ITERABLE

Iterable AI

Transform Insights Into Smarter Marketing Decisions

Empower your marketing and forge deeper customer connections with Iterable AI. Automate routine tasks, accelerate growth, and deliver deeper, more meaningful experiences with built-in intelligence at every step of the customer journey. Our world-class AI solutions help marketers deliver highly personalized experiences to maximize engagement across the entire customer journey at scale.

Send at the Right Time, Every Time

Take the guesswork out of knowing the right time to send a message. Iterable's Send Time Optimization automatically determines the best time to send a message for optimal engagement based on your customers' historical behavior with your marketing.

Benefits:

- Optimal send-time predictions updated weekly
- Customize your optimal send time window from 6 to 24 hours
- Available for email and mobile push messages

Power Your Campaigns With Customer Sentiment

Brand Affinity™ translates ongoing cross-channel engagement into dynamic user labels reflecting your customers' brand sentiment to create deeper, more meaningful experiences across every stage of the customer lifecycle.

Benefits:

- Calculated across email and mobile signals
- Affinities weighted to measure recent engagement behaviors more heavily
- Leverage in Segmentation, Workflow Studio, Templates, and more

Maximize Customer Engagement Cross-Channel

Ensure a soft landing for every message you send. Iterable AI reads your customers' digital body language to help you maximize engagement, steer clear of message fatigue, and automatically deliver your campaigns to their preferred messaging channels.

Benefits:

- Understand your user's behavior to maximize engagement
- Minimize unsubscribe rates by determining the right message frequency and channels
- Track user segments over time to build robust re-engagement strategies

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Leveraging Iterable's Send Time Optimization showed us not only how impactful AI could be in optimizing our engagement performance, but how we could deliver a better customer experience overall. By leveraging STO, our open rates, click rates and conversion rates have doubled overnight. This is as good as it gets!

Boris Savoie-Doyer
Head of CRM
Aspiration

The Iterable Difference

Advanced Data Science at Scale

Our world-class AI solutions are built upon hundreds of signals collected from over 2 billion customer experiences created by 600+ of the world's most innovative brands. Through rigorous testing and training, our models continuously adapt to deliver the confidence and value today's marketers expect.

Advanced AI, With a Human Touch

Powerful AI tools that complement, not replace you. Iterable's AI processes manual tasks, surfaces customer insights, and automates the routine decision-making processes that consume bandwidth. With AI at your side, it's never been easier to create the authentic experiences your customers love.

Cross-Channel Versatility

Leverage real-time AI to deliver highly personalized experiences to maximize engagement across the entire customer journey. Discover the perfect audience, craft sophisticated workflows, A/B test, and generate dynamic content—Iterable's built-in intelligence transforms the way you connect with your customers across channels.

Iterable AI Power Stats

2B+

Total Messages Sent

500M+

Customer Experiences Optimized Using AI

10%

Average Open Rate Lift

About Iterable:

Iterable is a cross-channel platform that powers unified customer experiences and empowers marketers to create, optimize, and measure relevant interactions and experiences customers love. Leading brands, like Zillow, DoorDash, Calm, Madison Reed, and Box, choose Iterable to power world-class customer experiences throughout the entire lifecycle. Visit **iterable.com/ai** for more information.

To learn more about Iterable AI and how Iterable powers world-class customer engagement, please sign up for a **demo** today.

Customers using Iterable AI to make smarter marketing decisions and deliver more memorable experiences:

Aspiration   **dgtl** fundraising   **Framer**   **Policy**genius