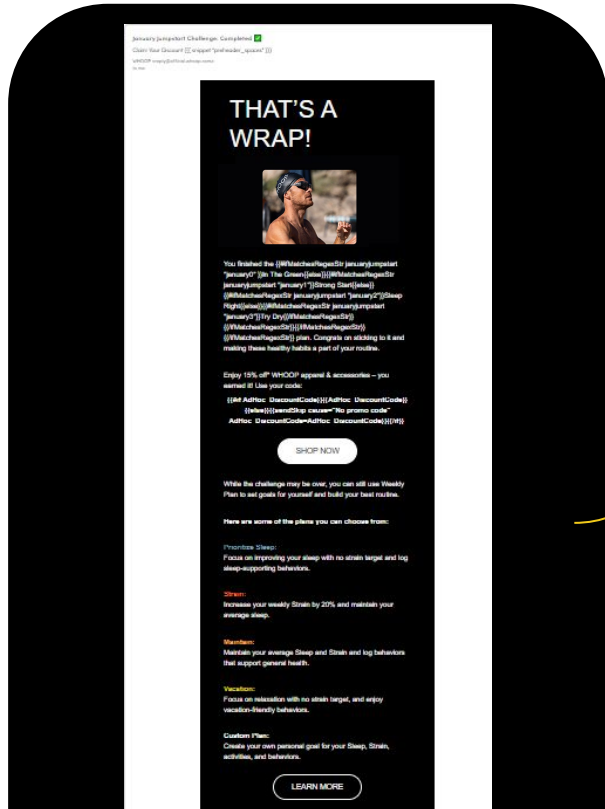


Targeting driven through our data in hightouch:

- On Track
- Off Track
- How many weeks they had completed to qualify



CELEBRATE: Accuracy of Data Core to Experience



Summary Edit campaign

SCHEDULING

Launch time Wednesday, January 31st 2024 at 11:00 AM in the recipients' time zone

Starting time zone Australia/Sydney **AEST**

Fallback time zone America/New_York **EDT**

Ended time Wednesday, January 31st 2024 at 09:15 AM EST

TYPE

Medium Email

Type Bliss

AUDIENCE

Recipients

Send list [January Jumpstart! Max Wins is 4 - All Plans](#)

Suppress list [January Jumpstart! Max Wins is 3 - All Plans](#)
[January Jumpstart! Max Wins is 2 - All Plans](#)
[January Jumpstart! Max Wins is 1 - All Plans](#)
[January Jumpstart! Max Wins is 0 - All Plans](#)

SENDING INFORMATION

Message type Consumer WHOOP Marketing Channel

Smart Ingest is GA today!

co-developed with Hightouch

Easily activate your cloud data warehouse directly on Iterable, **no engineers required.**

Reduce your dependence on tech teams

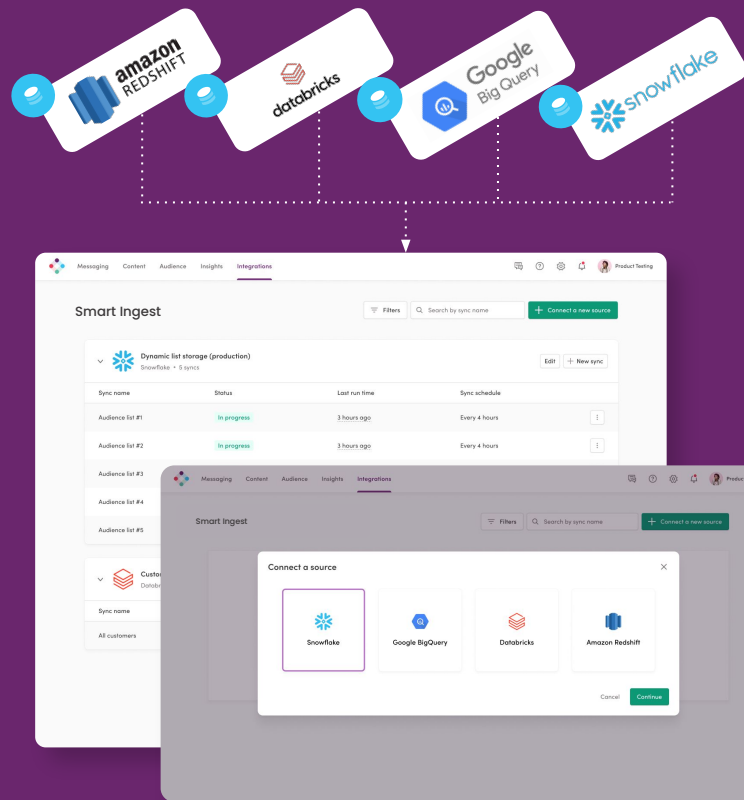
Power your cross-channel communications with your Snowflake, BigQuery, Databricks, and Redshift data in a free-to-use visual experience

Data at your fingertips

Add new data points to Iterable from your cloud data warehouse in minutes

Data is processed securely

No data is stored in transit



Learn more at the Hightouch booth!

Connect with us

WHOOP[®]

Aoife

aoife.odriscoll@whoop.com



 hightouch

Kashish

Kashish@hightouch.com



The slide features a dark purple background with a diagonal line of a lighter purple shade. Three large, semi-transparent circles are positioned around the center: a cyan circle at the top, a yellow circle on the right, and a red circle at the bottom left. The text "Q & A" is centered in a white, bold, sans-serif font.

Q & A



ITERABLE

Follow us!

Not everyone is a leader, be a follower.
For marketing tips, tricks, and updates,
scan to follow us on all social platforms.