



Customer Lookbook

Celebrating
a Decade of
Delivering Joy





Celebrating a Decade of Delivering Joy With Iterable

From day one, *joy* has been the driving force of our business. We connect people with products that bring them joy, and empower marketers with the capabilities to create joyful experiences for their customers. Over the last decade, I'm proud to share that we've enabled over 1,000 brands and businesses to deliver joy to millions of people around the world!

To mark this milestone—a Decade of Delivering Joy—we wanted to celebrate some of our favorite customer success stories across the years. Partnering with Iterable, our customers developed deep and lasting connections with *their* customers, driving growth and revenue! Flipping through the pages of this book, you'll quickly realize how a vast array of businesses have leveraged Iterable to solve major pain points, maximize their marketing investments, and build trust with customers.

Interested in how Cinemark's partnership with Iterable led to higher customer engagement, contributing to an increase in theater visits and concessions sales? Or how SeatGeek has tripled their revenue since onboarding our platform? Read on!

For any business, a 10-year anniversary is an incredible milestone—a sign of resilience and an indication of future success. And while this is certainly all true for our company, this 10-year anniversary isn't merely a testament of *Iterable's* strength. Rather, it's a sign of what the entire Iterable Community—our customers, partners, and team—can achieve when working together! We have a bright future ahead of all us.



Andrew Boni
CEO and Founder
Iterable

A group of people at a conference, smiling and listening. The image is overlaid with a large red circle on the left and a blue diagonal shape. The text "Customer Stories That Define Joy" is centered in white.

Customer Stories That Define Joy

Activate
Chris Frost

A+E Networks Visualizes Output Through Automated, Multi-Channel Marcomms



[A+E Networks](#) is a global content company composed of popular, culturally-relevant brands (e.g. A&E, Lifetime, The HISTORY® Channel, LMN, and Crime+Investigation). As siloed communication tools, bandwidth, and juggling multiple stakeholders hampered marketing productivity, A+E turned to Iterable to automate and handle its large volume of weekly campaigns—with diverse voices, brand demographics, audiences, and messages.

Personalized copy for The HISTORY Channel subscribers

Personalized copy for A&E subscribers

Personalized copy for Lifetime subscribers

Utilizing Iterable's API connection, A+E Networks is able to effortlessly produce daily campaigns for their "This Day in HISTORY" emails.

1931
 Empire State Building dedicated
 On May 1, 1931, President Herbert Hoover officially dedicates New York City's Empire State Building, pressing a button from the White House that turns on the building's lights. Hoover's gesture, of course, was symbolic; while the president remained in Washington, D.C., someone else flicked the switch... [read more](#)

1970s
 1972
 Labor organizer and civil rights activist Cesar Chavez begins hunger strike

19TH CENTURY
 1898
 The U.S. destroys Spanish Pacific fleet in Battle of Manila Bay

ART, LITERATURE, AND FILM HISTORY
 1941
 "Citizen Kane" released

Adding Iterable to their tech stack—which includes Iterable partner, Movable Ink—A+E has one place to easily test, create, and send automated marketing campaigns. Iterable's segmentation and filtering supports the two-person marketing team in sending curated messages to subscribers. They can also create unique customer journeys in Iterable Studio, activating across email, mobile, web push, social, and direct mail, in real time.

So whether someone is a long-time or new network subscriber, they receive data-activated, contextually relevant, brand- and geographic-specific content.

Time savings using Iterable and Movable Ink has been a benefit, but isn't the only one. From 2019 to 2022, A+E Networks saw a **~50% increase in monthly email send volume**. Their **turn-around time for emails is 75% less**, plus they **increased linear tune-in impressions**, which subscriber email effectiveness contributed to.



~50% Increase in Monthly Email Send Volume
75% Less Turn-around Time for Emails

Rover Fetches Improved Efficiencies With Iterable



Started in 2011, the [Rover](#) app and website connects animal parents with loving pet sitters, dog walkers, and trainers in more than 24,000 neighborhoods around the world. They want everyone to experience pet ownership and the unconditional love that comes with it, but still feel comfortable juggling their everyday life and responsibilities that take them away from home.



Iterable gives us the opportunity to use our data and individualize experiences for all of our cohorts, and all the different products we offer, but intertwine them as well for a more cohesive, end-to-end experience for everyone.

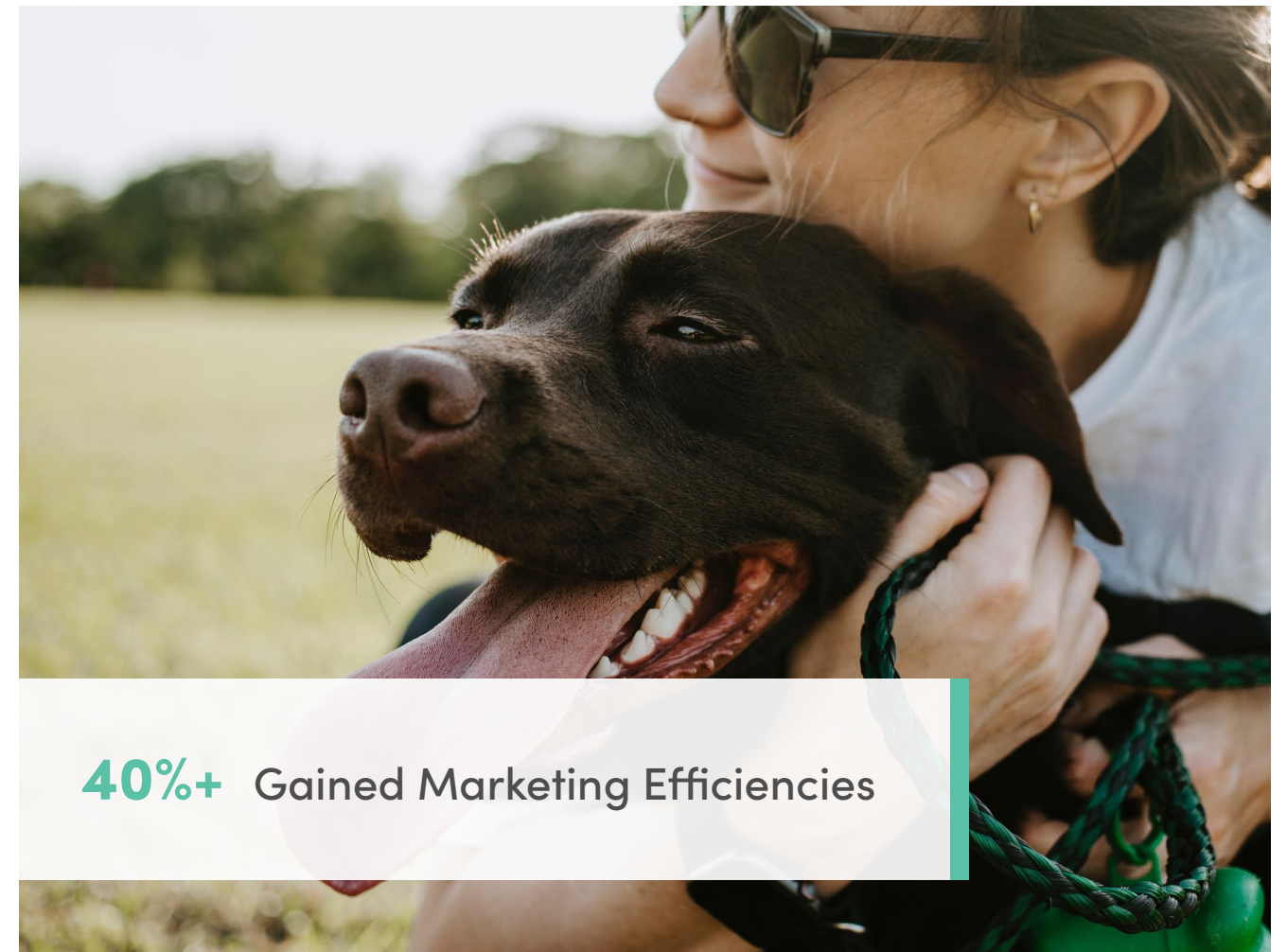
Mayme Frey
Manager, CRM Operations @ Rover



With millions of services booked through Rover, and people relying on them to keep their animals happy, healthy, and safe, it's critical to provide strong customer experiences—from research to introductions and bookings—matched with excellent customer service informed by data.

Before Iterable, Rover struggled with these areas. To execute email campaigns in different markets, for instance, they had more than 80 transactional emails to update across 10 markets. It was labor and time-intensive when updates were needed and meant more than 800 emails to individually refresh.

By embracing Iterable, Rover felt fully supported in its marketing endeavors. It **gained marketing efficiencies of more than 40%**, which came from improved data integration, more sophisticated customer segmentation (with owners and sitters), and more comprehensive, automated journeys that encompass cross-channel communications and unique messaging. Iterable is a dependable partner that Rover trusts to problem-solve and innovate to address their new or shifting business goals, priorities, or needs.



40%+ Gained Marketing Efficiencies

Fender Harmonizes Member Experiences; It's Music to Marketing's Ears



Legendary musicians—from Jimi Hendrix to Chrissie Hynde—have used iconic [Fender](#) guitars and amps to ignite songs. However, inspiration for aspiring guitarists can quickly fade, which led Fender to adapt new ways in which they approached customer retention challenges. As a result, they developed digital properties—three mobile apps including Fender Play™, Fender Tune™, and Fender Tone™—plus a direct-to-consumer business and e-commerce channel to support musical journeys, LTV potential, and lifelong love for guitar playing.

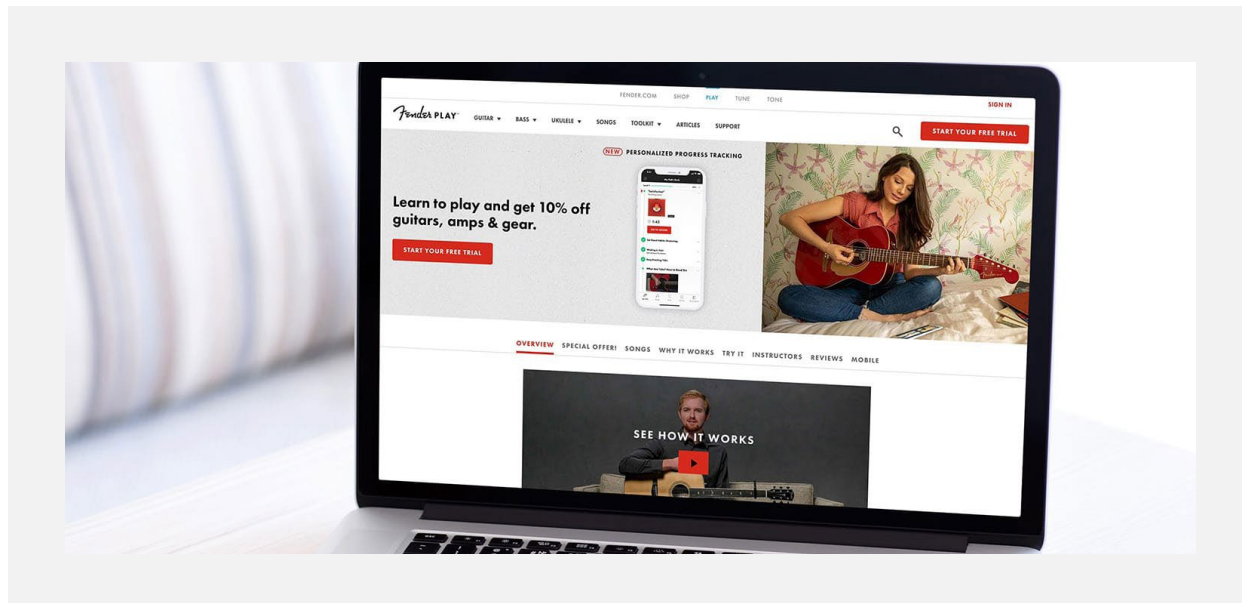


With Iterable, we drive the customer journey in a completely different way than before. Centralizing cross-channel communications, including in-app, push, and email messages with a unified customer profile view helps us seamlessly engage across our digital and physical universe—and strategically drive lifetime value.

Jonni Murphy
Director, CRM @ Fender

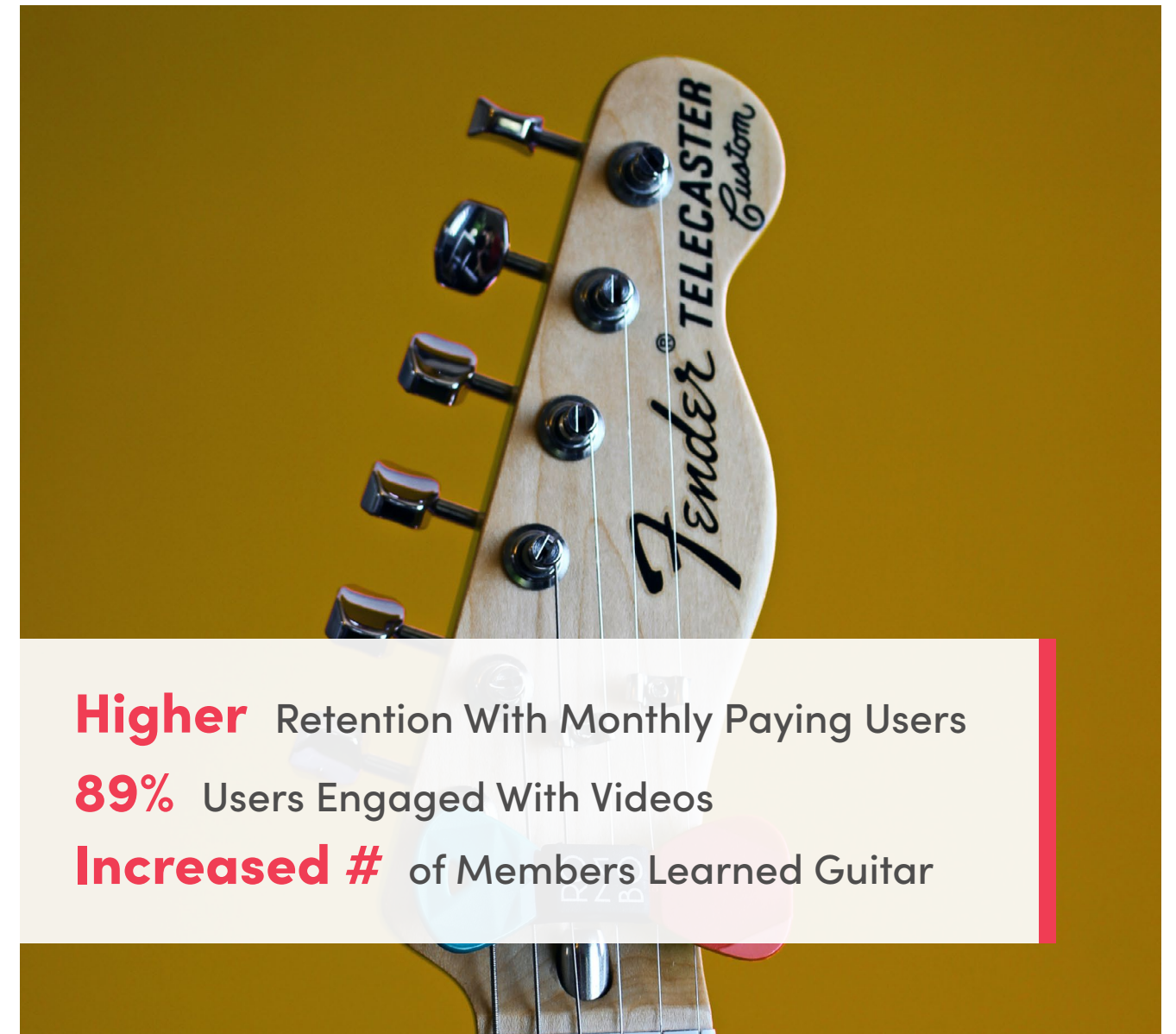
The addition of these digital properties resulted in user data that was spread across many disparate locations. A siloed tech stack—including separate solutions for email and mobile messaging—meant they could not track what was happening on the website or in the Fender apps. This prevented them from gaining a full customer view and creating more meaningful, engaging experiences to increase retention.

By choosing Iterable, Fender unified their digital customer data and uncovered opportunities for engagement or where there were drop-offs.



For instance, if a customer watched a video in Fender Play, bought a product on (Fender.com), or connected to their digital amplifier, that behavioral data in Iterable helped marketing interpret offline guitar behaviors and created a feedback loop to inform plans. Iterable also powered cross-channel campaigns that influenced offline behavior with online engagement, prompting customers to start a free trial, use the apps, or purchase products online, for example.

With Iterable as their metaphorical marketing bandmate, Fender experienced **higher retention with monthly paying users**. More personalized communications and onboarding also drove **higher engagement with videos** in Fender Play the first day—**89% of users watched them**—and **increased the number of members that learn guitar**.



Higher Retention With Monthly Paying Users
89% Users Engaged With Videos
Increased # of Members Learned Guitar

Joybird Modernizes Tech, Increasing Customer Joy While Furniture Shopping



The [Joybird](#) furniture brand is known for sleek, mid-century styles, and offers inexpensive assemble-it-yourself and custom designs creating a one-of-a-kind shopping experience. Unfortunately, an outdated customer marketing approach didn't match their evolving brand aesthetic and hybrid operations. **As a result, it grew difficult to understand customers and where they shop: online or in a showroom.**

They needed a modern, scalable tech stack—one that offers unified customer views, supports supply-chain efficiencies, and meets their combined customer and company needs. Iterable, now part of Joybird’s streamlined tech stack, which includes RudderStack and Snowflake, offers a flexible model to easily manage profile and modeling data, which also informs the supply chain, production, and logistics. With robust segmentation, it facilitates multi-channel, targeted customer communications considering someone’s distance from a store, lifetime value, RFM model labels (recency, frequency, monetary value), and style preferences.



~80 Hours of Campaign Creation Time Saved

1 Hour to Activate New Campaigns

70% Higher Click-through Rate



With Iterable as a key part of their new customer marketing approach, Joybird experienced almost immediate, measurable business value and increased customer joy. They **saved** nearly **80 hours of campaign creation time**, reduced time to **activate new campaigns from two weeks to an hour**, and **reduced engineering time spent creating data models by 93%**.

Iterable helps them respond to customers’ evolving brand expectations, increasing industry challenges like stalled supply chains, and changing purchase behaviors driven by customer needs, choices, and new design trends.

Blockchain Invests in Iterable, Boosts Customer Retention and Satisfaction



We're a relatively lean team, but with some Iterable magic, we've greatly improved top line email open and click-through rates while dramatically reducing the overall volume of email sends.

Indi Pollard

Head of Growth Marketing @ Blockchain.com



[Blockchain.com](https://blockchain.com), a crypto services provider and favored choice for Bitcoin trading, has handled 72 million wallets and \$800 billion in worldwide transactions since 2011. It's a one-stop shop as cryptocurrency adoption rapidly increases, but as they dealt with vast differences in trader knowledge, locations, and restrictions, it was critical to prioritize personalization strategies leveraging user behaviors.

With Iterable, Blockchain.com leverages user behavior to personalize emails and the overall journeys. Initially, they just wanted to increase email open rates, which were low, and automate parts of the user journey. With Iterable, these goals were easily surpassed and they saw additional benefits. They analyzed behavioral data to shift their engagement approach from batch-and-blast to targeted, goal-oriented user communications.

They also automated journeys in Iterable Studio, and now engage many cohorts in one campaign making small, unique content changes. With their monthly Market Outlook events, for instance, marketing deploys a campaign journey to send contextually-relevant messages to past participants and new attendees.



Greet your user by name
{{defaultIfEmpty firstName "there"}}
You're delivering a message to **them**, not a random flyer through the letterbox.

8.8%
Relative increase

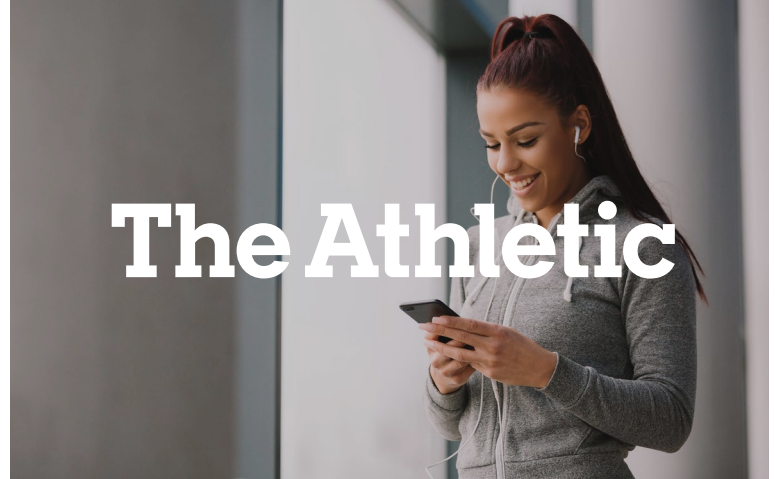
Blockchain.com
Cyber Security Awareness Week
Spotting scams and fake profiles
You've made it to the last day of Blockchain.com's Crypto Security Awareness Week. Well done! We hope you feel empowered to use crypto while staying

Blockchain.com
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Blockchain.com
Cyber Security Awareness Week
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Activating smaller, data-driven tactics in Iterable, like mentioning when a user was last active on Blockchain.com, or greeting them by name, has positively impacted customer loyalty and reduced customer churn. Blockchain.com tested first name personalization on a Cyber Security Awareness campaign and saw an **8.8% relative increase in engagement**. Or, with latent user activity, they activate personal subject lines noting when someone last used Blockchain, and it has triggered a nearly **33% increase in re-engagement**.

The Athletic Scores With Sports Fans Using Scaled Communications



Focusing on a mix of long-form journalism, original reporting, and in-depth analysis, [The Athletic](#) subscription news service delivers powerful sports stories and analyses that bring fans closer to games, their favorite leagues, and teams.

With a reach that brings local news stories to non-local audiences, The Athletic has found massive success across the U.S. and UK. As The Athletic grew and the subscriber base quickly expanded, their manual, time-intensive email platform couldn't support personal, cross-channel communications.



Iterable allows us to effectively scale our campaigns through automation and personalization, and helps us develop stronger, 1:1 connections with subscribers through an easy, seamless cross-channel experience.

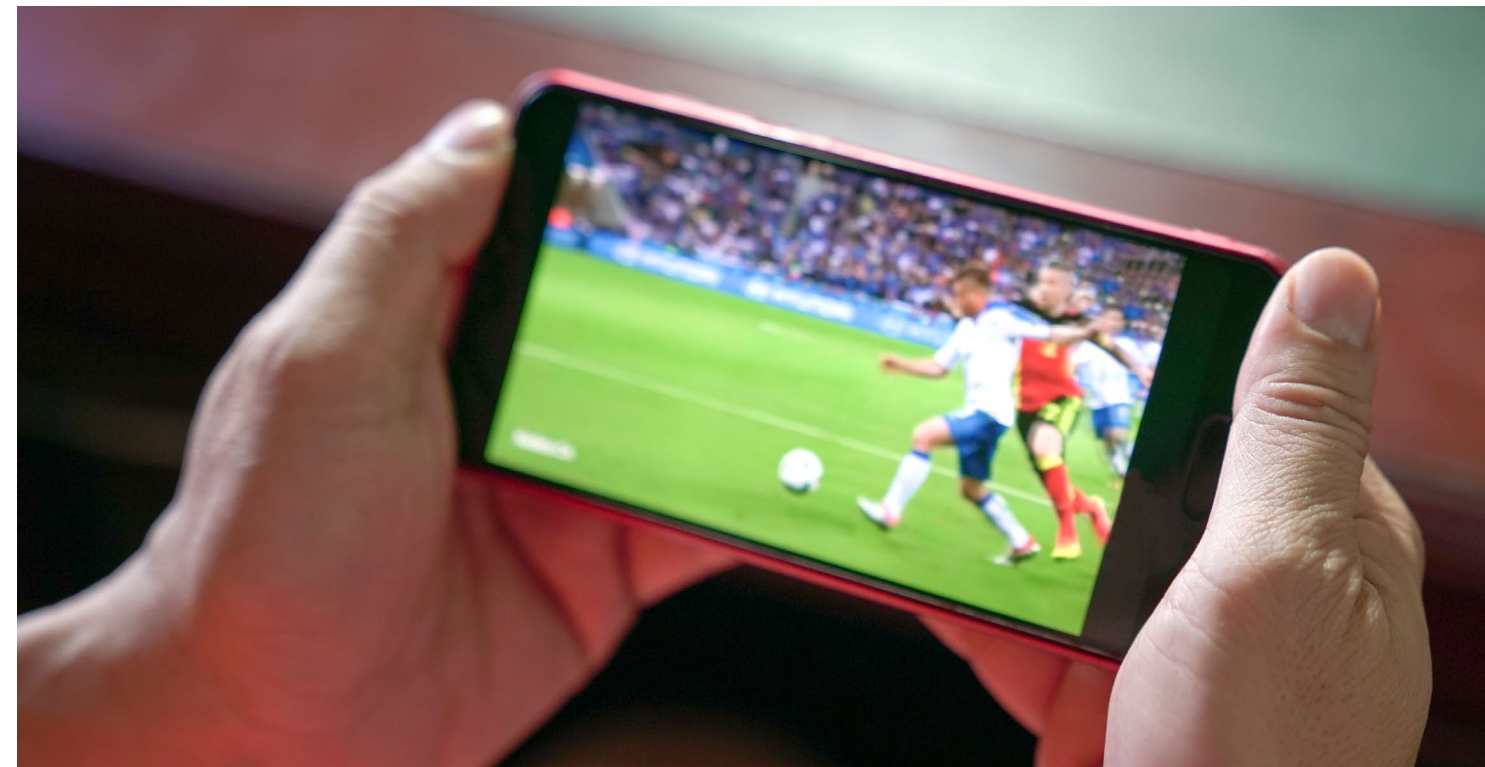
Casey Malone
Director, CRM @ The Athletic



Iterable, with sophisticated segmentation, testing, and reporting capabilities—plus cross-channel delivery and scalability—was a silver bullet for the CRM, Editorial, Social, and Programming teams to deliver effective campaigns. The Athletic onboards new subscribers using Iterable data feeds to send personalized welcome emails and follow-up communications.

They reach all subscribers—whether someone uses the mobile app, podcast, free daily newsletter, or goes online—with unique emails featuring season previews or real-time news of their favorite teams and leagues. Push notifications are essential, keeping fans informed during live events, while watching from home, or when on the move.

Implementing Iterable capabilities increased The Athletic’s click-through and conversion rates. They experienced **2x click-through rates with personalized** vs. non-personalized **campaigns**, a **+127% lift in subscriber click-through rate**, and a **70% higher click-through rate** between the welcome email and next best performing email.



2x Click-through Rates With Personalized Campaigns
+127% Lift in Subscriber Click-through Rate
70% Higher Click-through Rate

Jersey Mike's Subs Serves Customers Digital Experiences That Prompt Adoption, Loyalty



We implemented Segment, Amplitude, and Iterable, which work seamlessly together and allow us to send the right data to Iterable, and speak to our customers as individuals using the channels they interact with most.

Kelly McGee

Director of Digital Marketing @ Jersey Mike's Subs

Focusing only on in-store customer experiences no longer cuts it for [Jersey Mike's](#), who now operates in a mobile-driven, digital environment with on-the-go customers.

Trying to improve scalability and speed-of-ordering while trying to deliver a personalized digital experience that matches the in-store experience, Jersey Mike's rebuilt its martech stack around a new mobile app. Iterable, with Segment and Amplitude, helped Jersey Mike's unify and unlock customer data from its mobile app to influence cross-channel, targeted communications, and an end-to-end digital experience.

This approach proved valuable in many instances:

- During the annual customer appreciation event, using cohort data sent from Amplitude to Iterable, Jersey Mike's creates push notifications that incentivize current members and non-members to use and join the MyMike's loyalty program. This created a **13% lift in orders placed by members** and a **38% non-member to member conversion rate** for the MyMike's program.
- When COVID-19 changed digital ordering, the combination of a favorable app experience and engaging several marketing touchpoints with Iterable resulted in **online orders that more than doubled in a year**, happier and **more loyal Jersey Mike's customers**, and **increased agility**. Meanwhile, the digital marketing team could shift its focus to an ever-changing industry landscape and increased regulations.



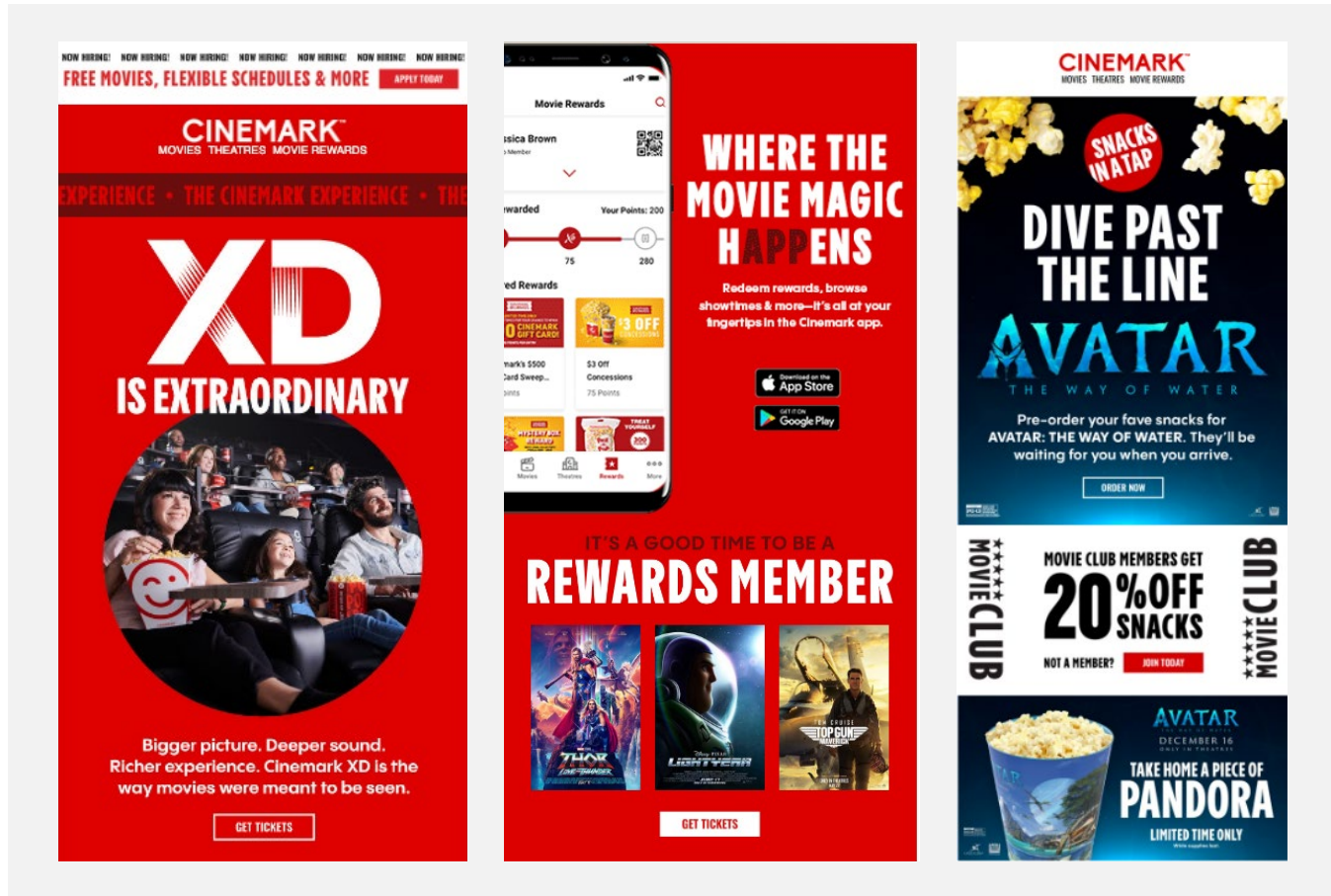
13% Lift in Orders Placed by Customers
38% Non-member to Member Conversion Rate
+2x Online Orders in a Year

Cinemark Creates Entertaining Cross-Channel Experiences to Captivate Their Audience



[Cinemark](#) is one of the world's largest and most influential movie theater companies.

As exciting films continue hitting the big screen, Cinemark is focused on deepening its customer relationships and encouraging movie lovers to choose its theaters for an immersive, cinematic experience.



Higher Customer Engagement
Increase in Theater Visits + Concession Sales

They bring a personal touch in all communication with their customers through a series of always-on, dynamic proactive campaigns that enhance the customer journey. For example, they send movie recommendations based on previously seen films, and remind users about the unique elements that only Cinemark can offer:

Cinemark XD—their best-in-class tiered loyalty program—and their movie-inspired food and beverage offerings.

Since launching these campaigns, Cinemark has been able to **drive higher customer engagement**, contributing to an **increase in theater visits and concessions sales**.

Ritual Supplements Communications With Rich Customer Data, Achieves Marketing Goals



We were aggressive with Iterable experiments, which helped us understand what resonated with men—what communications worked or what channels we needed to drive to so they converted from an intent to buy to making a purchase. We are using it more for other audience segmentation and to identify incremental wins.

Laura Brodie

Vice President, Customer @ Ritual

Ritual

[Ritual](#), a subscription, direct-to-consumer wellness brand first offering women’s multivitamins has since expanded into a larger product line with new audiences. Expansion increased the need for more targeted journeys that produce long-term lifetime value (LTV) and customer retention. Unfortunately, their former email service provider (ESP) couldn’t integrate with the other marketing technology in their stack, which meant fragmented data, manual data extraction and segmentation, limited testing abilities, and disparate customer touchpoints. This restricted their LTV, average order value (AOV), and retention goals.

By replacing the ESP with Iterable and embracing its robust segmentation, automation, and testing capabilities, Ritual orchestrated more personal, cross-channel campaigns based on customer intent and behaviors. In 2020, expanding into men's products, these capabilities supported a successful launch to a new audience and led to more customer purchases.

In the first ten days of launching the men's products, Ritual completed five A/B tests that resulted in a **12.5% overall lift in conversion** and an unexpected **45% lift in conversion for a single campaign**. Today, Iterable and data fuel Ritual's growth, product diversification, and customer engagement and retention. It's a new reality with goals pursued and achieved.



12.5% Overall Lift in Conversion

45% Lift in Conversion for Single Campaign

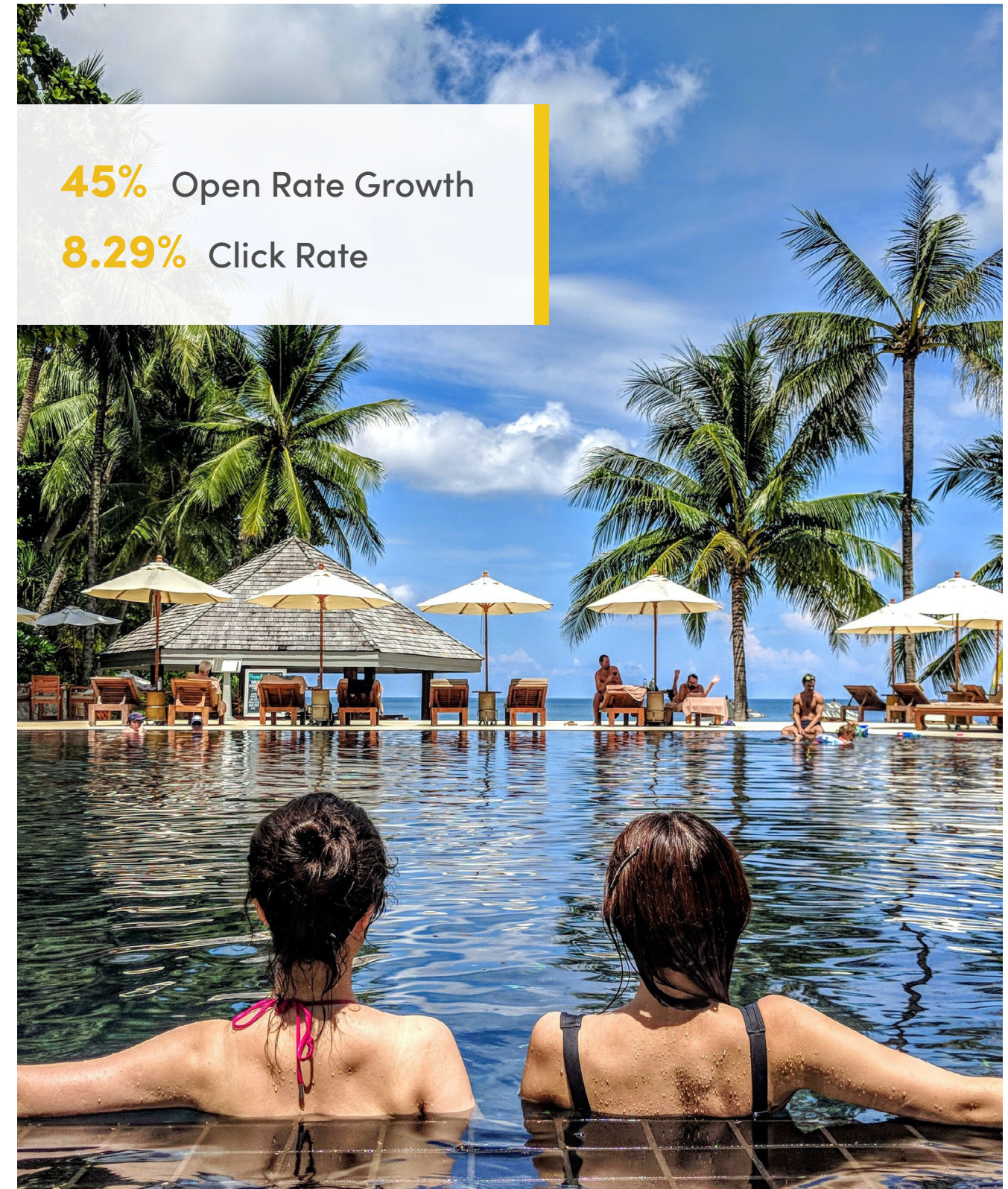
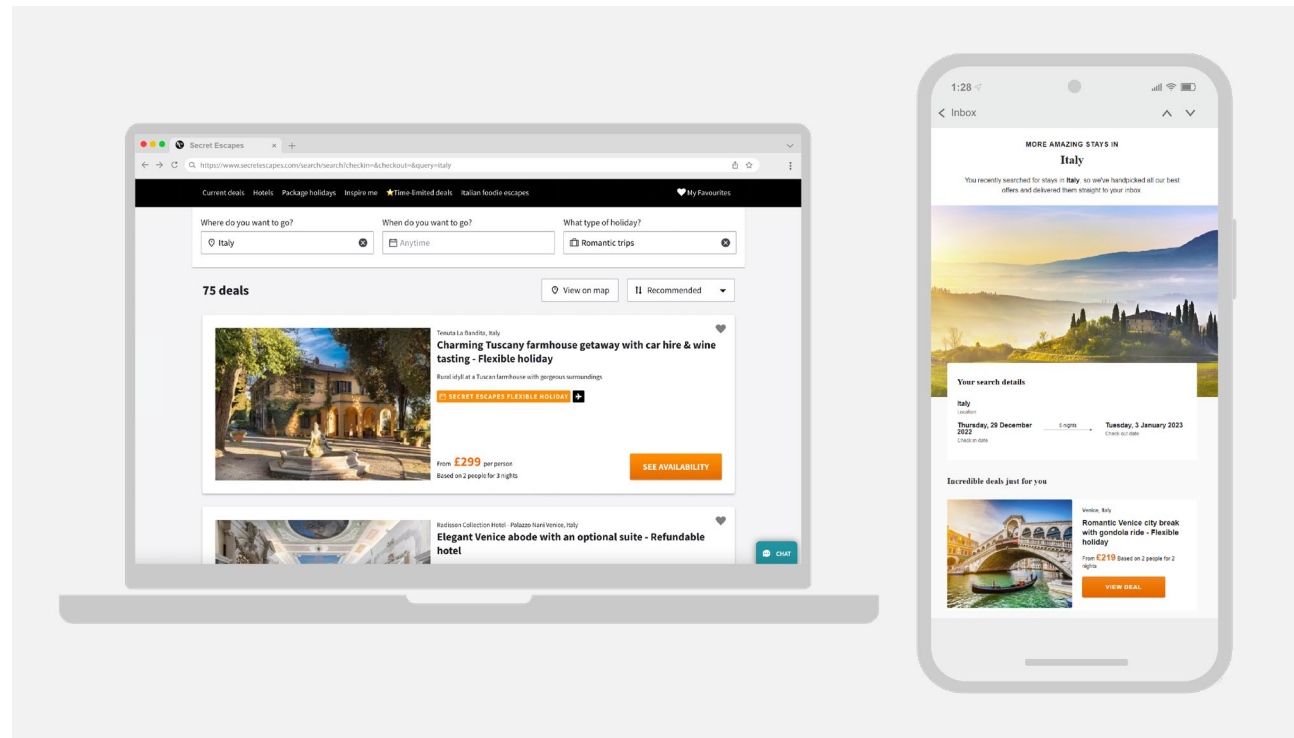


Secret Escapes Welcomes Aboard Iterable to Scale Globally

secret escapes

Operating in over a dozen countries, [Secret Escapes](#) is an exclusive, members-only British travel club offering its members great deals on luxury hotel stays and trips.

Prior to partnering with Iterable, Secret Escapes did not have a way to track which deals and in which order they were being shown to users in their emails. As a result, they were unable to determine the best deals to show a customer. Another challenge involved their ‘Search Emails’ and a lack of real-time data—the deals that a user saw on their website after performing a search were not always the same deals they received in email. They were also limited to only showing discounts based on the destination searched for, and not other crucial data points such as trip type or dates searched.



Using Iterable data feeds, Secret Escapes built an innovative ‘send log’ solution to capture all of the deals, and the order in which they’re shown, that each user receives in each campaign. They use data feeds to send full search queries to their website API, which returns real-time search results, including data about the destination, dates, and the type of trip a user is looking for.

As a result of switching to Iterable, Secret Escapes can now seamlessly and accurately track all of the deals their users are seeing, in real time and at scale. They’re also able to send individualized keyword search emails that are synonymous with a user’s website activity. Since launching their “Search Emails” in Iterable, they’ve seen an **open rate of 45%** and a **click rate of 8.29%**.

Box Enhances Cross-Channel Customer Joy



Based in Redwood City, CA, [Box](#) has enhanced employee and partner collaboration with its cloud content management, collaboration, and file sharing tools. Box needed to scale and personalize communications beyond business administrators to millions of end users. It was a difficult, but critical task, so that more employees could gain maximum value from the platform—sharing, accessing, and governing their files.



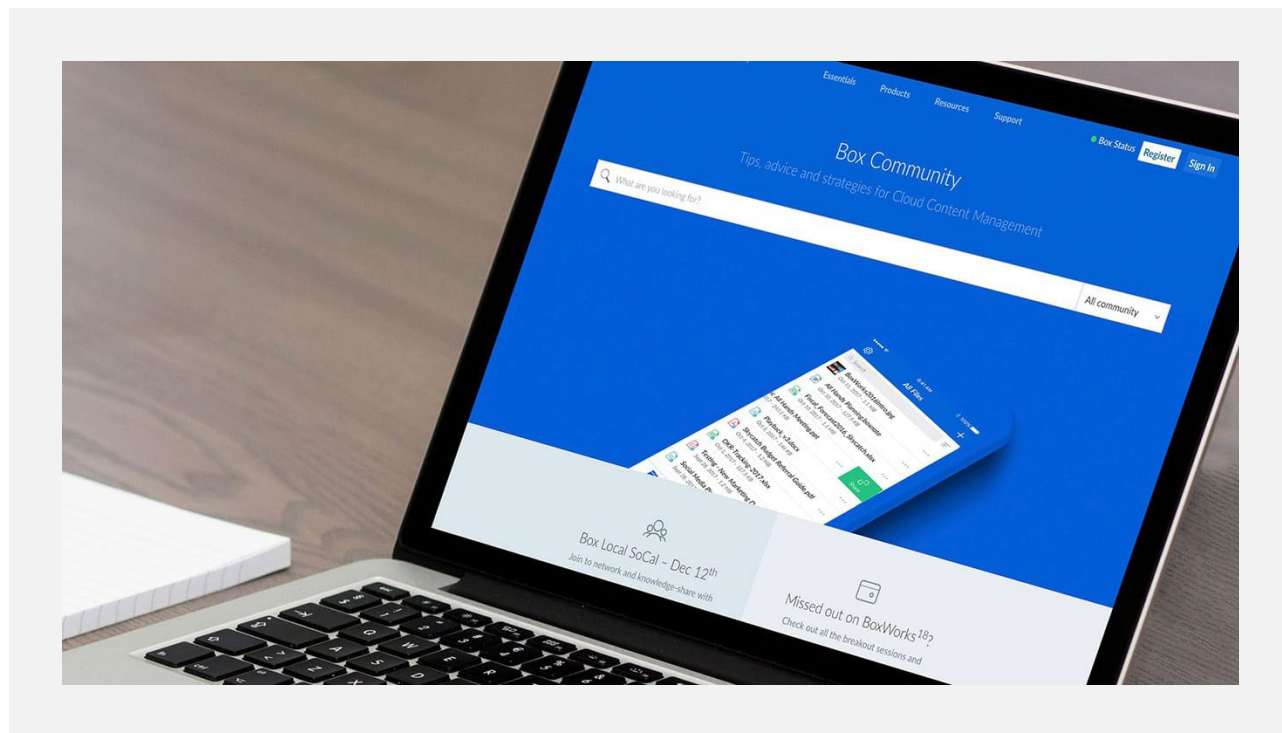
Iterable allows us to effectively scale our campaigns through automation and personalization, and helps us develop stronger, 1:1 connections with subscribers through an easy, seamless cross-channel experience.

Nora Soza

Senior Director, GTM Systems and Solutions @ Box

Iterable supported and increased Box's user adoption by facilitating language-specific, data-driven welcome communications—part of user onboarding. Welcome messages introduce platform capabilities, highlight how Box increases job effectiveness, and align with user events like account creation and first login or user behaviors. The combination of Iterable's API and flexible data model also makes it possible to create and send personalized messages as users reach certain event milestones and take action.

Since launching onboarding campaigns in Iterable, leveraging Iterable Studio across lifecycle stages, and personalizing communications for stronger engagement, Box has **increased user adoption by 10%, activated new campaigns 5x faster, and scaled app awareness and use to 100,000-plus enterprises and millions of users globally.**



10% Increase in User Adoption
5x Faster Activation of New Campaigns
10k+ Enterprises + Millions of Global Users

SeatGeek Celebrates a Long-Term, Evolving Partnership



[SeatGeek](#) is the live entertainment platform that's rethinking ticketing by caring more about fans, teams and venues. They are powering a new, open entertainment industry where fans have effortless access to experiences, and teams, venues and shows have seamless access to their audiences.

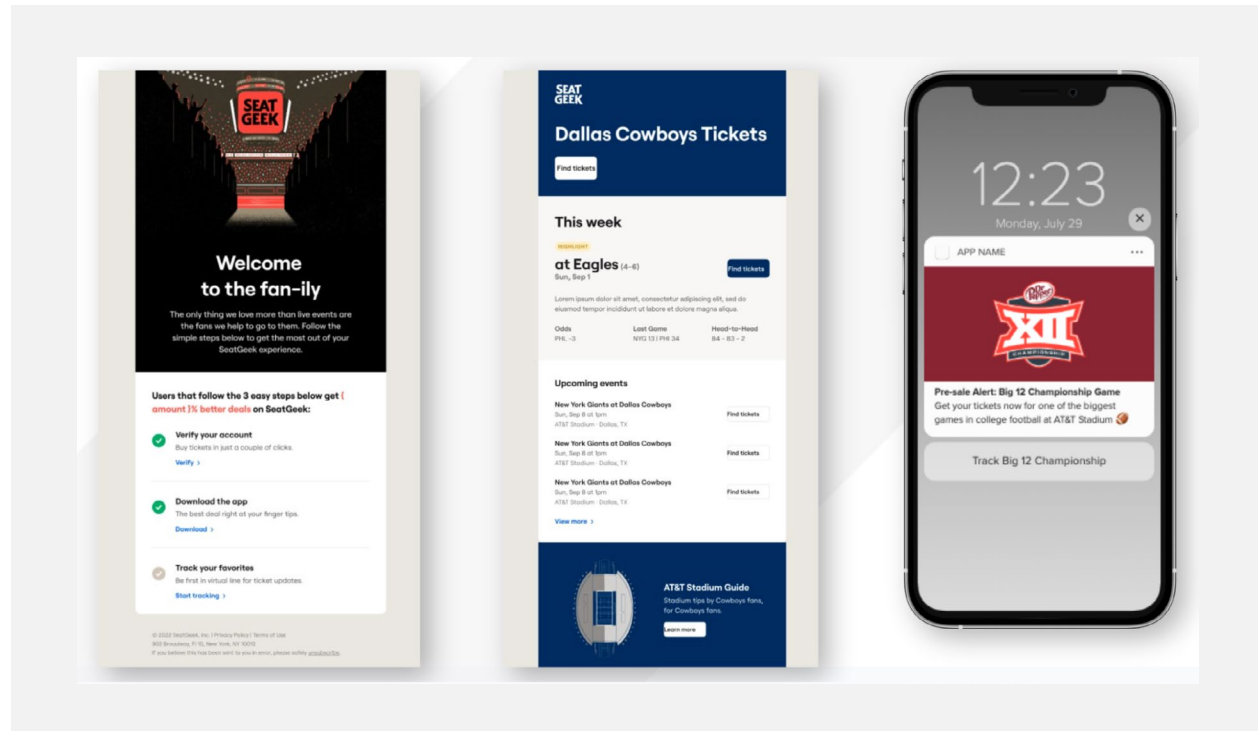


We've used Iterable for nearly 7 years and when anyone asks why or wants to know what makes us happy, I say a huge part is the product, but it's also the people and the service. Every person we interact with at Iterable, including Customer Success, Support, Marketing, and Leadership has been hugely supportive as we evolve our marketing efforts—they're a true partner in my eyes.

Steve Mastrocola

Director of CRM & Marketing Services @ SeatGeek

To help in their mission, SeatGeek adopted Iterable seven years ago to consolidate all communications—including emails, push notifications, and newsletters. Iterable powers their ability to deliver highly-personalized content reflective of users' past purchases, their location, online behaviors like browsing for a favorite sports team or artist, and event-driven activities like receiving tickets or resetting a password.



As SeatGeek combines precise communications with unique suggestions from their recommendation engine, and connects with customers where they are, they can deliver better experiences to someone opening an account, purchasing their first ticket, and returning for future bookings.

This translated to a **3x revenue increase** from more successful emails and push notifications, a **50% increase in the number of users reached through push**, and nearly **3x YOY email growth** which outpaces most of their other business segments.

3x Revenue Increase

50% Increase in Number of Users

3x YOY Email Growth



Zoopla Takes Home Better Revenue Streams from Unified, Geo-Intent Customer Data



A leading property marketplace in the UK, [Zoopla](#) has more than 55 million monthly visitors to its app and website. They cover nearly three-fourths of the country's real estate listings, and therefore, have massive amounts of data that's valuable to house hunters, agents, developers, and the general population.

Unleashing that data to create value for audiences and hit long-term growth goals was more than difficult with its former ESP—unable to scale and delivering inconsistent, siloed views of customers.



Iterable's data-first approach was unmatched and one of the key reasons Zoopla switched communications providers. It provided a firm data foundation, scalable APIs, and rich integrations that were necessary to accelerate marketing's pace of testing, iteration, and innovation—increasing growth and use cases.

For instance, Iterable has positively impacted how Zoopla tailors and provides relevant content and property suggestions to first-time homebuyers.

It captures data from the full tech stack, including Segment, to inform action based on geo-intent (i.e. locations a customer favors most) and enhance Zoopla's content series program that supports people who have never bought a home before.

Having Iterable as a strategic partner has **unlocked Zoopla's customer data and revenue streams**, supported **more precise geo-intent targeting** from integration with Segment, and **eliminated time-intensive data processes** hampering marketing productivity and effectiveness.

Unlocked Customer Data & Revenue Streams
More Precise Geo-intent Targeting
Eliminated Time-intensive Data Processes



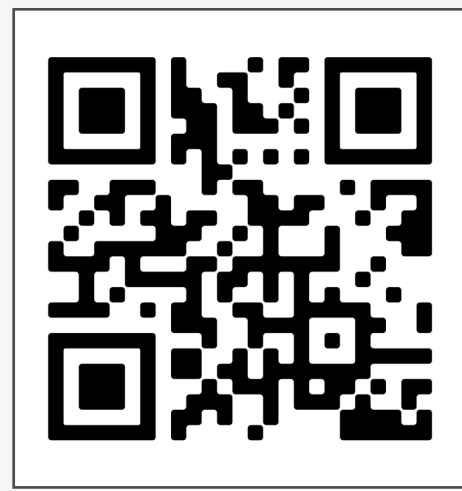


About Iterable

Iterable is the most powerful customer communication platform that enables the brands above and over 1,000 other brands to deliver joyful experiences with harmonized, individualized and dynamic communications at scale.

As these stories show, Iterable's data engine, ease of use, and flexible and open architecture make it the best platform to bring together customer data with the ability to design meaningful experiences, deliver them, and optimize them. All in one platform.

By partnering with Iterable for the past decade, brands are seeing high ROI in record time, immense scale to their team's impact, and accelerated agility in changing environments.



Follow the QR Code to read more customer success stories.