



Customer Engagement for the Modern Marketer

Iterable is the growth marketing platform that enables brands to create, execute, and optimize campaigns across email, push, SMS, in-app and more with unparalleled data flexibility. An integrated cross-channel solution-built for marketers, trusted by engineers, designed with intelligence.

Seamless Cross-Channel Customer Engagement

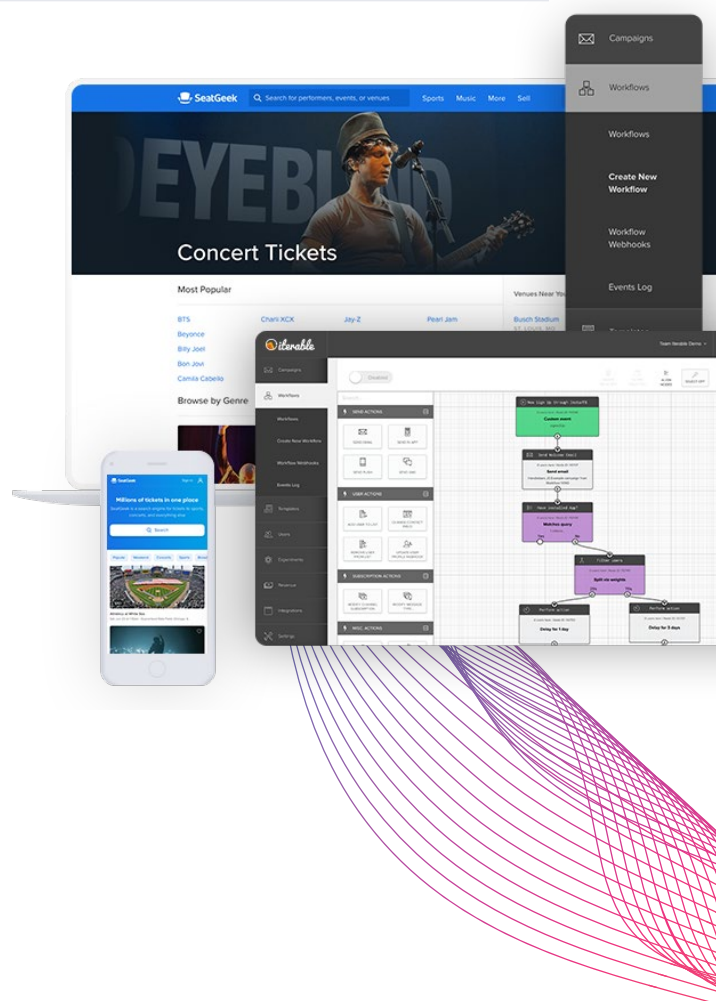
Orchestrate consistent, on-brand messages across all the channels that matter in one platform. Communicate with your customers via email, mobile push, SMS, in-app notifications, web push, social, and direct mail.

Audience Identification

Understand every customer's unique characteristics and preferences by storing hundreds of demographic and custom event data fields for each user profile. Dynamically segment your subscribers for highly targeted campaigns, then create lookalike audiences and retarget users on social media.

Flexible Data Integration

Leverage all your subscribers' demographic, behavioral and event data—both internal and from third parties—in real time to trigger personalized messaging and campaigns. Don't worry about data point limitations and data silos! Iterable's flexible data model, modern APIs, and universal webhooks retrieve information from any source at virtually unlimited scale, resulting in a faster implementation time and a faster time to value.



Welcome

- Welcome Message
- Free Trial
- Product Catalog
- Product Onboarding

Promotions

- Daily Special
- Sale Items
- Upcoming Events
- Seasonal Campaign

Announcements

- Newsletters
- Product Updates
- Notifications
- One-Off Alerts

Transactional

- Order Confirmation
- Package Tracking
- Returns & Refunds
- Password Resets

Re-Engagement

- Cart Abandonment
- We Miss You
- Cross Sell / Up Sell
- Milestone Recognition



Lifecycle Campaign Composition

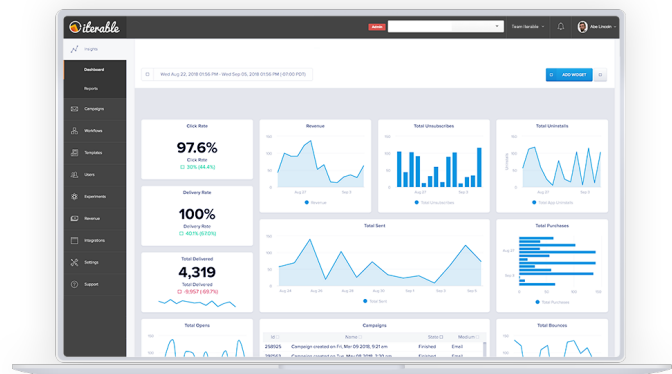
Design sophisticated customer journeys from activation to re-engagement and trigger relevant messaging across all the channels that matter to your customers. Iterable's Workflow Studio allows you to add filters, schedule delays, automate triggers and activate messaging in a single platform.

Behavior-Based Personalization

Facilitate interactive conversations with each individual customer by creating highly targeted messaging that is unique to them, in that moment, wherever they are. Build personalized, dynamic content with Iterable's easy-to-use template builder, advanced handlebars logic, data feeds, and standardized snippets.

Performance Optimization

Iterable Insights is designed to help you visualize your campaigns, track your performance, and iterate quickly. Choose from several different chart types, provide a running list of campaigns and maximize your campaign success with custom reports and dashboards. Experiments improve critical campaign metrics through robust A/B testing and multivariate tests that auto-select the winning content to boost opens, clicks and conversions.



Activation

Early stage of the lifecycle where companies seek to activate consumer attention and interest.

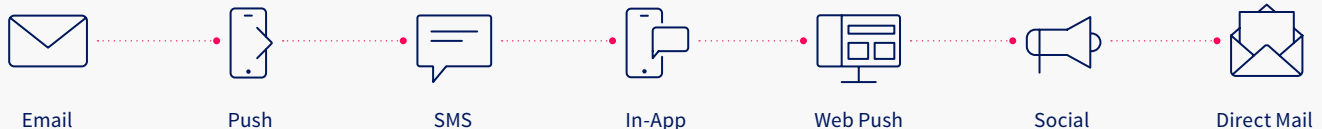
Nurture

Ongoing lifecycle stage where companies nurture and engage consumers to strengthen relationships.

Reactivation

Re-engagement stage of the lifecycle where companies reactivate customer engagement to drive retention and loyalty.

Orchestrate relevant, brand-consistent experiences across #allthechannels



Trusted by the World's Leading Brands

Dozens of industries. Hundreds of customers. Millions of data points. Trillions of messages sent and counting! Iterable is used by the world's leading brands to activate, nurture, and re-activate their customers across email, mobile, web, social, and direct mail.

