

USE CASES

Using All the Channels for High Impact

Iterable is the growth marketing platform that drives omni-channel relevance at scale.

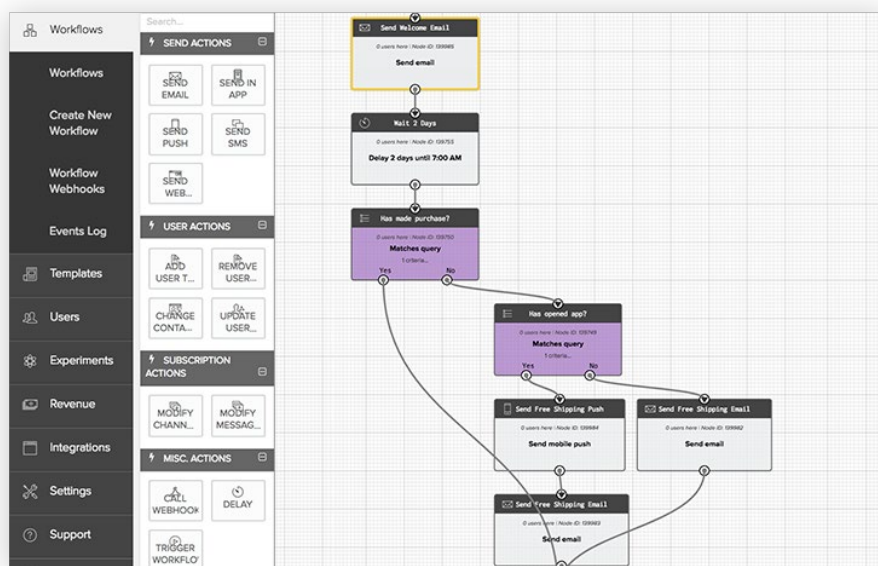
With Iterable, you can send welcome, re-engagement, and promotional campaigns across channels throughout the buyer journey from acquisition to advocacy. By adopting an omni-channel marketing approach, you can engage users at multiple touchpoints and increase conversions with personalized messaging.

Welcome Campaigns

Welcome campaigns are messages that drive engagement for your prospects during a trial or onboard new customers when they join your platform or service. These campaigns are important to set the tone of the relationship with your users, introduce them to your brand, and nurture them throughout the process, often using helpful links or videos to engage them.

According to MailCharts, “Among Internet Retailer’s top 100 e-commerce websites, 87% send welcome emails, and 49% of those brands send more than one.”

Here is an example of a well designed welcome series:



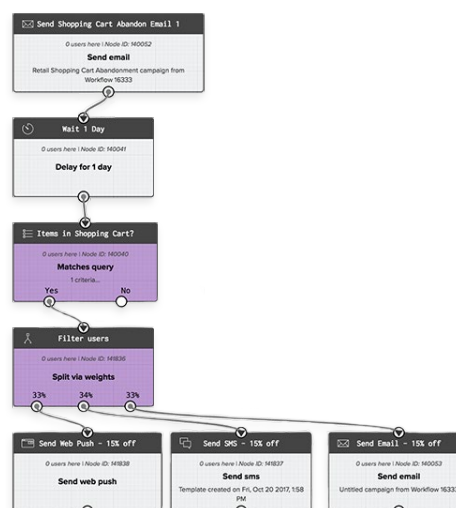
Re-Engagement Campaigns

Re-engagement campaigns are messages to your existing customers who haven’t purchased from your company over a specific period of time. The goal of these campaigns are often two-fold: customer re-engagement as well as brand awareness to keep your brand top of mind to existing customers. There are also various types of re-engagement campaigns, from shopping cart abandonment messages to win-back campaigns to target customers who did not convert this time around or customers who have made the decision to use another vendor. A common example you can incorporate are “We Miss You” messages to entice your users to repurchase after prolonged inactivity.

According to Email Monks, “71% of marketers rate re-engagement campaigns as effective, but only 57% are actually implementing them.” What this tells us is that companies are aware of the idea, but are lacking the technology and expertise to drive successful re-engagement campaigns.

The most popular re-engagement campaigns that leading brands implement are shopping cart abandonment messages. E-commerce and retail brands utilize these campaigns to attract prospects who have shown interest in making a purchase, but have not quite converted. These cart abandonment messages must be timely, personalized to their shopping cart items, and engaging to entice the user to seal the deal.

Here is an example of a well designed cart abandonment campaign:

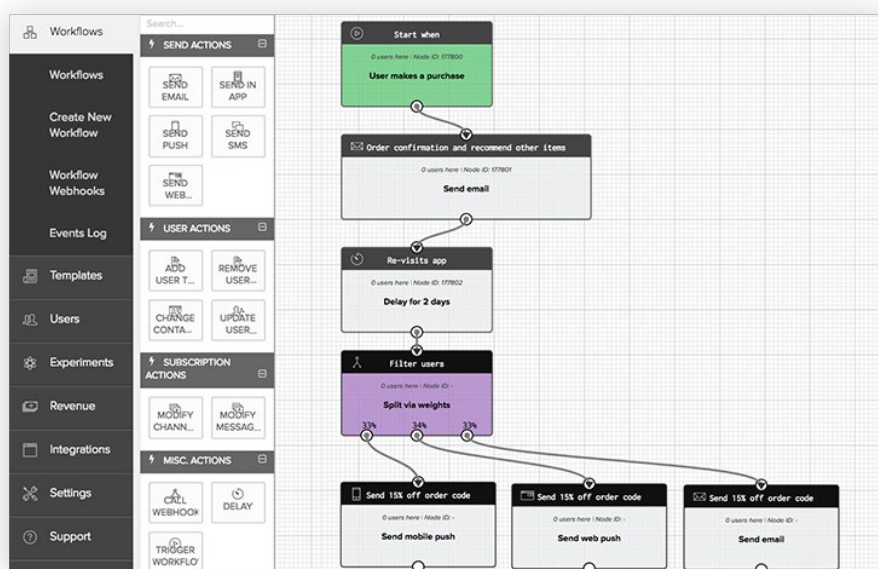


Promotional Campaigns

Promotional campaigns are useful in any industry, whether you’re a retailer promoting a new product catalog or in food delivery promoting a new weekly menu. Promotional campaigns are critical since they can increase brand awareness, improve brand loyalty and ultimately attract more customers.

Understanding what devices your users are on, what time they are engaging with your messages, and what content is resonating with them is important to identify critical conversion points across the customer journey. An example of a typical use case is sending out daily specials and weekly promotions.

Here is an example of a well designed promotional campaign:



To learn more about Iterable’s most popular use cases and understand how you can benefit from an omni-channel approach, contact us to get a personalized demo.