Optimize Your Marketing Messaging With Smarter Metrics

A GROWTH MARKETING GUIDE TO MULTI-CHANNEL CAMPAIGNS

iterable | Segment

Table of Contents

iterable | Segment

Introduction

Growth marketing often depends on using behavioral data to run personalized marketing campaigns and achieve a better understanding of one's customers.

Because users' preferences, lifetime value and other defining characteristics are not set in stone, growth marketers must possess a spirit of self-improvement around the tools and tactics that drive their marketing strategy.

To excel in this fluid, fast-paced business world, it is more important than ever to develop a marketing stack with the right technologies to capture the right data to reach customers with relevant, engaging messages.

GROWTH MARKETING MINDSET

Focus on Behavioral Data	1	Awareness and Self-Improvement	2	Better Customer Understanding	3

This guide is for growth marketers interested in implementing high-performing multi-channel campaigns. In it, we present a framework for using marketing technology to unify, message, analyze and optimize campaigns across all channels, using Iterable and Segment's joint solution as the foundation.

If this report piques your interest and you'd like to learn how to advance your own data-driven marketing campaigns, please reach out to us.

Iterable empowers growth marketers to create world-class user engagement campaigns throughout the full lifecycle, and across all channels. Build workflows, automate touchpoints and test strategies at scale without engineering support.

iterable.com/demo

Segment empowers marketing teams to use the tools they need without having to enlist an engineer. It captures data from your app, website, advertisers and third-party tools and sends it to your email, analytics and marketing platforms, allowing teams to get a complete view of their customers and take action on their data.

segment.com/demo

iterable | Segment

iterable.com
@iterable
/company/iterable
/iterable

segment.com
@segment
/company/segment-io
/segmentio

Key Takeaways

A powerful growth marketing strategy involves selecting robust platforms that can collect rich behavioral data about your customers to create better messaging for your multi-channel campaigns.

To determine the right strategy for your organization, we have provided a framework that will assist your decision-making when developing your growth marketing technology stack.

UNIFY

Your data holds little tangible value when it's in disparate silos. Instead, choose an integration platform that serves as a unified, scalable hub of information, collecting customer data from all sources to better track the entire customer journey.

MESSAGE

Now that you're better informed about your customers, the next step is to engage them. Build relevant messaging across email, push and in-app notifications with a marketing automation platform that makes it simple to create templates and workflows.

ANALYZE

Once you've created your marketing messaging, it's time to analyze its performance. A/B testing is a standard practice, but a growth marketing platform should also provide metrics by clicks, segments, locations and devices. Compare dozens of variations and auto-implement the winners.

OPTIMIZE

Your analysis will generate new questions about the customer experience, so harness campaign data to optimize your strategy and determine future actions. At this stage, your messaging will influence your metrics, providing you with new information to iterate again and again for even better results.

Once you understand the growth marketing cycle, the next step is to select the **communication**, **channel** and **campaign** that will achieve the highest level of user engagement.

The 3 Cs of Marketing Messaging

Each message that you send to your customers is associated with a specific type of communication, channel and campaign. Understanding how these three C's relate to one another will result in a more effective growth marketing strategy.

Communication

Messaging is typically defined as a type of communication targeted to a specific audience. The two most common communication types are triggered messages that are sent individually and blast messages that are sent en masse.

Triggered messages are implemented when a customer completes a particular action (e.g. subscribes to a newsletter, abandons a shopping cart, makes a purchase). These communications are designed to encourage an individual user's activity over time.

Blast messages cast a wide net to large segments of customers in order to advertise new products, inform them of sales and lead them down the funnel. Dynamic content allows promotions to be personalized to a user's preferences for better engagement.

Channel

To improve the performance of your marketing messaging, use the right channel to move customers along the funnel. The most effective channels for growth marketers today are email, SMS, push and in-app notifications.

Email continues to achieve the **highest ROI of all marketing channels**. Interactive emails are on the rise, incorporating GIFs, animations and checklists to drive users from inbox to checkout.

SMS is more direct than other channels with a **read rate of up to 97 percent**. It can be an effective method for sending transactional messages, such as confirming appointments, requesting feedback or verifying user identity.

Push notifications are becoming an increasingly popular channel, especially when communicating with younger, mobile-savvy customers. Personalizing push notifications can **increase open rates by 800 percent**!

In-app notifications are essential to marketers with **dedicated mobile apps**. These messages can be customized with images and buttons to direct users to a single or multiple locations of the app for increased ROI.

iterable.com

@iterable

/ company/iterable

/iterable

segment.com

@segment

/ company/segment-io

/segmentio

5

Campaign

Campaigns are significantly more effective when they're driven by behavioral data, because they're highly targeted based on a user's activity. Here are three recommended campaigns that can dramatically boost user engagement.

Welcome Campaigns
Triggered by a new user signup event, a welcome campaign is designed to encourage someone to complete certain desired actions. Consider what a user must do in order to "get hooked" on your product, whether it's following the brand on social media or downloading the mobile app.

Cart Abandonment Campaigns
Marketers already know that it's not uncommon for a consumer to begin searching for a product on their mobile device, only to complete checking out on a desktop browser. Interrupted sessions are to be expected, so reclaim a customer's attention with a shopping cart abandonment campaign.

Re-Engagement Campaigns
We all wish for an audience of diehard fans, but it's more likely that some customers will fall off the grid within a few months. Win back dormant users with a recurring re-engagement campaign. This can be triggered by a certain number of days since last purchase or app open.

Average Email Open Rates in E-Commerce

Hi	Welcome Campaigns:	**20-30%**
🛒	Cart Abandonment Campaigns:	**30-50%**
♡	Re-Engagement Campaigns:	**25-35%**

iterable | Segment

iterable.com
@iterable
/company/iterable
/iterable

segment.com
@segment
/company/segment-io
/segmentio

6

The Growth Marketing Cycle

Much like agile software engineering today, growth marketing is all about adjusting to an ever-evolving business and delivering the highest value to customers quickly and efficiently.

Growth marketing platforms enable organizations to use rich contextual data to design behavioral campaigns with better messaging that will engage users more effectively. Then once a campaign has been implemented, the focus shifts to analyzing and optimizing its performance, iterating on the process once again.

Let's delve deeper into how this cyclical framework of campaign management can be established by using Segment and Iterable's joint growth marketing solution.

UNIFY

You already have all the data you need, but it can't give you the full picture of your customer journey when it's siloed. Combining your data from different sources allows you to delve deeper into your data and come up with innovative marketing plans.

Segment provides a single, scalable platform to collect, manage, and route your data. It combines website and app data with data from advertising platforms like Facebook and Google and data from tools like Iterable, Zendesk and Salesforce.

Segment then sends that data to whatever tools your team prefers to use, which allows your team to work from the same complete data set to fully understand how your customer interacts with your company.

Segment also sends your data to a data warehouse, where you can run SQL queries to answer any questions that are too complicated to be answered in your tools.

With Segment's robust technology, growth marketers have a unified source of information to pull from, so they have the right data to send the right message at the right time.

Combine Data From all Sources

- Web logs
- Mobile app data
- Advertising platforms
- Campaign data
- Customer support tickets

"Segment collects all of our event data from our customer and shopper apps, across all platforms. Combining this event data with our transactional data gives us a comprehensive view of our customer and shopper interactions."

Che Horder
Director of Analytics at Instacart

iterable.com
@iterable
/company/iterable
/iterable

segment.com
@segment
/company/segment-io
/segmentio

MESSAGE

After Segment has unified data from all relevant sources, the next step is using that rich contextual information to build successful messaging across all channels with Iterable's growth marketing platform.

With Iterable, it's easy to message effectively with these four simple steps.

▶ **Create your user profiles.** User profiles can take in any user data or behavioral event, making them immediately available to the rest of the platform. You don't have to worry about updating database schemas or running SQL queries. Use Iterable as your CRM of record or connect it to any back-end system or database.

▶ **Segment your user base.** Segmentation lets you understand your user base in real-time, based on any user profile data, behavior or past campaign interaction. Save segments as static lists or dynamic lists and run them standalone or incorporate them into your campaign workflows.

▶ **Build your workflows.** Workflows automate and give life to your campaigns, while being as simple or sophisticated as you like. Either way, no coding is necessary: you can incorporate filters, delays, any messaging channel, as well as trigger other workflows and webhooks.

▶ **Design your templates.** Beautiful templates are key to drive user engagement. Iterable provides visual, drag-and-drop template designers for all message types, or allows you to directly import code from your design team. Templates support full personalization, logic statements and dynamic data feeds.

With its modern and intuitive tools, Iterable enables growth marketers to welcome and retain customers with relevant messaging, strengthening their engagement and increasing lifetime value.

"The important thing when we were evaluating all the vendors in this space was usability. Making it easy for our marketing teams, and all of our teams, was fairly important to us. Iterable feels like it was designed with the user in mind."

Conrad Chu
CTO at Munchery

iterable.com
@iterable
/company/iterable
/iterable

segment.com
@segment
/company/segment-io
/segmentio

9

ANALYZE

All the features that can be utilized to message users only get you part of the way. Growth marketers know that it's vital to test messaging for improved performance. Iterable allows you to A/B test any aspect of your campaign, run tests with up to 50 variations and auto-implement the winner.

When you use Segment and Iterable together, you can send all of your email open, deliver, click and conversion data to the Segment platform and any other tools you have connected.

With this data in your favorite analytics tool or a SQL database you can run the next level of analysis to understand how different campaigns and variations affected down-funnel behaviors and revenue.

Many businesses consider analysis as the last step of running a campaign, but to achieve accelerated growth, marketers must complete the feedback loop.

With Iterable, you can send campaign data back to Segment to hone your strategy and determine actions to take in the future.

Analyze Campaigns in Real-Time

- Metrics by segment
- Metrics geo-map
- Aggregate metrics
- Click heatmap
- Campaign calendar
- Device breakdown

"Iterable is our key platform for driving customer growth and engagement at Rocksbox. We can run and optimize all our campaigns just using the Iterable tools."

Amanda Nguyen
Associate Marketing Manager at Rockbox

iterable.com
@iterable
/company/iterable
/iterable

segment.com
@segment
/company/segment-io
/segmentio

⚙ OPTIMIZE

Having a 360-degree view of your customer journey lets you fully understand how you can adjust course. By understanding which marketing activities are working and which ones aren't, you can optimize your campaigns based on what your data is telling you.

Whether you're a marketing novice or expert, here are some ways that you can use data to optimize your campaigns.

BEGINNER: Know your channels.	INTERMEDIATE: Pick your most engaging messaging.	ADVANCED: Understand down-funnel behavior.
What channel is engaging your customers the most? What channels need improvement? Use your data to learn where should you be focusing your marketing efforts.	What messages are resonating the most with your customers? By examining your click-through rates, you can adjust your messaging across your advertising to be more effective.	What effect did that email campaign have on purchases? Did that blog post lead to an increase in subscribers? Your data can help you optimize for engagement and conversions.

Whatever questions you might have about your customer journey, whether it be about calculating lifetime value, building attribution models or getting the highest ROI on your ad spend, examining your data will help you optimize to craft the best marketing possible.

"Thanks to Segment, we have a full and complete picture of the performance of our campaigns and our return on investment."

Simon Trudeau
Digital Analytics Director at Breather

iterable
Segment

iterable.com
@iterable 🐦
/company/iterable 💼
/iterable 📘

segment.com
🐦 @segment
💼 /company/segment-io
📘 /segmentio

Conclusion

All marketers have the same objective of accelerating the growth of their businesses. However, to truly practice growth marketing, it's important to select technologies that flexibly react to evolving customer behavior.

By integrating Segment and Iterable, marketers can unify all their data, create more engaging messaging, analyze campaign results in real-time and optimize the entire process for sophisticated data-driven marketing.

We appreciate you reading this guide to optimizing marketing messaging with smarter metrics. Find more whitepapers, customer case studies and detailed User Engagement Teardowns of leading B2C companies on the Iterable **resources page**.

---

iterable   **Segment**

Iterable empowers growth marketers to create world-class user engagement campaigns throughout the full lifecycle, and across all channels. Marketers segment users, build workflows, automate touch points, and test strategies at scale without engineering support.

Segment empowers marketing teams to build a best-in-class technology stack. You can use Segment to capture data from your apps and websites and send it to third-party tools with the flip of a switch. Once an engineer implements Segment, you can use more than 200+ tools on the platform for behavior-based email, push notifications, analytics and more.

iterable.com/demo   **segment.com/demo**

---

iterable | **Segment**

iterable.com   segment.com
@iterable 🐦   🐦 @segment
/company/iterable in   in /company/segment-io
/iterable f   f /segmentio

12