CASE STUDY

iterable + box

Box Scales to Millions While
Achieving Seamless Customer
Engagement With Iterable

iterable + **box**

More than 90,000 businesses globally use the Box cloud content management platform to enhance collaboration among their employees and partners. End users in these enterprises leverage Box capabilities for tasks ranging from file sharing and access on mobile devices to sophisticated business processes such as data governance and retention.

Two years prior to implementing, Box created a customer engagement function to expand the company's reach beyond administrators to the people who use Box every day. The new team's purpose: Ensure that end users get maximum value from Box's offering.

The expansion required scaling up Box's customer communications capability from tens of thousands of administrators to tens of millions of end users.

12X
increase

In users Box can reach

10%
increase

In user adoption

5X
faster

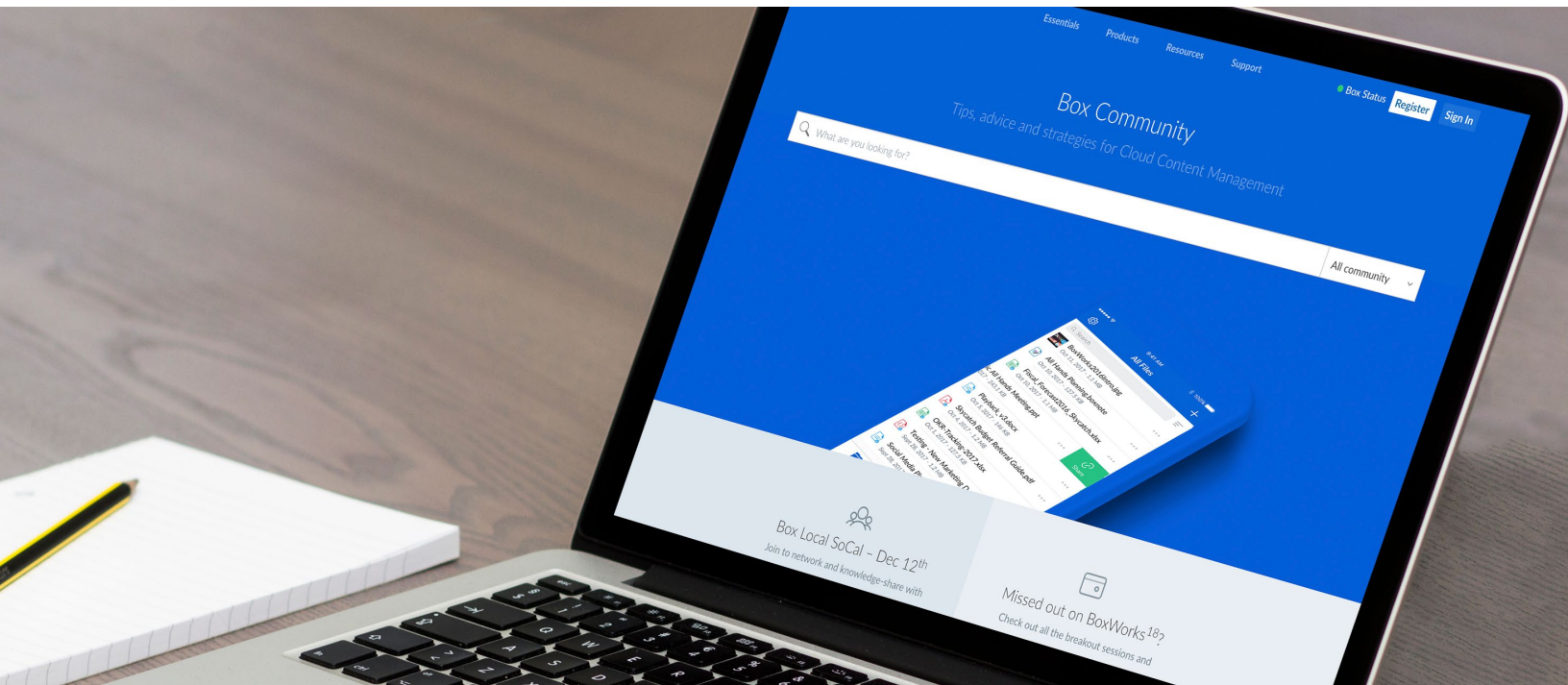Translation of campaigns leveraging an Iterable itegration with Box

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For a lean team like ours, the ability to create campaigns that personalize on a massive scale—for millions of users—is a must-have. That's what Iterable gives us.

Nora Soza
Sr. Program Manager, Customer Success Operations
Box

Highly Tailored Onboarding Drives Usage

Nora and her colleagues are focused on growing adoption to increase the value of the Box platform to enterprise customers, ultimately promoting customer loyalty and retention. To achieve this mission, the team is developing and executing campaigns that talk directly to the end-user community.

In line with this strategy, the team worked with the Box growth team to launch the user onboarding program. The campaign's purpose is to increase adoption by educating people on how to leverage Box capabilities to increase their job efficiency and effectiveness.

This sophisticated welcome series created with Iterable leads end users through a customized path based on milestones such as account creation, initial login, and usage, as well as other user-specific attributes such as the Box applications downloaded and how frequently each end-point is used. Communication is highly personalized— even employing the user's language of choice.

"We're constantly working with our business analytics team to understand the next action a given user is likely to take based on previous actions taken or *not* taken," Nora explains. "We use those insights to fine tune the welcome series and build out new workflows that shorten the time it takes to move people to the next level of usage. We used Iterable's A/B testing to compare the results of the new welcome series with our previous approach and were able to show an 10% increase in user adoption," Nora says.
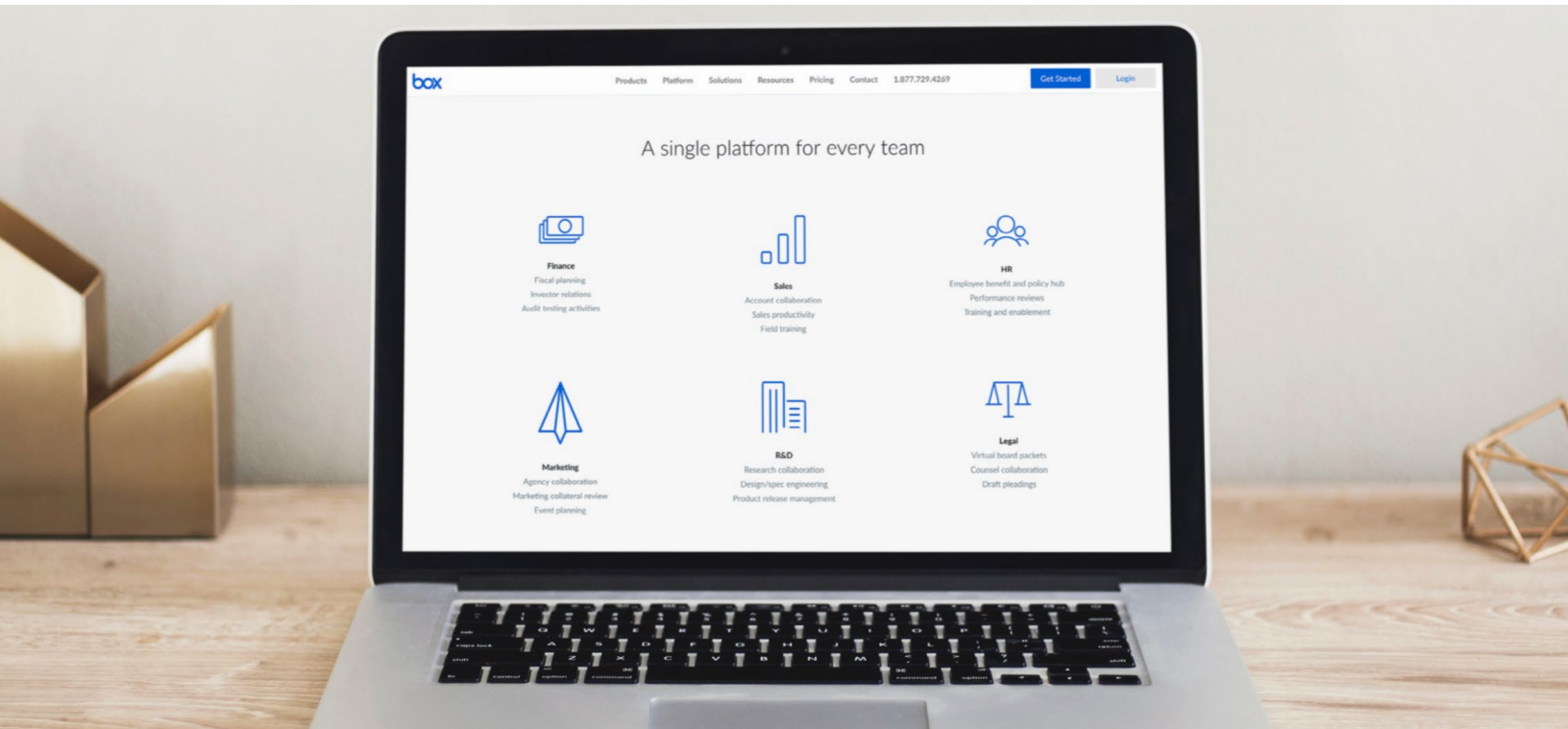
Lifecycle Campaign Composition Enables Personalization at Scale

Nora attributes the success of the welcome series and other campaigns to the ability to gather and combine many different types of data for segmentation and personalization. The team takes advantage of Iterable's modern APIs and flexible data integration to access data from Salesforce.com and other sources and combine it with Iterable data. Iterable's Workflow Studio pulls external data into the platform and triggers tailored messages as users reach specific milestones. Message content is based on such factors as lifecycle stage, Box components downloaded, and usage data.

"We've also automated the process of localizing campaigns for our global user community so that we can easily deliver content in the user's language," Nora remarks. "The team leverages Iterable's APIs to push HTML templates into Box to then be shared with their localization vendor. Once complete, a job runs to pull the translated content back into Iterable. That process has increased the speed of translation by 5X."

Results

Behavior-Based Personalization

Personalization engages customers more effectively, strengthening relationships with enterprise customers. Higher engagement among users has increased user adoption by 10%.

Performance Optimization

Lifecycle Campaign Composition enables the team to get new campaigns ready for rollout to Box's global user community 5 times faster.

Flexible Data Integration

Marketers have enhanced segmentation and personalization by combining Iterable data with data from Salesforce and other marketing tools.

> Iterable allows us to segment results providing insights into user metrics around activation, nurture, and re-activation. These metrics have not only provided a baseline but proven program success and opportunities for continued improvement.

Nora Soza
Sr. Program Manager, Customer Success Operations
Box