



Program Charter

2026



PROGRAM OVERVIEW

The Iterable Insiders is an exclusive, tiered community for our most engaged users and alumni*; those who want to collaborate with Iterable, champion innovation, and amplify their personal brand through advocacy.

The program aims to:

- **Build your personal brand:** By giving you a platform to share your experiences and be part of a community.
- **Provide a sense of value and recognition:** Get recognized publicly for your loyalty and expertise.
- **Empower you to be part of Iterable's future:** With direct access to Iterable's Product team to share feedback, and opportunities to get involved in product development, you'll feel like a true partner.
- **Create networking opportunities:** Provides a space for you to connect with each other, share best practices, and build a professional network.

**This program is open to current Iterable customers and alumni (previous customers) who want to stay connected to the Iterable community.*

PROGRAM TERMS

- The 2026 program term begins in January. You can [submit your application](#) to be considered for the program at any time throughout the year.
- A 12-month term ending December 31, 2026, during which the tier status resets to Member.
- Acceptance for membership means the member company has signed and agreed to a mutual non-disclosure agreement.

MEMBERSHIP BENEFITS

Member: You will start as a member in the [Iterable Plaza](#) and will display a member badge on your profile. Additional benefits don't unlock until you complete requirements for Silver and above.

Silver

Within a calendar year, you will receive:

- One discounted Activate Summit ticket.
- Private Slack channel.
- Speaking opportunities to elevate your personal brand.
- Access to Invite-only quarterly product chats with Iterable's product team.
- Exclusive beta invitations and direct access to Iterable's product team.

Gold

Within a calendar year, you will receive all Silver benefits plus:

- One complimentary pass to Activate Summit.
- An elevated experience at Activate Summit.
- Professional headshot at Activate Summit.
- A special gift exclusively for Gold status.

Platinum

Within a calendar year, you will receive all Gold benefits plus:

- A chance to win a trip to Activate Summit and an invitation to a VIP dinner.
 - The winner is hand-selected based on program involvement and influence throughout the year.
- [Reforge](#) membership to advance learning & development.
- A special gift exclusively for Platinum status.
- Featured as an industry leader on our demo center page.



MEMBER REQUIREMENT & TIER ADVANCEMENT

Member Requirement: You must be a current Iterable customer or a former customer who is willing to be an active participant in the Iterable community (e.g., be open to speaking engagements, content collaboration with Iterable's Marketing team, sales reference calls, and [Iterable Plaza](#) participation).

How to Advance Tiers: Tier advancement is based on the number of collaboration activities completed within a calendar year. Members may choose from any of the activities below.

If certain activities are restricted by company policy, alternative activities may be discussed.

Silver

To achieve Silver status, you must **complete two activities** within a calendar year.

Gold

To achieve Gold status, you must **complete four activities (that's two additional)** within a calendar year.

Platinum

To achieve Platinum status, you must **complete six activities (that's two additional)** within a calendar year.

Eligible Collaboration Activities:

The following activities count toward tier advancement and may be completed in any combination. Each activity listed below counts as one completed activity. Certain activities may be completed multiple times, where applicable, to count toward additional activity completions.

- One [blog](#) contribution
- One virtual speaking engagement (Iterable-owned or sponsored webinar)
- One in-person speaking engagement
- Actively engage in the Iterable Plaza by participating in at least three discussion forums
- Participate in one [Community](#) challenge
- Submit one Iterable review on [G2](#) or [TrustRadius](#). **If you submit anonymously, please send your review confirmation email to community@iterable.com*
- Attend at least one industry event (in-person conference or virtual webinar) in partnership with Iterable
- Participate in one beta or product research session
- One sales reference call
- Participation in a case study
- Share a [demo video](#) on an Iterable use case (5 minutes max)
- Submit one [referral](#)

CALENDAR OF 2026 EVENTS

Here's an annual overview to give you a sense of what to expect throughout the year, depending on which tier you are in. Given the global distribution of our members across various time zones, we have designed our virtual events to provide equal access to everyone. As a result, some of our events may alternate between morning and afternoon sessions in the Pacific Time (PT) zone.

Q1 (January–March)

Silver, Gold, Platinum

- Program acceptance notification, outlining program overview, how to reach higher tiers, and the benefits you'll get from joining.
- Virtual welcome and winter product chat.

Q2 (April–June)

Silver, Gold & Platinum

All activities above +

- Networking lunch at Activate Summit.
- Virtual spring product chat.

Gold & Platinum

All activities above +

- An elevated experience at Activate Summit.

Q3 (July– September)

Silver, Gold & Platinum

- Virtual summer product chat.

Q4 (October – December)

Silver, Gold, Platinum

- Promotion for 2026 terms opens (December).
- Virtual fall product chat.
- Holiday appreciation gift.



Please note that this calendar is an approximation and subject to adjustments.

ITERABLE INSIDERS PROGRAM FAQs

How much are Iterable Insiders membership dues?

There are no membership dues.

Can I invite my colleague(s) to join the quarterly Product Chats or Networking Meetups?

No, only Iterable Insiders members can attend these activities when they reach the corresponding tier that unlocks them.

I don't want to wait for Iterable's Marketing team to reach out because I only need to complete one or two more activities to advance to the next tier. How do I volunteer myself for opportunities like speaking engagements?

When you apply to the Iterable Insiders program, you will automatically be entered into our advocacy pool. Iterable's marketing team may reach out to you if an opportunity arises that could be a good fit. If you'd like to nominate yourself for specific opportunities such as speaking engagements, a case study, or a blog contribution, please contact community@iterable.com. We will do our best to accommodate you as soon as possible.

How do I advance to the next tier if I've completed all required activities?

No action is needed from you; we will contact you directly within five business days to update your status.

How will I receive communications about upcoming activities?

While you will receive occasional emails from Iterable regarding the program, most of our communication will occur in the Iterable Plaza for members and in our private Slack channel for Silver and above members. If you are not actively engaged in the Plaza or Slack, you may miss out on essential updates and invitations to upcoming activities.

Whom should I contact with questions?

You can email the Iterable Customer Marketing team at community@iterable.com.

