

C R E A T I V E L I V E

Case Study

Personalized Growth Marketing to 10 Million Students



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C R E A T I V E L I V E

CreativeLive empowers and inspires over 10 million students worldwide. With more than 1,500 curated classes and over 10,000 hours of video, CreativeLive hosts the world's largest premium online creative education platform.

New York Times best-selling authors, Grammy, Pulitzer, Oscar winners, thought leaders and legendary entrepreneurs like Richard Branson, Gary Vaynerchuk, Tim Ferriss, and Mark Cuban—over 1,000 of the world's top experts—teach the CreativeLive community.

Key Takeaways

- **Massive time savings:** Email setup and testing times have been cut by 50%.
- **Hyper-personalized campaigns:** User profiles take in individual behavioral events, enabling targeted content across all channels.
- **On-call support:** Real-time customer support chats allow efficiency and accelerated learning.



“
Normally we segment by the channel our users are interested in, but now we are able to be much more granular than that. The customer is more engaged because whatever we're sending them is highly relevant.
”

Silva Yousefian

Email Marketing Manager at CreativeLive

Iterable's Impact at CreativeLive

By using Iterable's growth marketing platform, CreativeLive has been able to vastly reduce the time that marketers spend developing emails, while creating more personalized and optimized messaging that doubled click-through rates in two months.

Every action a user makes on the CreativeLive website—from enrolling in a course, to saving or marking a class as interesting—is added to their Iterable user profile. This builds dynamic, accurate and up-to-the-minute lists.

Instead of targeting people in broad categories, such as photography, the growth marketing team can now target focused sub-categories, such as outdoor photography, leading to increased open rates from 15% to 25%.



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Streamlined Email Management for Focused Execution

CreativeLive was looking for a modern, user-friendly platform that could handle both transactional and marketing emails.

The API calls with their legacy email provider were constantly breaking and the team was getting mired in support delays.



“The system we were replacing seemed very old-school and everything was pretty cumbersome,” says email marketing manager Silva Yousefian.

There were data silos between departments and systems. “Our product team is in charge of transactional emails, and previously they were on a different ESP than the marketing team,” explains email marketing manager Karen Lee.

“One of the big things that was really challenging was managing unsubscribes, syncing them between the two systems. Now, with Iterable, we really like how easy it is to track people’s email preferences all in one place. It’s cutting down on the manual work of executing campaigns and lets the marketing team focus on increasing engagement and ROI.”



“
Because it is so much easier to feed data into Iterable than into our legacy ESP, we have been segmenting based on more personalized, granular customer attributes. We’ve seen our click-through rates double.
”

Karen Lee

Email Marketing Manager at CreativeLive



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Workflow Spotlight

CreativeLive’s mission is to inspire people and help them make progress with their artistic goals.

Iterable helps CreativeLive accomplish this mission by enabling the marketing team to create personalized, razor-sharp content that aligns with customer behavior and interests.

Once a customer has purchased a class, the “Post-Purchase Stream” launches to curate additional information that the user may be interested in.

This is how the email workflow is deployed:

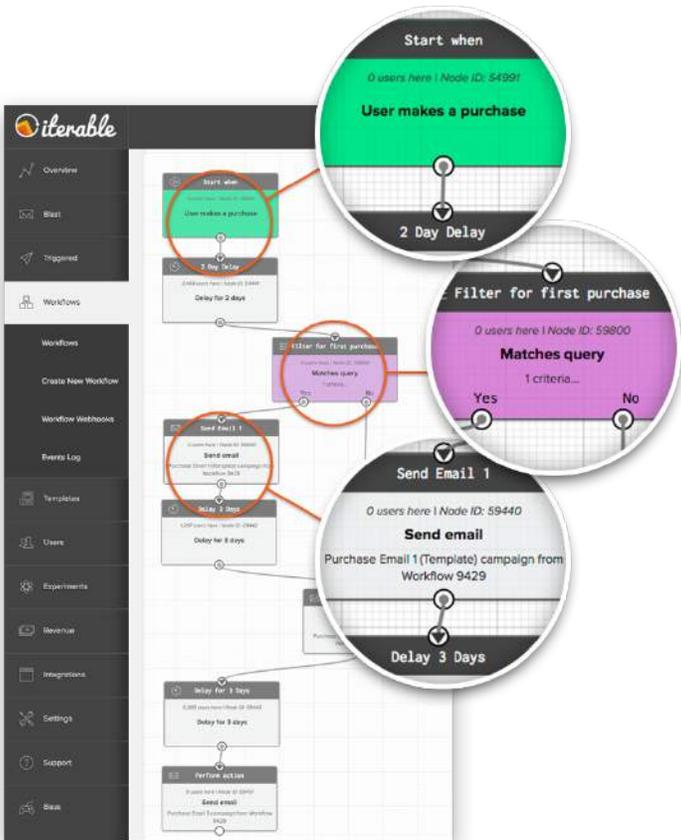
- **A confirmation email** is triggered when the user makes a purchase.
- **A follow-up email** is sent two days later to suggest related courses to purchase.
- **A reminder** requesting a review of the class goes out three days later.
- **An upsell email** is sent after three additional days, encouraging users to purchase additional courses at higher price points.

“We are encouraging people to move forward with their passions and dive in deeper,” explains Silva. “By creating personalized streams, it gets them there a little quicker.”

The team’s newest project is to build on this further with dynamic footers—content that is curated automatically into each individual email.

Iterable has helped CreativeLive become more strategic in its mission of inspiring and educating a rapidly growing, global cohort of creatives.

By synthesizing multiple data streams into one, intuitive and easy-to-use platform, the marketing team has found more hours in the day to craft the personalized content that converts.



About Iterable

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.

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