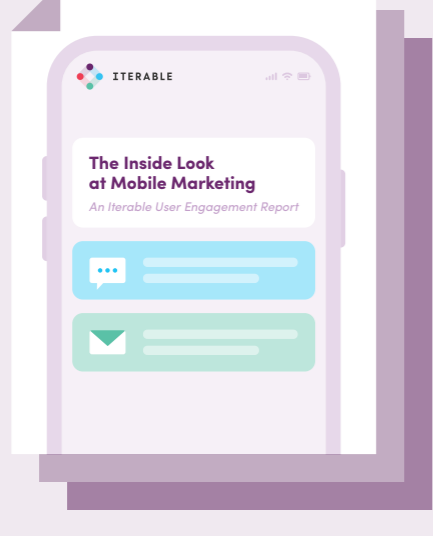


The Top 10 Mobile Marketing Resources

1


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

Your go-to source for all things mobile marketing! In the first research study of its kind, we immersed ourselves in the mobile customer journeys of 30 companies across six industries to see how they incorporate mobile user behavior in their cross-channel campaigns.

[Read the Report](#)

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 its findings. Learn about what's driving mobile marketing today and get expert tips on making the best mobile campaigns across the customer lifecycle.

[Watch the Webinar](#)

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Ben Clark
VP of Customer Retention



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 want to buy tickets.

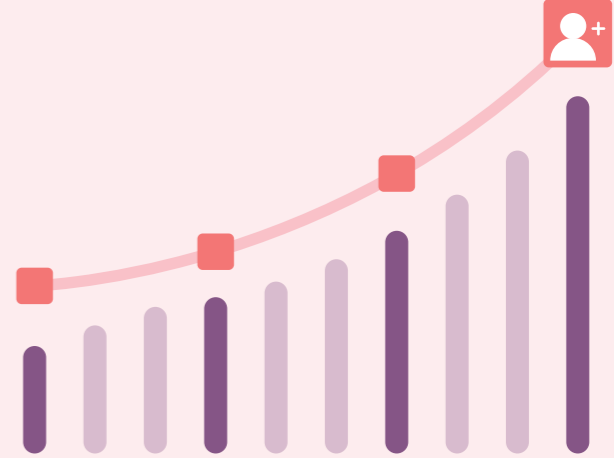
"We wanted a platform that was architected to support the channels we use now as well as the ones we plan to use in the future."

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

[Read the Case Study](#)

Top 5 Strategies to Successfully Grow Your App User Base

We teamed up with our friends and experts at Yodel Mobile to give you an introduction to organic acquisition and holistic app growth. Read on to find actionable strategies to get there.

[Read the Blog Post](#)

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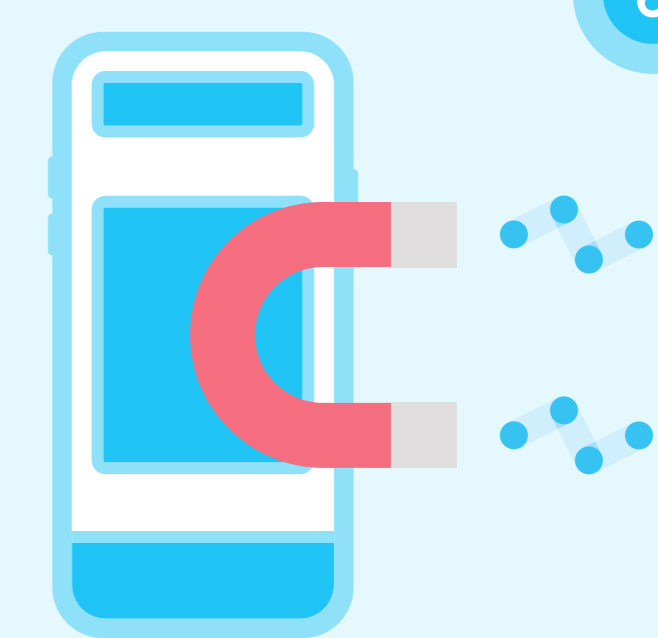
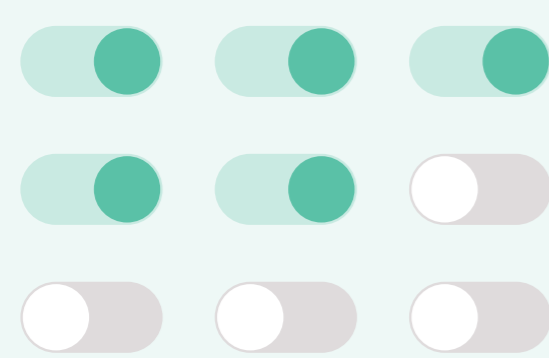

In-App Messaging: To Infinity and Beyond!

Learn how the team at UpHabit uses in-app messaging for user onboarding and engagement. Through fun, customizable message design and behavior-based messages offering tips and tricks, they've achieved a whopping 718% increase in subscriber conversion and 42% drop in churn.

[Watch the Activate Session](#)

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.

[Watch the Activate Session](#)

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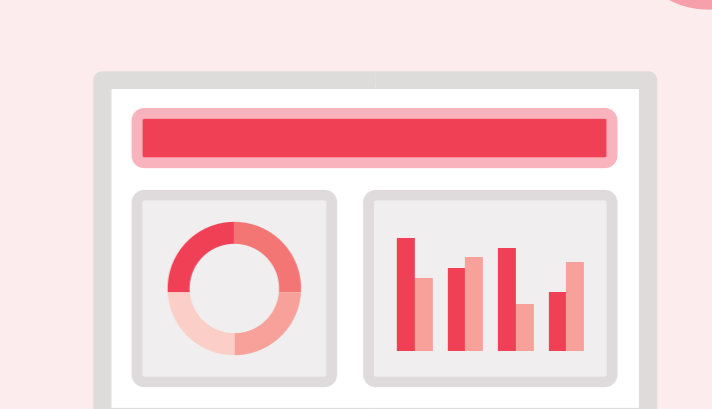
The 5 Steps for a Great Mobile Preference Center

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.

[Read the Blog Post](#)

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.

[Watch the Webinar](#)

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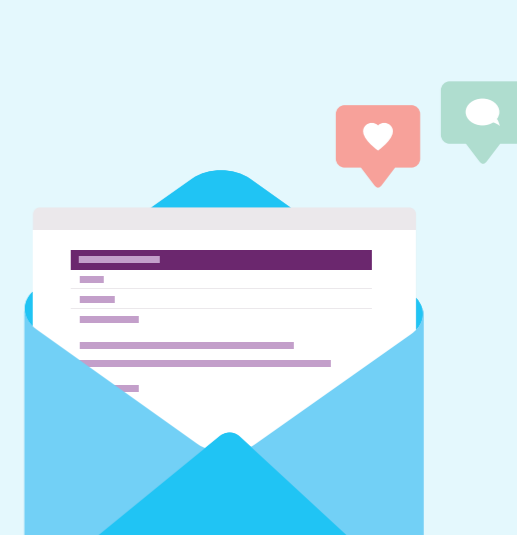

Personalized Camping: The Dyrt Story

The Dyrt knows each camper has preferences. Check out their story as they use Iterable's Catalog and mobile capabilities to build out campsite recommendations for push notification campaigns—all while creating loyal, longer-term users.

[Read the Case Study](#)

An Introduction to Modern ESPs

Before you select your next growth marketing platform, it's vital to identify what your business needs are as you look to take the next step. This guide provides essential questions to ask during your next evaluation, what to look for and why it matters.

[Read the Report](#)

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

[Request Demo](#)