

BUYERS GUIDE

A Guide to Upgrading Your Growth Marketing Platform



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Your First Step to Moving Up and to the Right

Marketers today face a massive challenge: create meaningful customer engagement across all channels.

You're competing for consumer attention alongside thousands of other brands, making it harder than ever to cut through the noise and stay top of mind.

Creating a stand-out brand and accelerating subscriber growth means building a relationship with each individual member of your audience. True growth marketing requires a personalized, omni-channel strategy that creates relevance for the consumer and breaks away from "batch-and-blast" messaging.

With such a lofty goal, it's no wonder that [70 percent of marketers](#) are unhappy with their current marketing technology, and almost [40 percent](#) of them are currently considering a change. Many marketers rely on outdated tools that are ill-equipped to help them compete in this environment where consumer expectations are extremely high and on-demand service is required.

In this "Now Economy," your marketing technology should be as innovative and agile as your organization in order to respond to customers in real time and win their long-term loyalty. When the continued use of inadequate MarTech results in the loss of engagement, retention and, ultimately, revenue, the cost of standing still is too high.

This guide will not only help you understand the benefits of modern growth marketing platforms, it will also enable you to marshal your organization through the evaluation and selection process.

Read on to learn how to mitigate the risks and reap all the rewards of upgrading your growth marketing platform.

70%

who use a marketing automation platform are unhappy with their current solution

40%

of marketers are currently considering a change

Why It's Vital to Adopt Modern MarTech

Marketing used to be designed as one-size-fits-most, but you're already aware that much has changed in the past few years that has made omni-channel marketing technology mission-critical. Here are the three key reasons why upgrading to a modern growth marketing platform will move the needle for your business.

Unified Customer Engagement

Using multiple point solutions for email, direct mail, mobile, web and social creates data silos, which results in fragmented messaging and frustrated customers: [47 percent of consumers](#) will switch to a competitor within one day of a poor experience.

By adopting a growth marketing platform, you can create consistent, seamless consumer experiences across all channels by integrating all first and third-party data sources into a single repository. Once your team has unified all available data, you can then develop highly personalized messaging that resonates with each member of your audience.

Real-Time Engagement

In today's Now Economy, 81 percent of consumers demand [faster response times](#) from brands. You either exceed their expectations or risk losing their loyalty. But it's a fact that executing campaigns requires substantial support from engineering resources and professional services. And when you're relying heavily on others, you lose the ability to react to customers' needs in real time.

Modern growth marketing platforms are built with the marketer in mind; with intuitive ease of use, you can create and manage campaigns quickly without getting an army of developers involved.

Omni-Channel Relevance at Scale

Research shows that marketers integrating all channels have [3X higher effectiveness](#) than those using fewer channels. Unlike legacy systems that simply coordinate the distribution of messages across multiple channels, modern growth marketing platforms deliver true omni-channel relevance at enterprise scale.

They facilitate 1:1 conversations with nation-sized audiences, so each subscriber feels like a VIP, no matter where or how they engage with the brand. Old-school segmentation has evolved into data-driven [individualization](#), and now marketers can capitalize on bringing that personal touch to every campaign.

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Addressing Common Objections to Making the Switch

You already understand how next-generation marketing platforms offer opportunities to enable real-time, data-powered personalization across all the channels, but your organization may need a bit more convincing. Here are three common objections that marketers face when considering an upgrade to their growth marketing technology.

“Our current solution is good enough”

This objection often arises when the marketing team feels institutionally attached to their legacy system, despite acknowledging its many challenges. In this case, it's important to stress that comfortability with the status quo keeps organizations from evolving past “good enough” to “ground-breaking.”

How to Respond: Identify the pain points of the current solution, whether it's limited personalization or a reliance on engineering support, and how they will negatively affect the team if left unresolved. Major brands have been able to [cut their campaign deployment and testing time in half](#) by switching to modern MarTech—what could you accomplish with 50% more time?

“We already have too many marketing tools”

It is true that most marketers are using a multitude of disconnected technologies—an email service provider here, a mobile messaging platform over there. In fact, when the [average marketing stack](#) consists of up to 16 tools, it's normal to face resistance when proposing an alternative.

How to Respond: Explain that a modern growth marketing platform actually consolidates technologies by enabling a brand to message across all the channels. Paint the picture of what an omni-channel customer journey could look like when your team is fully aligned and can create cohesive messaging.

“We should build something in-house instead”

Most enterprises already have access to a world-class team of engineers and may pride themselves on their ability to create custom solutions. However, it's important to consider the opportunity cost—what could the engineering team build and maintain if their time and resources weren't dedicated elsewhere?

How to Respond: Gather the key stakeholders and discuss how [homegrown MarTech](#) can become a lose-lose situation, in which the marketing team requires extensive developer support to create engaging content and the engineering team loses focus on building innovative products that benefit customers.

How to Win Over Leadership

Now that you're equipped to address the most common objections, the next step is tailoring your pitch to the pivotal members of the c-suite. Here's how to make your business case to senior leadership.

CMO

For CMOs, it's all about delivering real results and marketing ROI—fast. They want their teams to be able to act immediately—to respond to customers in real time and take calculated risks to grow as quickly as possible.

A modern growth marketing platform will give CMOs that much-needed bird's eye view of their customers so that their teams can engage each individual appropriately and creatively.

- Demonstrate how using a single solution can eliminate organizational silos and improve team alignment and coordination
- Discuss why a unified platform results in a better customer understanding by retrieving data from all sources
- Calculate how [ROI can increase up to 700%](#) when engineering dependencies are reduced and campaigns are deployed faster

CEO

While CEOs may have different objectives at their respective organizations, they usually share three main business concerns: accelerating growth, increasing ROI and improving the value and perception of the brand.

By bringing your MarTech up to speed with a true omni-channel platform, the entire business will benefit from increased revenue and a lower total cost of ownership. Not to mention that consumer engagement with the brand will be higher than ever.

- Highlight how implementing an omni-channel platform can increase customer engagement, [which can lead to an \\$7.9M increase in recurring sales](#)
- Present the gains in efficiency once departmental silos inside the marketing organization are removed
- Explain that highly relevant messaging significantly improves the brand's usefulness and value to consumers

The 3-Year Total Economic Impact (source [Forrester](#))

700%

ROI achieved
by making
the switch to
Iterable

\$7.9M

increase in
recurring sales
due to higher
customer
engagement

How to Get Buy-In From Engineering

Anything that reduces the burden on engineering resources benefits the business, because it allows the technical experts to focus on product development. Here's how to connect and resonate with the engineering team, as well as the rising role of the marketing technologist, to have heads nodding in agreement.

Head of Engineering

Managing people, budget and time are top-of-mind for engineering management. So when you mention that about [a third of engineering resources](#) are consumed by putting out fires, you've got their attention.

These unforeseen emergencies are addressed at the expense of projects that have more far-reaching value. After all, the engineering team should be focused on building better products and services.

- Explain how modern MarTech reduces the time that the engineering team spends solving marketing-related challenges
- Expand on the point that freeing up time will also allocate resources more effectively to meet engineering objectives
- Demonstrate where increased user growth can more clearly define market fit as you deploy features and scalability support

Marketing Technologist

With one foot in marketing and the other in tech, marketing technologists may have the most to gain from upgrading platforms. When they're too busy juggling more than a dozen of disparate systems, the ability to manage campaigns with a single, unified platform changes the game.

Upgrading technology not only saves a ton of time and manual work, it also ensures consistent messaging and a seamless customer experience. By streamlining the messaging workflow from list pull to campaign launch, modern MarTech empowers this key stakeholder to turn toward optimizing performance.

- Calculate the substantial time savings that would be gained by consolidating technologies and automating processes
- Discuss how an omni-channel platform provides greater and easier access to all program activity and campaign performance
- Reassure that a safe migration is guaranteed with best-in-class growth marketing technology

How to Make Everyone Your Champion

We've presented some proactive recommendations on how to win over particular members of your organization, but there may be many more people left to convince. Regardless of who you're pitching, here are some helpful tips to get everyone on board with upgrading your growth marketing platform.

Arm yourself with information

Gather knowledge by reading reviews of popular platforms on third-party sites like [G2 Crowd](#) and checking out [case studies](#) of companies that have achieved success.

Tap into your network

There's no reason to navigate the MarTech landscape on your own—there are many places, such as LinkedIn Groups or social media communities like [Women of Email](#), where you can receive valuable advice and recommendations.

Get under-the-hood with product demos

Vendors should be as invested in your success as you are, so [request a demo](#) from your top choices to learn exactly how their technologies can enable omni-channel customer experiences.

Make your list and check it twice

Develop a list of specific evaluation criteria, like the questions we've posed here, to effectively compare platforms and determine the right solution for your business.

Evaluation Criteria of Growth Marketing Platforms

- Can the platform offer truly seamless messaging across all channels—email, direct mail, mobile, web and social?
- Does it allow marketers to build and execute omni-channel campaigns without requiring engineering resources or professional services?
- Can it easily achieve 1:1 personalization by enabling dynamic, behavior-based messaging in real time?
- Does it support universal webhooks to retrieve customer data from an unlimited number of sources?
- During the onboarding process, does it provide a “Safe Passage” program to ensure campaign-readiness 30 days after signing?
- Does the cost of migration include custom integrations?
- Will the platform re-ignite your passion for brand-building and spur creative marketing?

Making the Switch: CreativeLive Case Study

CreativeLive is the largest premium online creative education platform, inspiring over 10 million students worldwide.

CreativeLive's growth marketing team needed 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.

By using Iterable, 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.

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%.

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



Why They Switched to Iterable

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.

“

We were using an old-school, incumbent ESP—it could handle our email volume, but we had to depend on daily data syncs that delayed us and those processes often failed. It was definitely not ideal.

Iterable allows us the flexibility that we needed to make sure that our campaigns are effective. It was the best fit for our business, and we couldn't be happier with the switch.”

Adriano Blanaru,
Director of Product

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.

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



Modern Architecture

Iterable is built with industry-leading Elasticsearch technology. Onboard unlimited data, segment on real-time behaviors, personalize your message at scale and deliver to millions across multiple channels.



True Omni-Channel

Amplify your messaging resonance at enterprise scale with a personalized, true omni-channel experience across email, mobile, direct mail, web and social.



1-to-1 Relevance

Enhance message relevance by leveraging dynamic subscriber demographic, behavioral and event data in real time. Create triggered and event-based campaigns.



Single Data Platform

Ingest unlimited data from any platform, including commerce, service and data providers. Understand your customers' actions while reducing data silos.



Workflow Studio

Iterable's highly visual, drag-and-drop workflow builder triggers campaigns with an unlimited number of steps, branching and A/B tests.



Easy to Use

Iterable is built for marketers, who can now create sophisticated campaigns without technical resources. Use one platform to plan, execute and manage omni-channel campaigns.

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