

ACTIVATE

LIVE

Shifting From the Routine to a Future of Creativity and Compassion at Scale



Justin Zhu

Co-Founder and CEO



Bela Stepanova

VP, Product



**Justin Zhu,
Co-Founder & CEO**





HOW DID WE GET STARTED?



ITERABLE

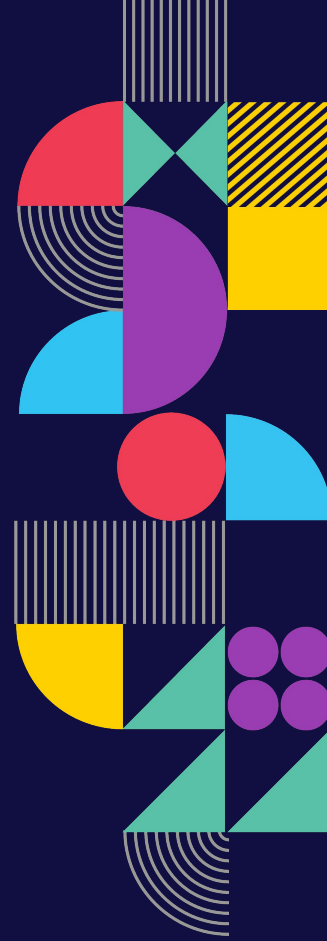


Build User Growth Platform at Twitter
Computer Science at Carnegie Mellon

Google

Built personalization campaigns for
AdSense at Google
Computer Science at Boston College

WHAT'S DRIVING THE GROWTH MARKETING MOVEMENT?





15 B
iPhones

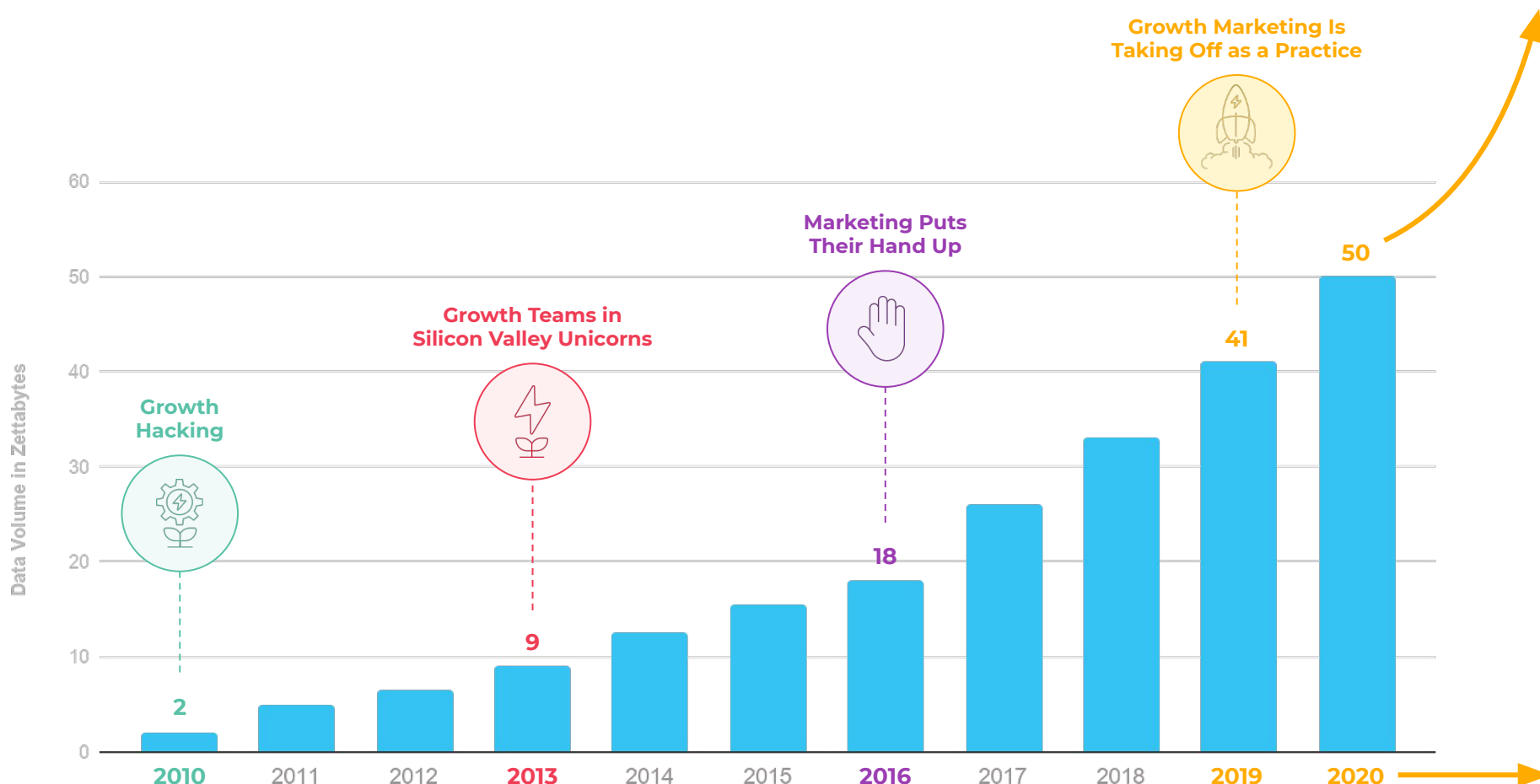


44,571
747 Airplanes



50
ZETTABYTES

Per Year



Graph Data Source: Statista 2020

WHAT DOES GROWTH MARKETING MEAN TO YOU?
























GROWTH MARKETING IS NOT	GROWTH MARKETING IS
Maximizing acquisition at minimum cost	Using data to build a personal relationship with customers
Cheap tricks and spammy stunts to increase opens and clicks	How your brand and its messaging makes people feel
Short-term wins that compromise long-term goals and LTV	Being open to change and constantly evolving and innovating

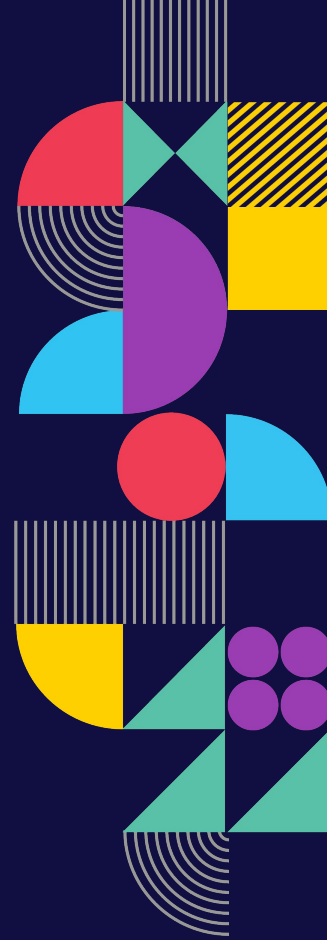
BRANDS THAT EMBODY GROWTH MARKETING

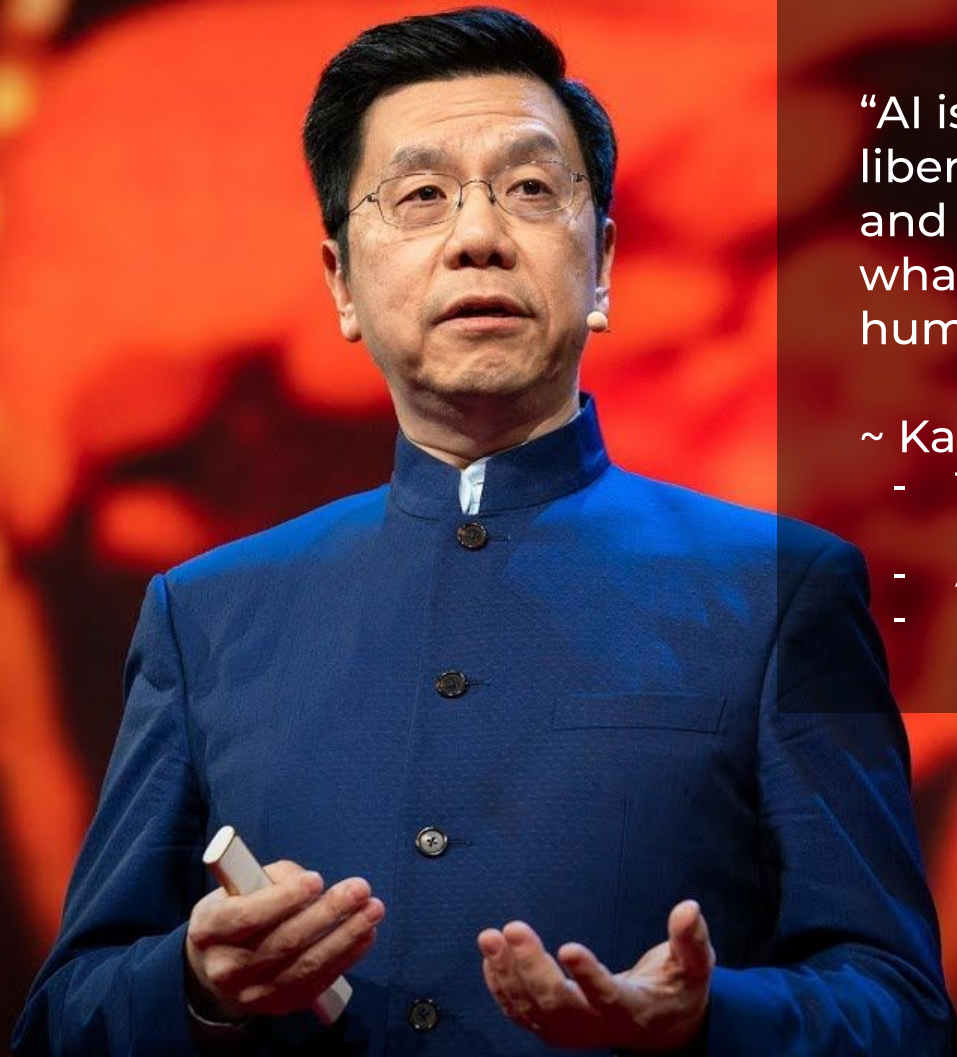


□ The Growth Marketing Awards Winners

**What does the future
hold with...
...more data
...more automation
...more AI?**

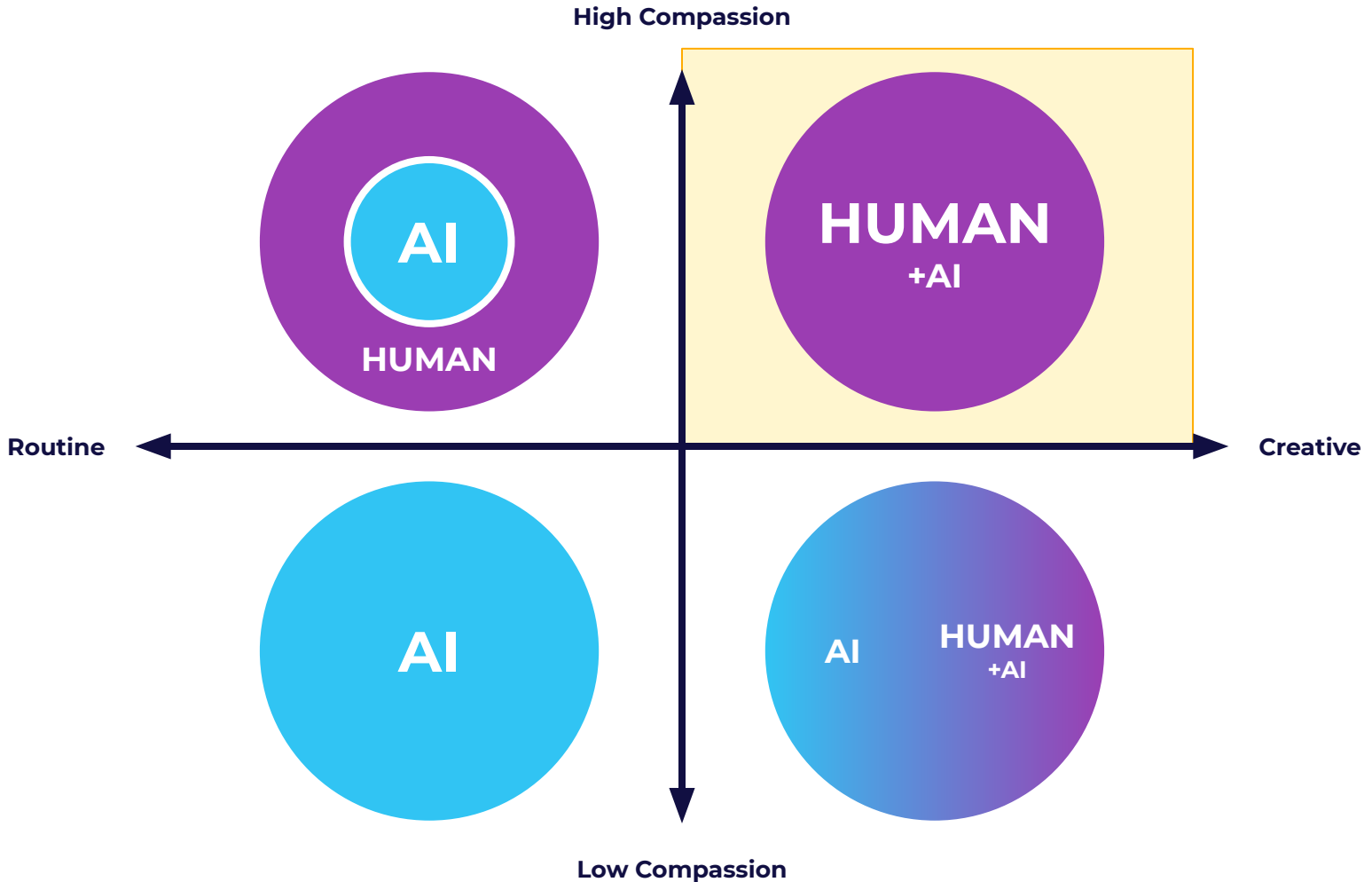




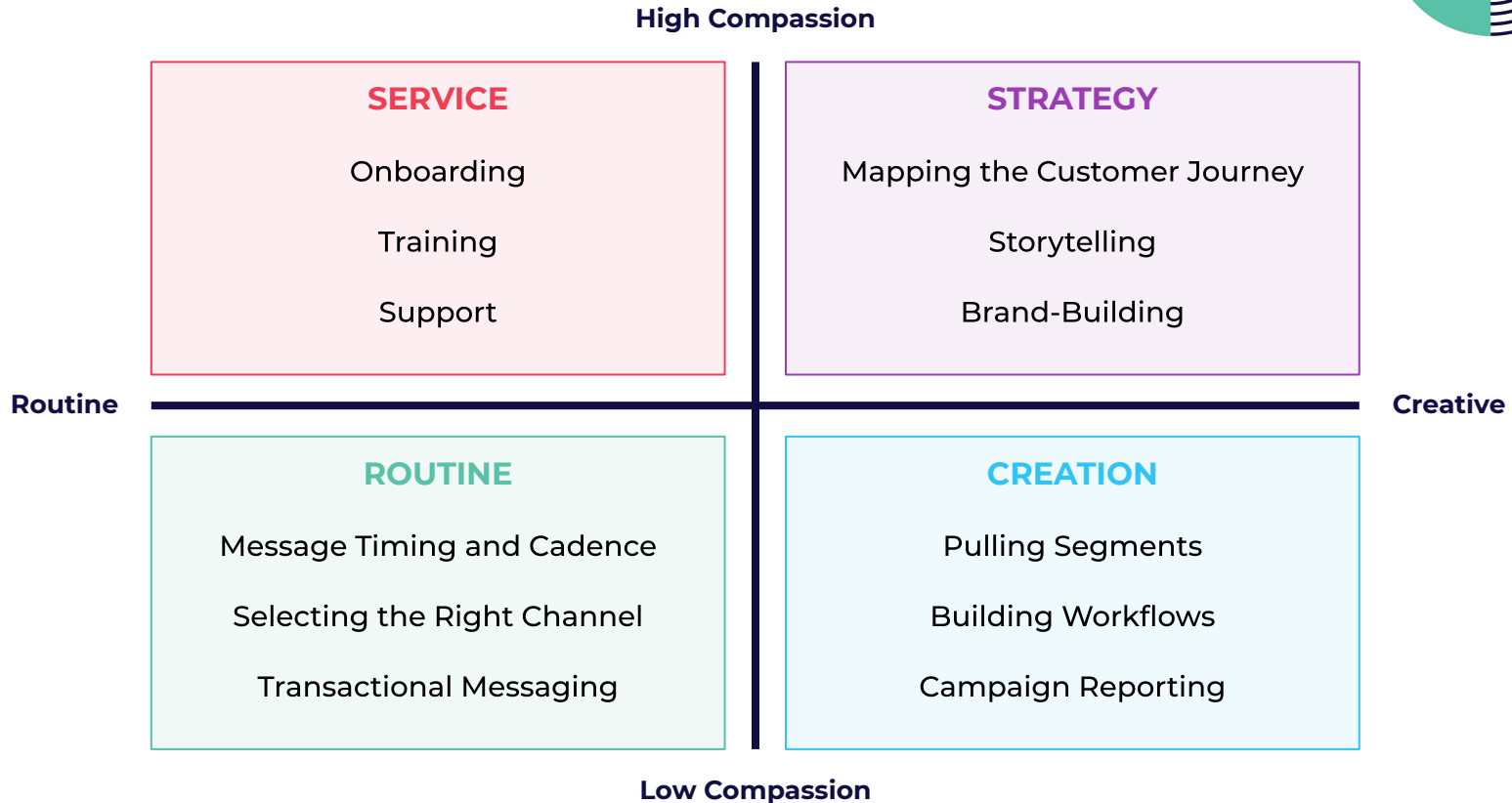
“AI is serendipity. It is here to liberate us from routine jobs, and it is here to remind us what it is that make us human.”

~ Kai-Fu Lee

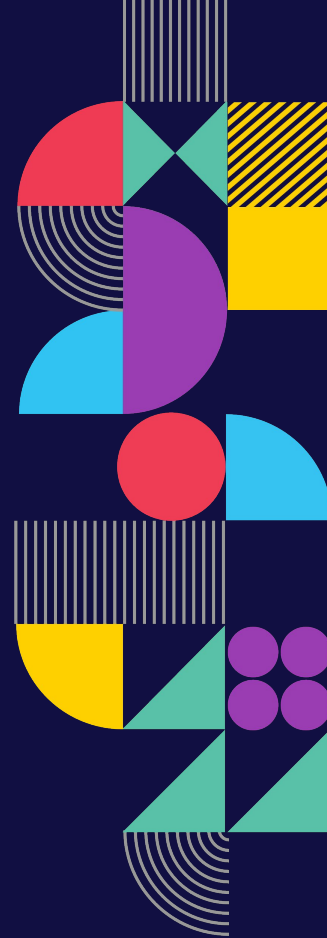
- TED, “How AI can save our humanity“
- Author, “AI Superpowers“
- Expert in AI



THE GROWTH MARKETING FRAMEWORK



**Bela Stepanova,
VP, Product**



THE ITERABLE PLATFORM



AUTOMATE ROUTINE



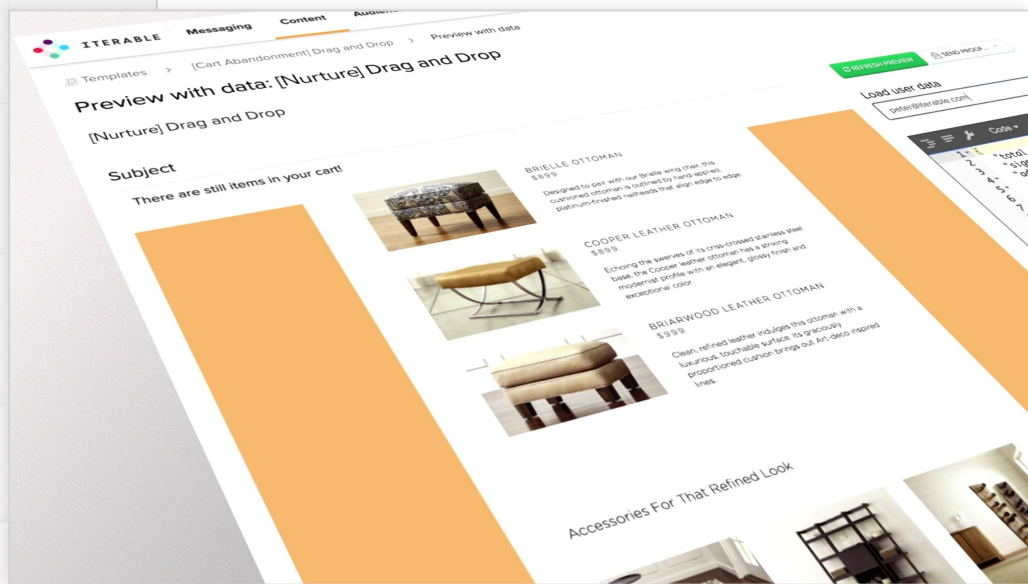
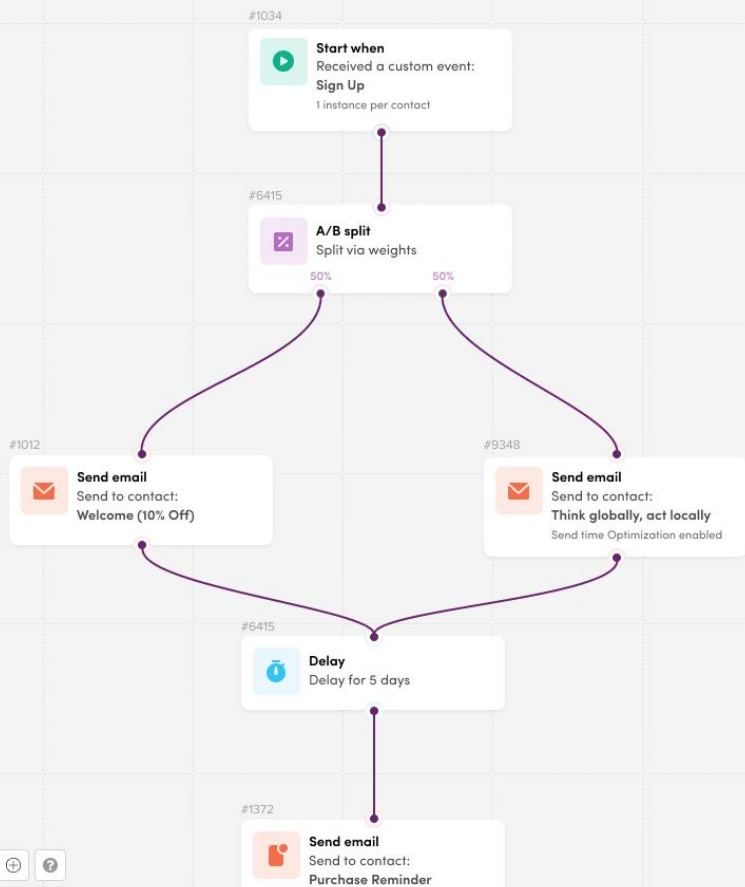
UNLEASH CREATIVE

- Transactional & Operational Messages
- Send-Time Optimization
- A/B Testing
- Dynamic Segmentation
- User Actions
- Customer Journeys
- Sentiment and Engagement Scoring
- Content Personalization



Connie Chan

Senior Product Designer





*Not a real brand

Mission

Connecting every person with healthy, sustainable groceries and goods from their local communities

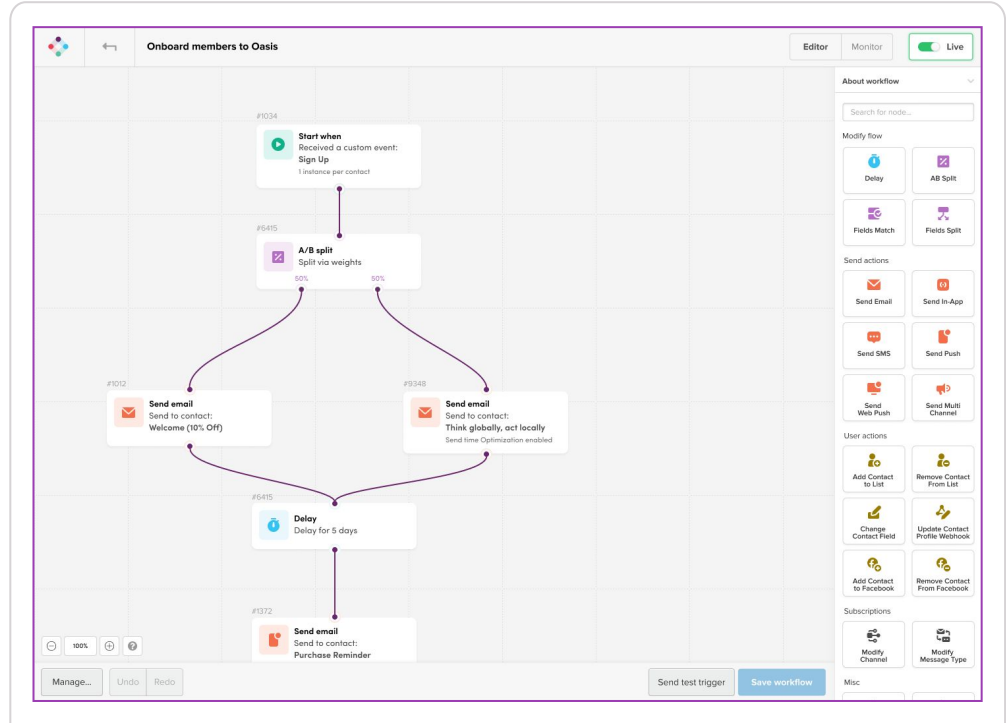




Iterable: Shifting from the Routine to Creative



- Newly redesigned **Workflow Studio**
- Automate and personalize user journeys based on events, user actions, attributes, sentiment & system events





Iterable: Shifting from the Routine to Creative



- Optimize customer experience with **cross-channel engagement**
- Email, Mobile In-App, Mobile Push, Mobile Inbox, SMS & more



Iterable: Shifting from the Routine to Creative

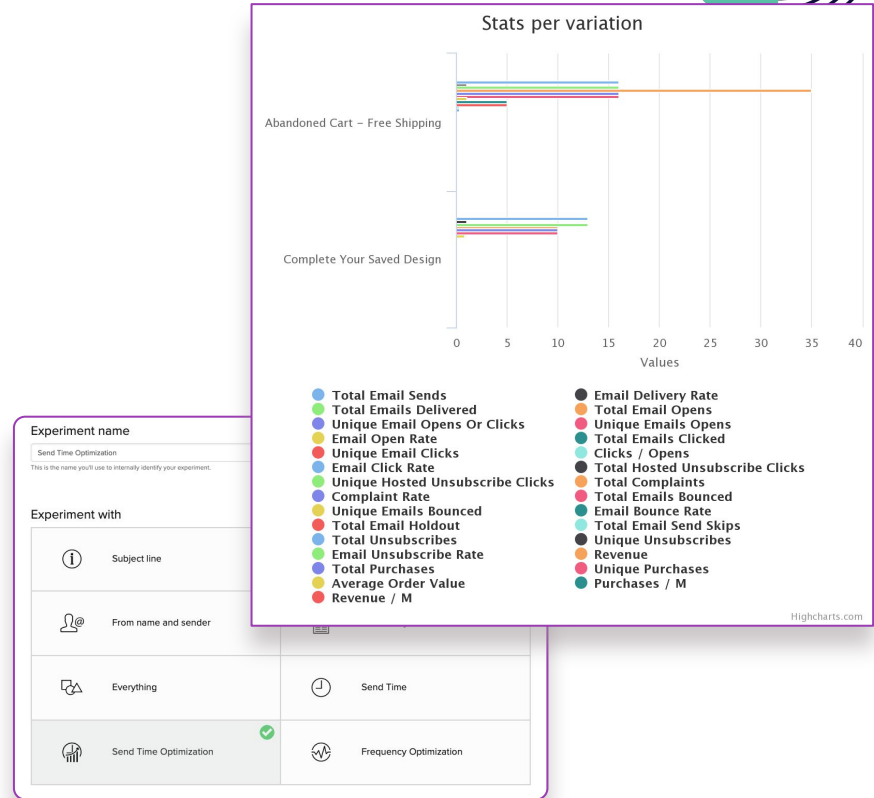


- Personalize content and CTAs real time using **Catalog**
- Content recommendations across thousands of products for millions of customers in real time



Iterable: Shifting from the Routine to Creative

- Optimize workflows and campaigns via built-in **experimentation tools**
- Track and measure critical campaign metrics with **custom reports & dashboards** as well as workflow insights





Iterable: Shifting from the Routine to Creative

- Artificial Intelligence:
**Send Time Optimization
& Brand Affinity**
- AI models that support millions of individualized predictions without impacting send speeds

The screenshot displays the Iterable automation builder interface. The main workspace shows a workflow titled "Onboard members to Oasis" with two nodes: a "Send email" node (ID #1372) and a "Field split" node (ID #896). The "Field split" node is currently in a "Setup required" state. A circular callout provides a detailed view of the "Fields split" configuration panel, which includes:

- Contact field to split on:** Brand Affinity
- Split flow if field matches:** A dropdown menu with the following options: Loyalist, Positive, Neutral, Negative.

At the bottom right of the configuration panel, there is a "Save node" button. The main interface also features a "100%" zoom indicator and a "Send" icon at the bottom left.

#1034



Start when
Show Customer Appreciation
1 instance per contact

#1034



Start when

Show Customer Appreciation

1 instance per contact

#6415



Field match

Attended Activate Live?

Yes

No

#1034



Start when
Show Customer Appreciation
1 instance per contact

#6415



Field match
Attended Activate Live?

Yes

No

#1012



Send email
Express Gratitude
Send time Optimization enabled

#1034



Start when
Show Customer Appreciation
1 instance per contact

#6415



Field match
Attended Activate Live?

Yes

No

#1012



Send email
Express Gratitude
Send time Optimization enabled

#1372



Send push
Show Support

#1034



Start when
Show Customer Appreciation
1 instance per contact

#6415



Field match
Attended Activate Live?

Yes

No

#1012



Send email
Express Gratitude
Send time Optimization enabled

#6415



Delay
Add Empathy

#1372



Send push
Show Support

#1034

Start when
Show Customer Appreciation
1 instance per contact

#6415

Field match
Attended Activate Live?

Yes No

#9348

Send in-app
Share Mission

#1012

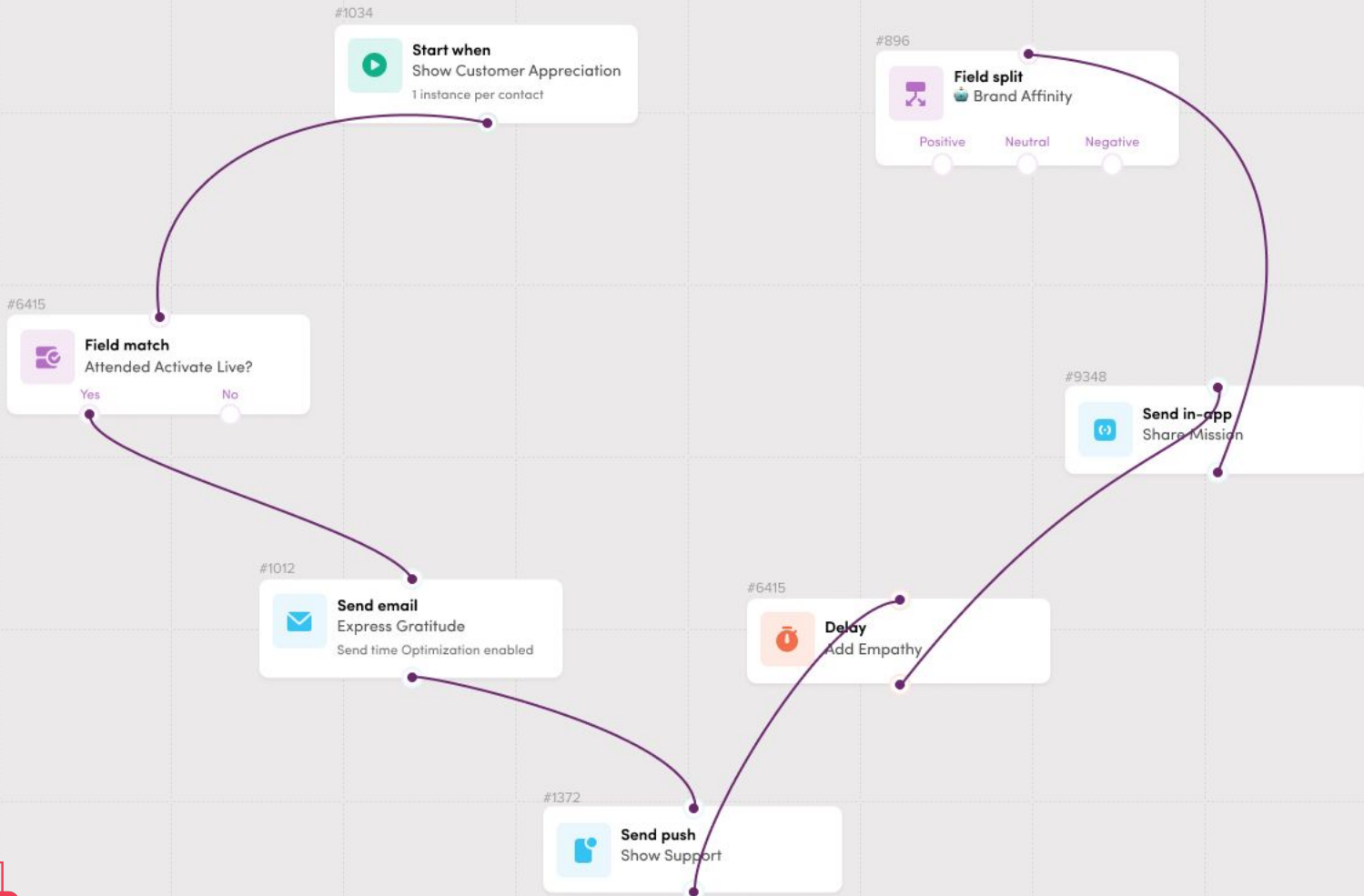
Send email
Express Gratitude
Send time Optimization enabled

#6415

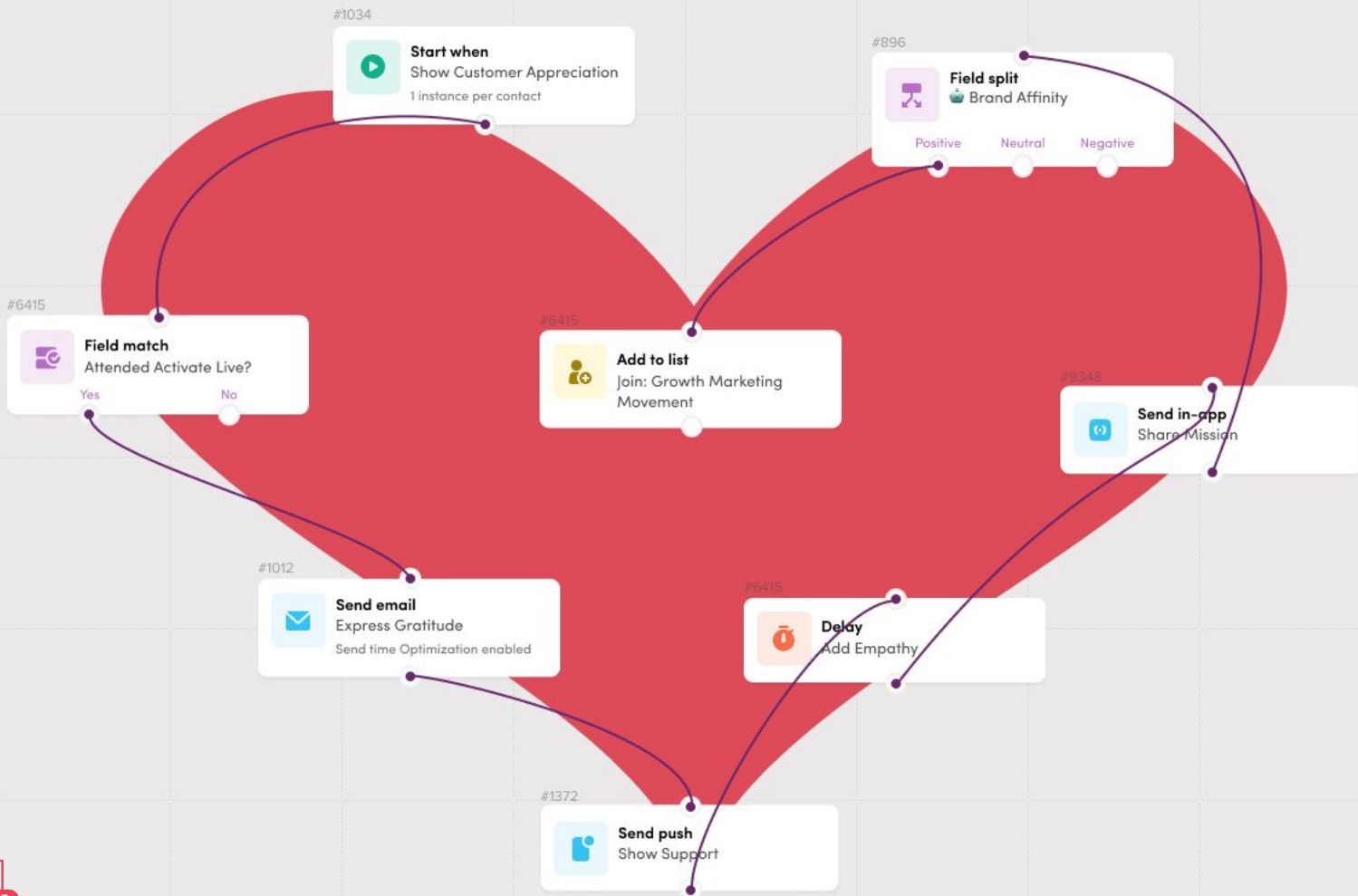
Delay
Add Empathy

#1372

Send push
Show Support







\$20,000

\$10,000



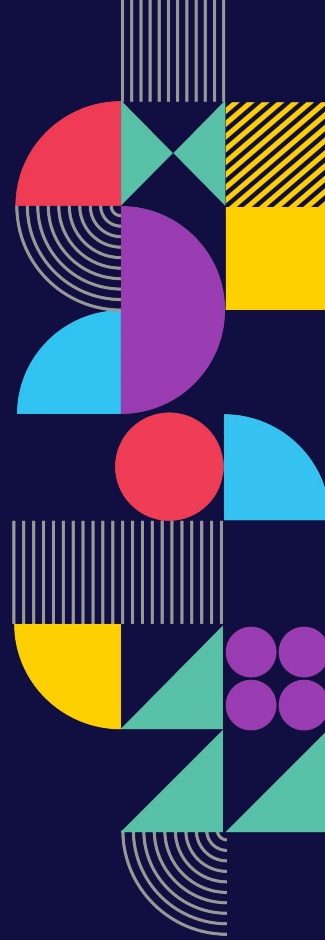
\$10,000



**“So let us choose
to embrace AI
and love one another”
~ Kai-Fu Lee**



**Jeff Samuels,
Chief Operating
Officer**



ACTIVATE

LIVE

TAKE THE NEXT STEP

OUR ROCKSTAR LINEUP



Laura Brodie

Director, Customer Lifecycle & Growth



Andrew Harner

Lead Email Manager



Sophia Le

Email Marketing Consultant



Neil Wainwright

CEO



April Mullen

Director of Strategic Insights



Gary Grimes

Senior Director of Consumer Product



Katie Reynolds

Retention Marketing Manager



Samir Shamma

Engineering Lead



Davida Gaffney

Email / Web Developer



Birk Cooper

Chief Marketing Officer



Jade Kolber

Senior Marketing Manager - Email



Alex Reed

Co-founder and CMO



Bridget Overson

Associate Marketing Manager



Matthew Smith

Founder



ACTIVATE

LIVE

COMING UP NEXT



Jonathan Mildenhall

Co-Founder and CEO



Brendan Witcher

VP / Principal Analyst of Digital
Business Strategy

FORRESTER[®]



ACTIVATE
LIVE

ENJOY THE SHOW!