The Top 10 Mobile Marketing Resources

The Inside Look at Mobile Marketing: An Iterable User Engagement Report

You’ve seen the headlines, but are you sure for all things mobile marketing? In this research report, we dive deep into the mobile customer journeys of 30 companies across six industries to see how they transform mobile user behavior in their cross-channel campaigns.

Push It, Text It, Ship It: A Deep Dive into All Things Mobile Marketing

Join Iterable’s mobile marketing experts as they dive deep into the mobile marketing “User Engagement Report” and explore the latest trends in mobile marketing today and tomorrow.

SeatGeek - Expanding Reach Through More Channels

With hundreds of events happening all over the world and a diverse audience, SeatGeek needed a way to reach users whenever and wherever they wanted to buy tickets.

"We wanted a platform that was architected to support the channels we use now as well as the ones we plan to use in the future."

See how SeatGeek created a consolidated, personalized customer journey with Iterable!

5 Easy(ish) Ways to Increase Mobile Engagement

Boxed started as a mobile-first company and has since grown to blend cross-channel journeys to provide a seamless user experience. Catch a few of their favorite learnings on how to drive mobile engagement they’ve picked up along the way.

An Introduction to Modern ESPs

Before you select your next growth marketing platform, it’s vital to identify what your business needs are so you can find the right solution. This guide provides essential questions to ask during your next evaluation, what to look for and why it matters.

Top 5 Strategies to Successfully Grow Your App User Base

We teamed up with our friends at Yodel Mobile to give you an Introduction to organic app marketing, user retention and a mobile preference center that exemplifies best mobile marketing and app growth. Read on to find actionable strategies to get there.

The 5 Steps for a Great Mobile Preference Center

Mobile preference centers put greater power in the hands of the user to personalize their experience with your brand. In this blog post, you’ll find five core principles that all marketers should consider when building their mobile preference center and apps that exemplify them.

The 3 Truths Calm Found Through Analytics and Testing

Testing has always been a cornerstone of Calm’s growth marketing strategy. In this webinar, Calm’s Head of Lifecycle Marketing shares how her team utilizes testing and the power of their MarTech stack to iterate quickly and effectively.

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If you want to learn more about Iterable, please request a demo.