

OMNI-CHANNEL CAMPAIGNS

A Single, Unified Messaging Platform Across all Channels

Benefits



Increased relevance and engagement by communicating with customers through the channels they prefer



Faster campaign creation and easier management with a single, unified messaging platform across all channels



Stronger brand recognition due to consistency across channels

Today's on-the-go consumers use a variety of channels in their work and private lives—email, mobile, online, and offline—and have strong preferences regarding which channels they use. When it comes to interacting with brands, consumers expect to use their preferred channels. Successful marketers understand the value of being able to communicate with their customers over all popular channels and personalize messaging to specific channels that their customers prefer.

In the past, if you wanted to reach your audience through multiple channels, you often had to resort to multiple point solutions. Marketers often had to even deploy specific teams for specific channels. The result was often inconsistent brand messaging that fragments the customer experience and diminishes customer engagement. According to Accenture,¹ 80% of consumers reported a fragmented customer experience with a brand due to an inconsistent experience across channels.

You can overcome these multi-channel challenges with Iterable, the only growth marketing platform that powers relevance at scale across multiple channels: email, social ads, mobile push, in-app, SMS, web push, and direct mail. With Iterable, you can personalize messages to each of your customers while keeping those messages consistent and on-brand regardless of channel. And, you can do it all from the same platform.

Highlights

Create and send messages across email, social ads, mobile push, in-app, SMS, web push, and direct mail—all from a single platform

Build sophisticated campaigns and workflows in an easy-to-use marketer-friendly interface

Create multiple campaign types including welcome, promotions, announcements, transactional, and reengagements

Powerful multi-channel messaging

With Iterable, you can deliver the right message to the right person through the right channel and create campaigns that make optimal use of each channel. For example:

- Use **email** to deliver time-sensitive promotional or content personalized to a specific consumer.
- Take advantage of **mobile push** to notify people of new content or new products, remind people to perform daily tasks, or encourage them to view new content.
- Use **in-app messages** to introduce new features, provide on-boarding guidance, and send promotional messages.
- Reach customers on the go using **SMS**, alerting them to package deliveries, rideshare arrivals, and other time-sensitive events.
- Re-engage customers with **web push** by directing them to new content, new products, and promotions on your website.
- Add a personal touch through **direct mail** to increase response rates.

¹ The New Omni-Channel Approach to Serving Customers: Strategy Implications for Communications Service Providers, Donald Carroll and Inés Guzmán, Accenture.

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With Iterable's true omni-channel capabilities, Curology has improved customer engagement by 26% and increased revenue by 10%.



Fabian Seelbach
SVP of Marketing,
Curology

Sophisticated, behavior-based campaigns

With Iterable, you can create automated multi-channel campaigns that fully exploit Iterable's omni-channel power. Triggered campaigns that are driven in real time by customer actions can deliver the right message through the right channel.

For example, triggered campaigns automatically send a message when someone signs up for an account, purchases a product, or reaches a minimum spend level with your brand. Message content is personalized to achieve relevancy and messages are directed to the customer's preferred channels. Moreover, you can easily create these complex campaigns without custom scripting or coding and without technical assistance. That means faster time to market.

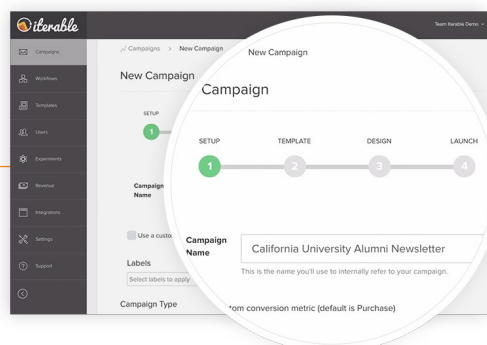
One platform, many use cases

The Iterable platform supports messaging across all stages of the customer lifecycle: from initial contact with your brand and first purchase through periods of inactivity and reengagement. With the inherent flexibility and multi-channel capability of the Iterable platform, you can create a wide variety of personalized campaigns and execute them across channels at scale.

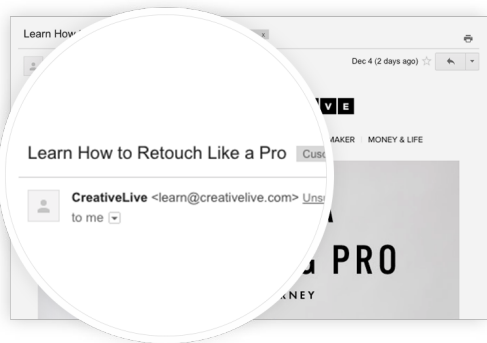
These popular campaign types help ensure that your brand stays relevant in the customer's mind:

- **Welcome series** can include such messages as welcome, free trial, product catalog, and product onboarding.
- **Promotions** notify customers of daily specials, sale items, upcoming events, and seasonal offers.
- **Announcements** can include newsletters, product updates, notifications, and one-off sends.
- **Transactional** messages provide customers with order confirmations and package tracking details as well as instructions for returns, refunds, and password resets.
- **Customer loyalty** includes cart abandonment, cross sell/up sell, reengagement, and milestone recognition campaigns.

See how the Iterable omni-channel platform can help you maximize customer engagement. Request a personalized demo at Iterable.com.



Create a wide variety of personalized campaigns.



Send recurring newsletters to your audiences.