

CASE STUDY

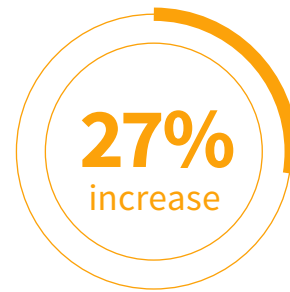
 **iterable + care/of**

Care/of, Made-for-You Vitamin Retailer,  
Drives Customer Engagement With  
Personalized Content

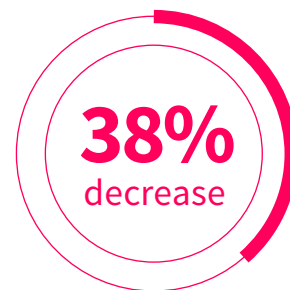
Care/of ([www.takecareof.com](http://www.takecareof.com)) was founded on the principle that the choices we make regarding nutrition, health, and fitness are highly personal. The company produces made-for-you vitamin packs that are personalized for each customer's health and fitness goals, diet, and lifestyle. So it's not surprising that the Care/of growth team employs the same made-for-you approach when it comes to interacting with customers.

Anu Verma, head of marketing, says that the emphasis on personalizing interactions based on customers' interests, health goals, and the combination of vitamins and supplements they take is a major reason the company selected Iterable as its growth marketing solution.

Iterable's omni-channel marketing platform enables Care/of to segment customers based on their health goals and deliver elegant and highly relevant content across email, social, SMS, and other channels.



Open rate year over year



Unsubscribe rate year over year



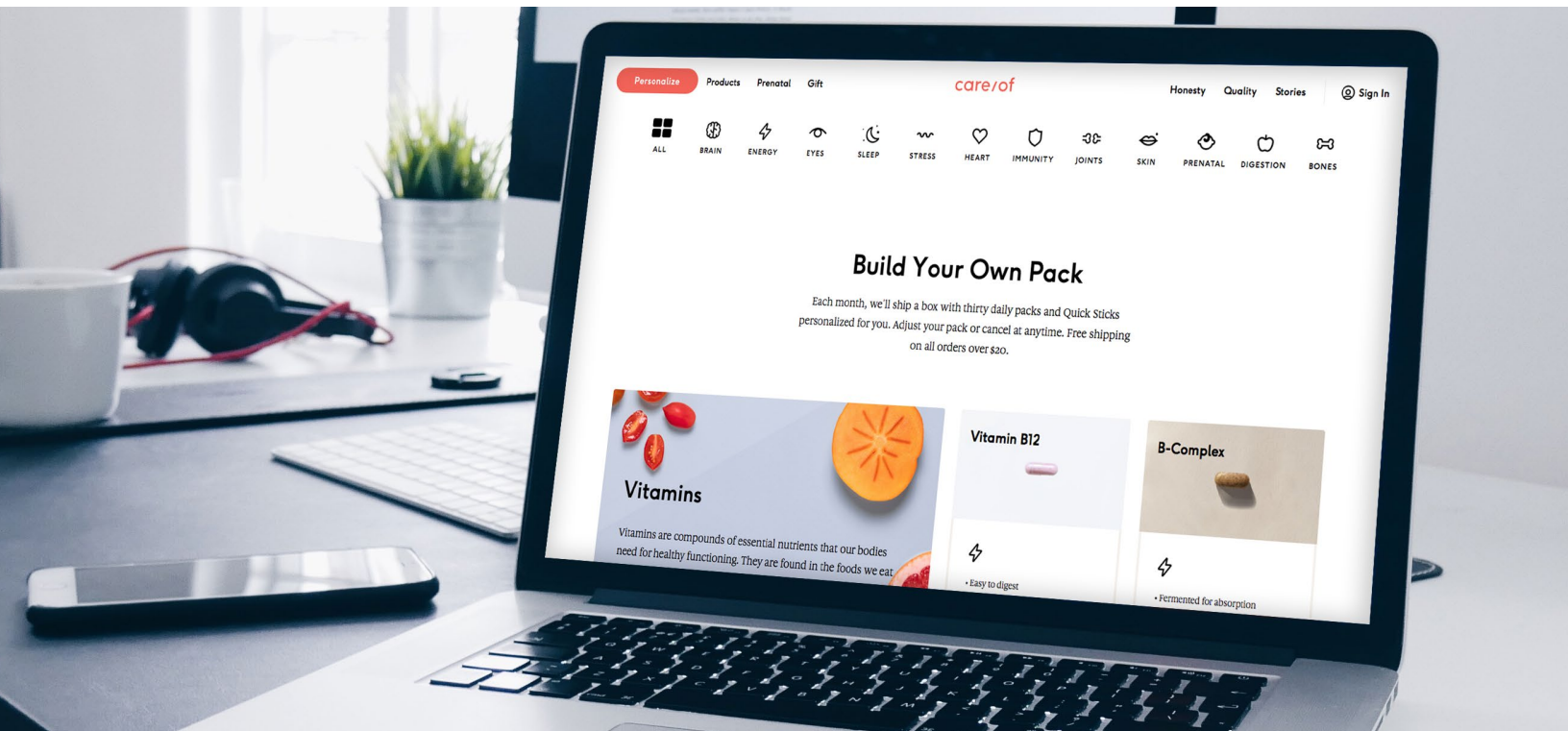
In email sends year over year due to personalization



With Iterable, we're segmenting customers based on the high-level goals they've shared with us and personalizing content around those goals as well as around the products in their personalized vitamin packs.



**Anu Verma**  
Head of Marketing  
Care/of

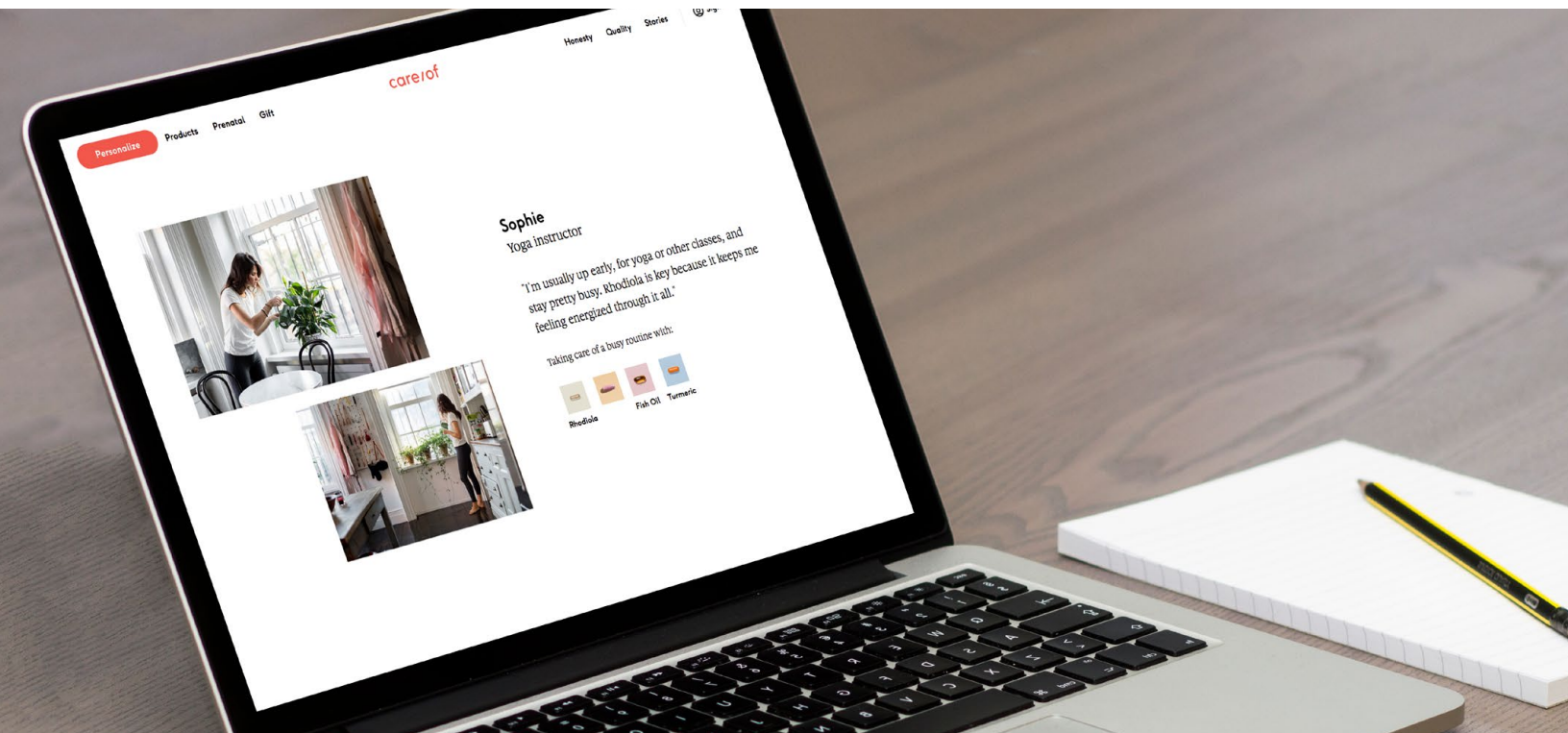


## Creating Two-Way Conversations

The personalization process begins when site visitors click the Personalize button on the Care/of website. The process guides consumers through a series of questions that capture such information as name, gender, lifestyle/habits, and goals for diet, health, and fitness. Placing that first order triggers the post-purchase workflow that welcomes new customers to the Care/of community and follows up with content tailored to customer goals and the products in the customer's personalized pack.

“With Iterable, we're able to segment customers based on what they want to accomplish, their knowledge level, the importance of scientific data in making their choices, and their openness to ancient and traditional medicines,” Anu says. “Personalization helps customers see the connection between our products and their goals. It promotes a two-way conversation that enhances the customer experience and allows us to gain more insight into our customers—for example, capturing order dates, changes in the personalized pack, and referrals.”

The more personalized approach is yielding gratifying results. Open rates from active customers rose 27% year over year (YoY) and active customer unsubscribe rates dropped 38% YoY. The intuitive user interface has boosted productivity, enabling marketing to increase to number of email sends to active customers by 138% YoY.



## Encouraging a Sense of Community

The post-purchase workflow also provides a means for encouraging participation in the Care/of community. Anu says that getting customers to share workout routines, healthy eating tips, and successes helps strengthen a sense of belonging. “One way we do that is by featuring user-generated content, such as Instagram posts, in email messages to our customer base. With Iterable, marketers can move user content into a message with a few simple edits.”

Care/of also circulates information about trending health topics, articles, and riddles in its monthly newsletter, providing engaging, often educational, health content with a dose of fun and creativity. In setting out to dedicate an editorial and creative voice to a topic with real depth—health and wellness—Care/of makes use of a broad tool set available within Iterable, including A/B testing content and copy, segmenting users based on interest area, and workflow functionality.

## Results



With Iterable, year-over-year open rates rose 27%, unsubscribe rates dropped 38%, and email sends are up 138%.



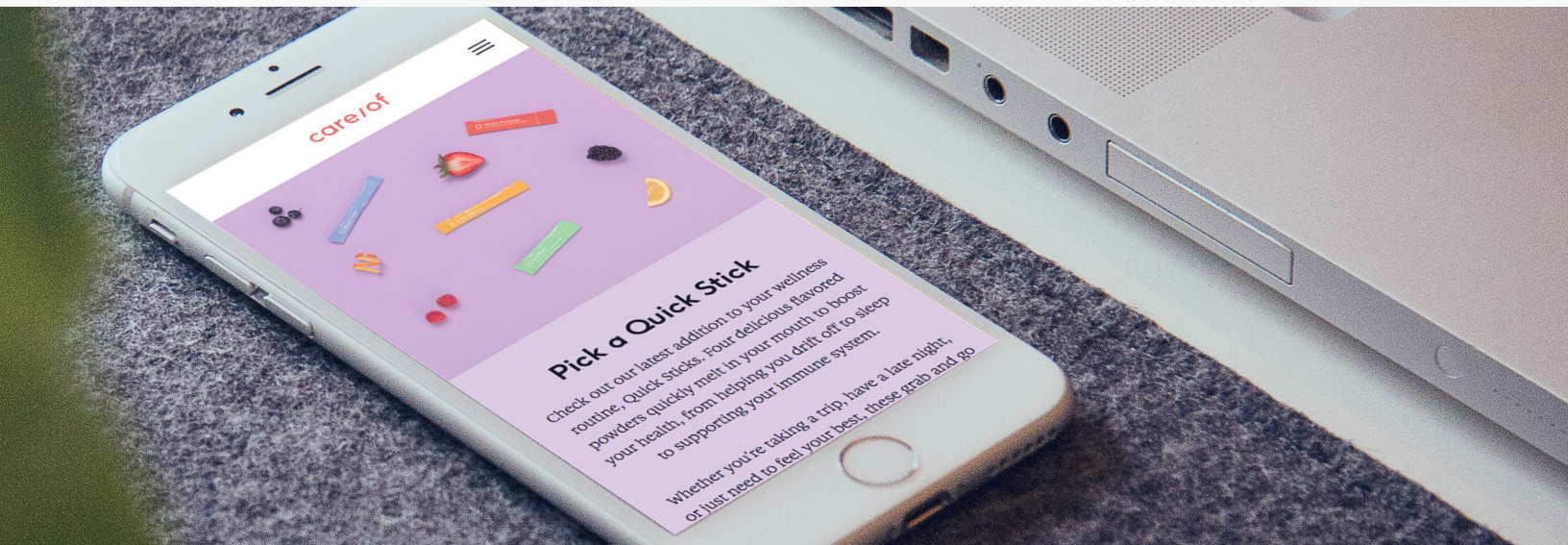
Personalization promotes two-way conversations that provide rich insight into customer interests and needs.



Segmentation based on customer goals enables Care/of to deliver elegant, highly relevant content across channels.



A/B testing enables marketers to continually improve the performance of content and copy.



## About Iterable

Iterable is the growth marketing platform that powers personalized omni-channel marketing at scale. Iterable captivates consumers with highly relevant and personalized messaging, activates campaigns on any type of internal and external customer data, and allows marketers to automate campaigns across all channels that matter to their consumer.

Growth Marketers can use Iterable Workflow Studio to quickly and intuitively build customer segments, build workflows, automate touch points, and test strategies at scale without engineering support.