



Nova Intelligence

Powering the Future of Adaptive Engagement

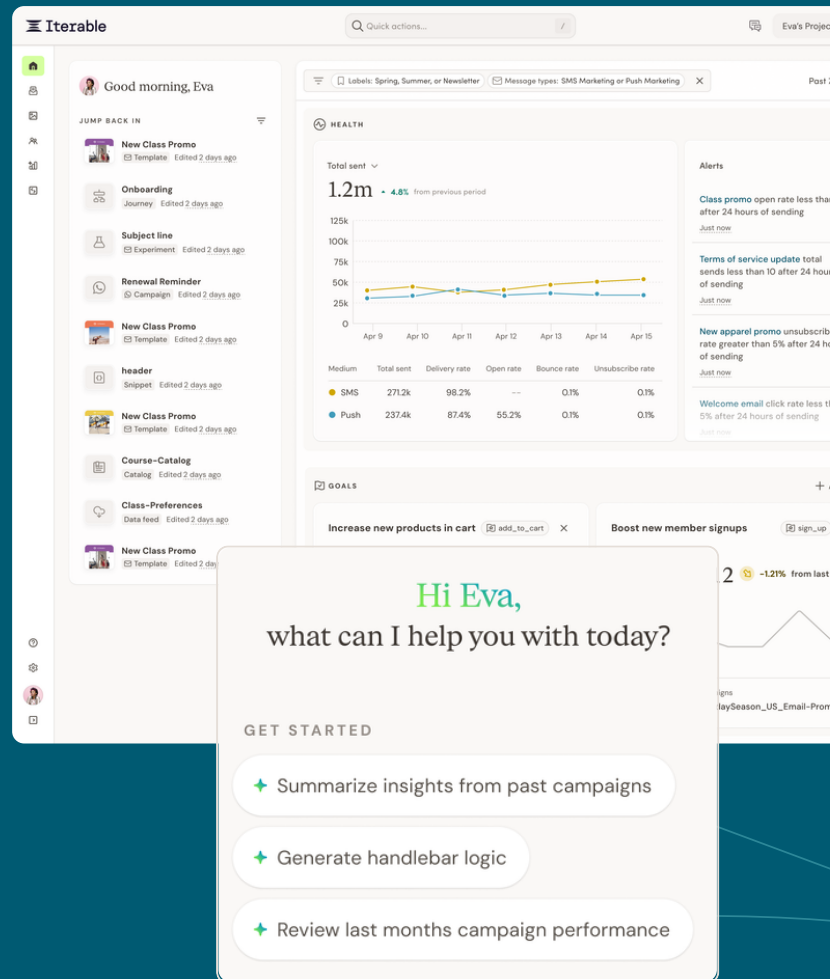
AI made parts of marketing feel instant and reset expectations for how fast everything should move. But execution hasn't caught up.

Behind every campaign, marketers are managing thousands of decisions through manual workflows, status rules, and disconnected tools. As expectations accelerate, this disconnect is now what limits growth.

Nova Intelligence eliminates this disconnect.

Built natively into the Iterable platform, Nova Intelligence acts as a reasoning partner, embedding AI across execution, insights, and decisioning and turning real-time customer signals into immediate, personalized actions across every channel and interaction.

The result is marketing that scales without added complexity, delivering more relevant experiences, greater efficiency, and sustained growth loyalty.



Our customers use Nova Intelligence to grow programs and scale engagement.

4x

higher
activation rate



30%

increase in
open rates



27%

increase in
click-through rates



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Hi Eva,

what can I help you with today?

GET STARTED

- Summarize insights from past campaigns
- Generate handlebar logic
- Review last months campaign performance

Agents that do the heavy lifting

Build and refine segments, journeys, campaigns, and personalized content without manual set-up or starting from scratch.

Smarter insights so you're never surprised

Predict behavior, identify opportunities, and continuously adapt messaging to drive conversions and long-term loyalty.

New Predictive Goal

Goal criteria

Predict likelihood of users in a 30 day period to...

Perform event

with total purchase amount

OR

AND

Goal details

Goal name

User profile field name

Project users will be scored in their profile with this field name.

Description (optional)

Channel Decisioning

Best engagement with the right channel

Channel Optimization looks at historical data to determine your users' preferred channels

Send channels

Choose at least two channels

☒ Email ☒

☒ Push ☒

☐ SMS ☐

FALLBACK OPTIONS

Unable to determine channel

Choose send preference when there's inconclusive data

1 Email

2 Push

Decisioning that delivers on your strategy

Evaluate customer context in real-time and automatically determine the right message, channel, and timing, ensuring every interaction is relevant and aligned to your goals.

“What's most valuable to us about Nova Agent is its ability to handle the manual heavy lifting of campaign execution and analysis—from building onboarding journeys to uncovering performance insights that help us constantly iterate. By offloading these steps to a coordinated AI layer, we can move much faster from insight to execution and stay focused on driving high engagement.”

Justin LeBlanc

Senior Director, Customer Retention & Loyalty

priceline®

Meet the Agents

Powered by Nova Intelligence



 AGENTS	Analytics Agent	Make faster, more confident decisions with real-time insight.
	Campaign Agent	Launch campaigns quicker without manual build work.
	Experimentation Agent	Drive higher-impact tests with less guesswork.
	Handlebars Agent	Scale personalization without added complexity.
	Journey Agent	Build and adapt journeys without manual workflows.
	Monitoring Agent	Turn campaign alerts into confident, AI-powered action.
	Nova Agent	Move from strategic intent to intelligent execution in seconds.
	Review Agent	Prevent costly mistakes before they impact performance.
	Segmentation Agent	Reach the right audiences without tickets or engineers.
 DECISIONING	Channel Decisioning	Reach customers on the channel they're most likely to engage.
	Frequency Decisioning*	Prevent over-messaging while maximizing impact.
	Send Time Decisioning	Capture attention at the moment customers are most likely to act.
 INSIGHTS	Brand Affinity	Improve relevance by targeting based on customer sentiment.
	Campaign Re-Engagement*	Turn under-performing campaigns into revenue opportunities.
	Predictive Audiences*	Focus on customers mostly likely to convert or churn.
	Segmentation Summarization	Understand audiences instantly to move faster.

* Part of Iterable's Premium AI Suite

“Iterable’s Nova Intelligence is the cherry on top, offering Predictive Audiences, Campaign Re-Engagement, and Send Time Decisioning to engage the right users at the perfect moment. Iterable is proof that personalization isn’t just a buzzword; it’s the future—and it’s already here.”

Helena Joshi
Loyalty, Retention, and CRM

