iterable + 99designs

99designs Turns Prospects Into Customers by Creating Personalized Content With Iterable

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99designs, the world's largest on-demand design marketplace, makes it easy and affordable for people to connect with designers—whether it's an entrepreneur looking for a logo design, a business owner redoing a website, or a writer searching for a book cover illustration.

The company's go-to-marketing strategy—to position the company as both a marketplace for designers and a provider of a dependable product for consumers—presents a challenge to the 99designs growth team. This requires tailoring marketing campaign messaging for two highly diverse audiences: businesses in need of design services and tens of thousands of designers looking for projects.

According to Kelly Inglis, marketing manager, and Kelly Morr, senior manager of content strategy, Iterable is helping the marketing team improve open rates, click-throughs, and conversion rates. Why? Because Iterable enables 99designs marketers to segment customers in a highly granular manner and target customers with personalized messaging that engages them more effectively.

11%
increase

Open rates

36%
increase

Click rates

2X
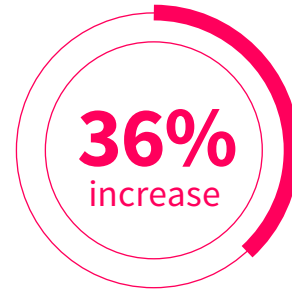
Conversion rates for industry-specific campaigns

> " Iterable is allowing us to segment customers more effectively and personalize the messages we send them. By delivering relevant content to the right people we're driving up engagement.

Kelly Inglis
Marketing Manager
99designs

Targeting and Personalization Improve Campaign Results

Before implementing Iterable, 99designs marketers were struggling with a legacy marketing tool that wasn't marketer friendly and required extensive engineering support. Creating small, highly targeted customer lists was just not practical considering the amount of technical assistance required. With Iterable's rich feature set and intuitive user experience, the 99designs growth team can now easily segment customers and personalize content without extensive engineering support.

"One of the big advantages of Iterable is the integration with Segment, which gives us easier access to customer data and allows us to build our own lists," Inglis explains. "We're able to customize our targeted campaigns based on such factors as previous purchases and not completing a purchase. Our abandonment campaign is now delivering better results because the message content refers to the design category under consideration and speaks directly to what the prospect is looking to buy."
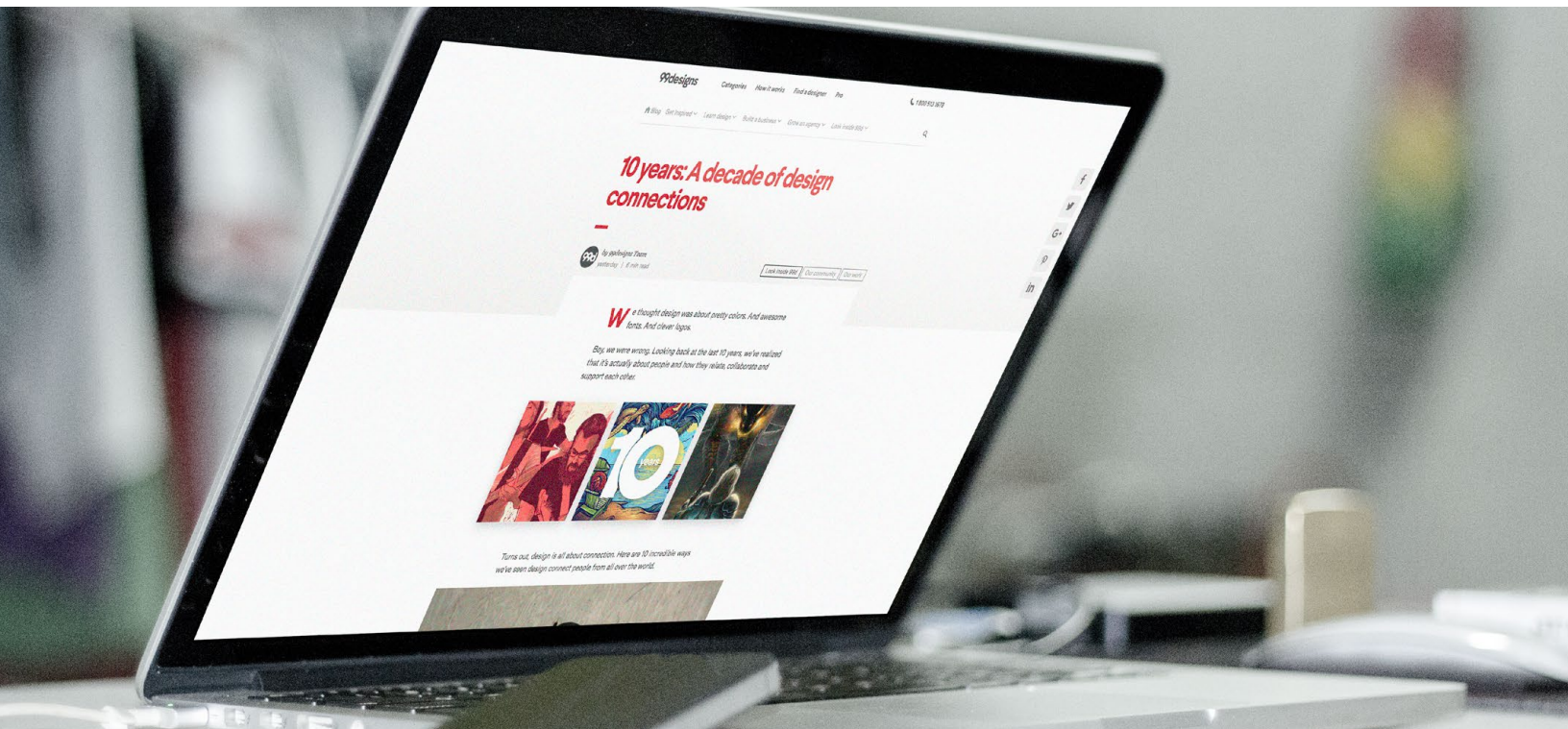
Innovation Drives Engagement

With Iterable, the team spends less time on the back-and-forth between marketing and development. Consequently, team members have more time to focus on strategic activities such as finding innovative ways to make campaigns more engaging and more profitable. The focus on strategy is paying off:

- Personalizing the post-purchase campaign series based on industry has increased open and click-through rates and, ultimately, helped double conversion for the entire series.

- A revamped email newsletter is increasing engagement with highly relevant content that people are excited to see in their inboxes.

- A design contest follow-on campaign invites customers to "work with your winning designer on another design project." Messages include the winning designer's name, a link to the designer's profile, and other elements related to the contest.

Business Results

With the implementation of Iterable, 99designs marketers have more visibility into and control over their campaigns. Because Iterable is so easy to use, channel managers now have full ownership of their campaigns.

Results

Eliminating the back-and-forth between marketing and engineering accelerates campaign creation and time to execution.

Segment integration facilitates access to customer data, enabling marketers to build their own customer lists for targeted campaigns.

Targeted, personalized campaigns generate higher open, click-through, and conversion rates.

Channel owners have better visibility into and control over their campaigns.

The improved campaign performance is validated by quantifiable results, as the post-purchase series clearly demonstrates. Improvements in that campaign include an 11% increase in open rates and a 36% rise in click-throughs resulting from the incorporation of industry-specific campaigns. Industry-specific personalization also ultimately helped double conversion rates for the entire series.

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With Iterable, a channel owner who wants to conduct a survey or run a Facebook campaign can create the customer list, build the campaign, and test various elements of the messages to see which combination delivers the best results—all without technical assistance.

Kelly Morr
Senior Manager of Content Strategy
99designs