



# ACTIVATE **LONDON**

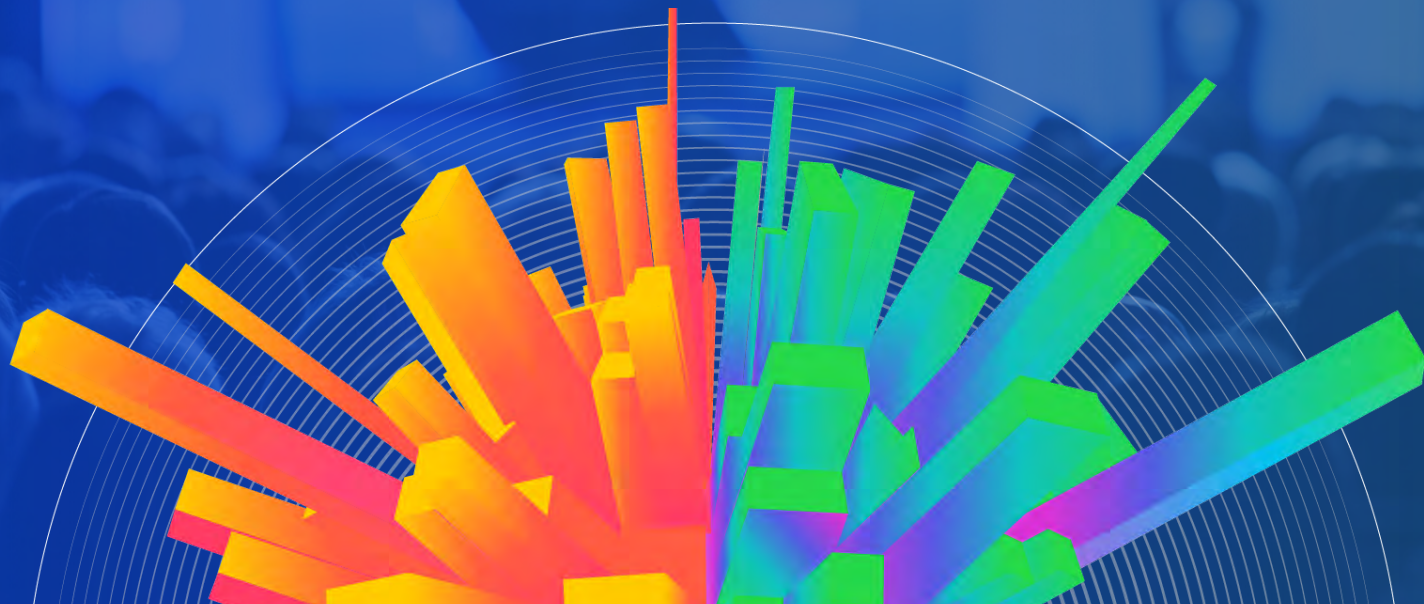
Presented by:  *iterable*



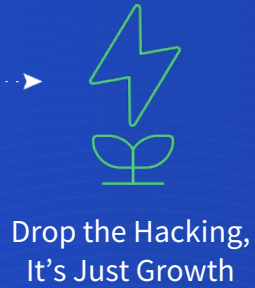
Jeff Samuels, COO



Welcome to  
ACTIVATE **LONDON**



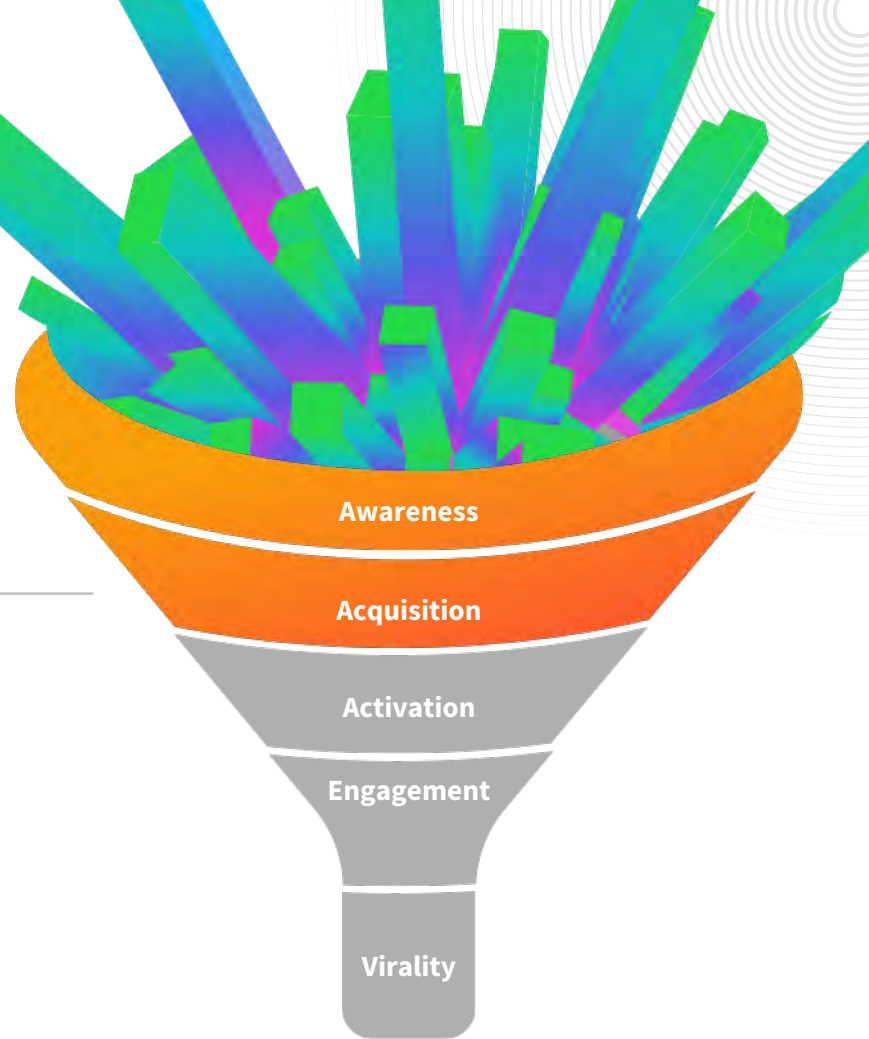
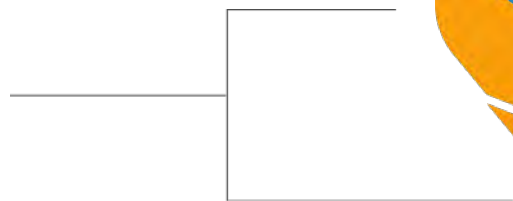
# Growth Timeline: From Hacking to Marketing





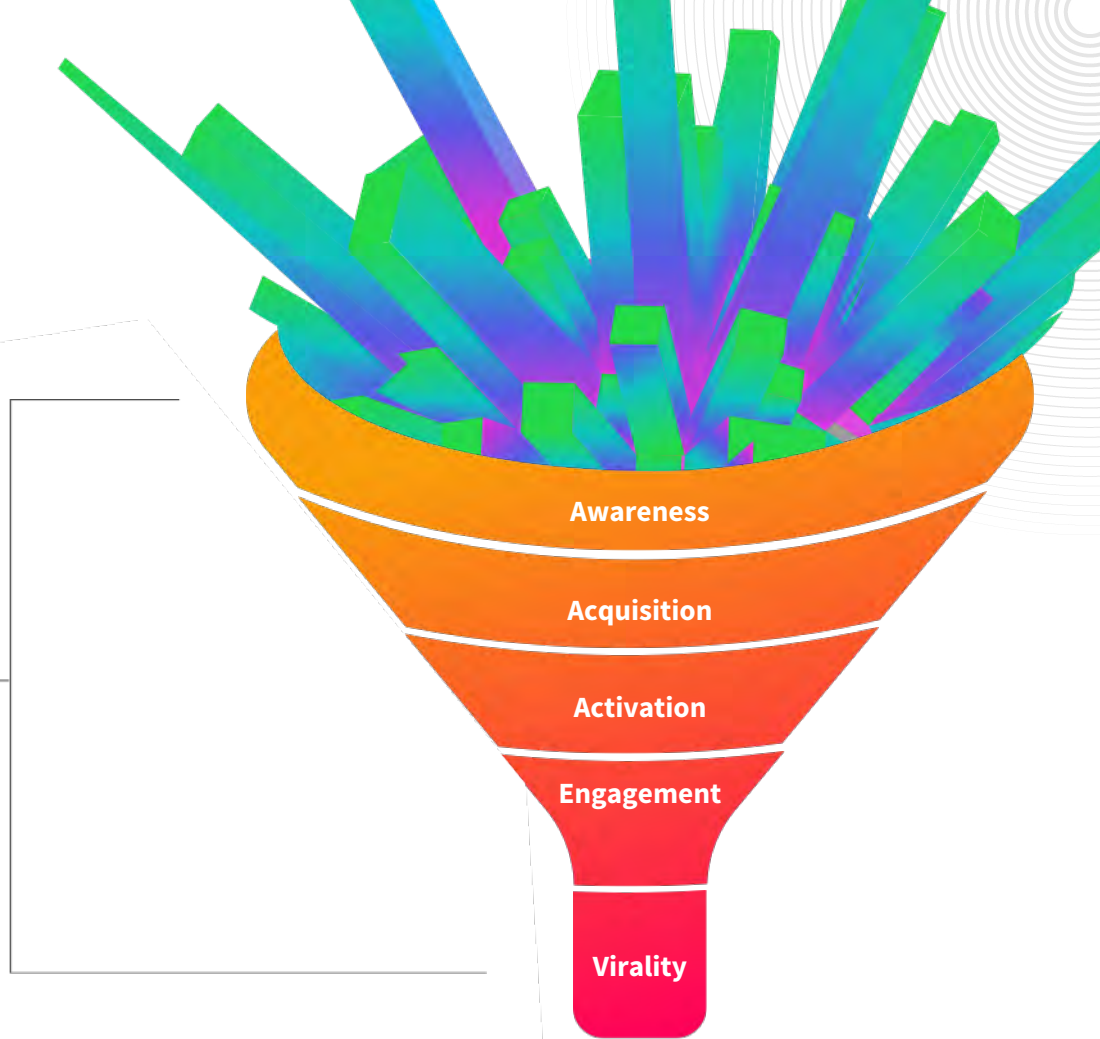
# Growth Marketing

Acquisition + Ad Buys

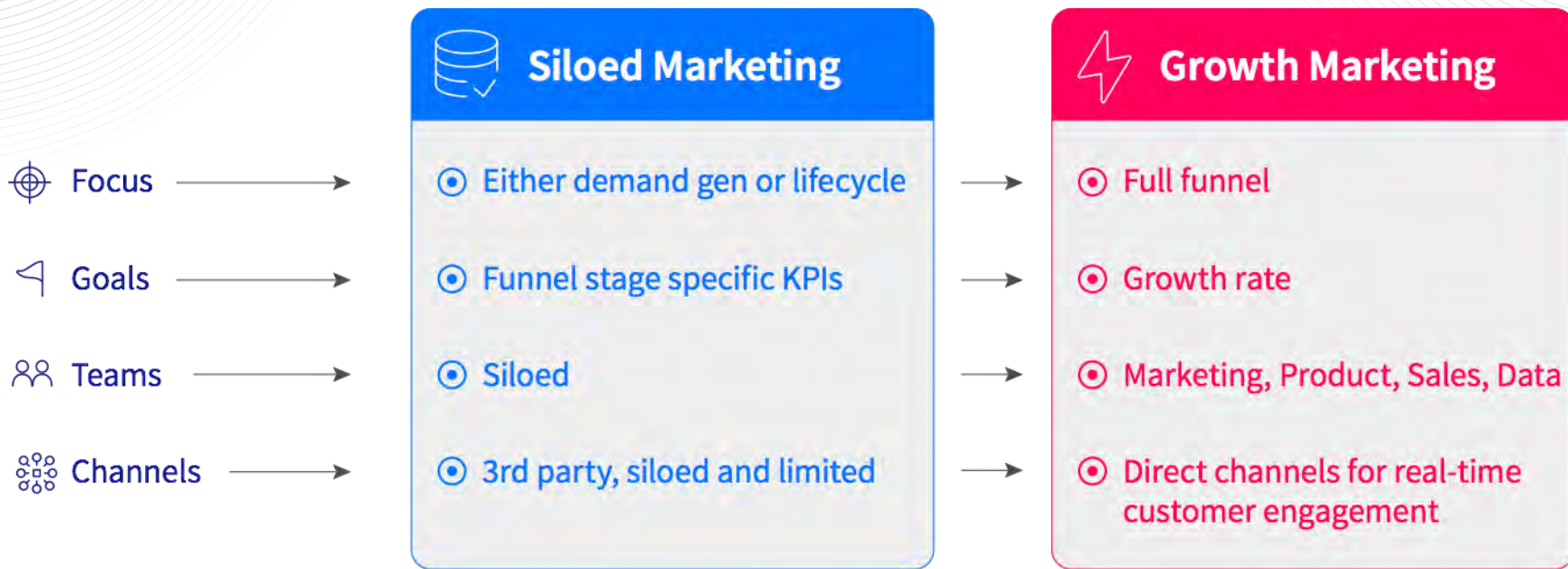


# Growth Marketing

No silos



# Siloed Marketing vs Growth Marketing





**12%**



The OpenDNS logo consists of the text "OpenDNS" in white, bold, sans-serif font, centered within a solid orange rounded rectangle. The background of the slide features a large, stylized fingerprint pattern of concentric, overlapping circles in shades of orange and red on the left side, and a similar pattern in light grey on the right side.

**OpenDNS**

The Cisco logo features the word "CISCO" in a bold, grey, sans-serif font. Above the text is the Cisco "Spectrum" logo, which consists of seven vertical bars of varying heights, each topped with a small dot, arranged in a symmetrical pattern.

**CISCO**



Simon Sinek



# START

HOW GREAT LEADERS INSPIRE  
EVERYONE TO TAKE ACTION

# WITH

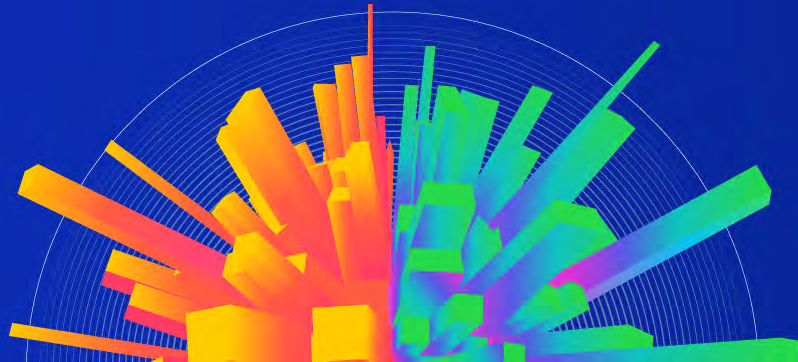
SIMON SINEK

*New York Times* bestselling author of *Leaders Eat Last* and *Together Is Better*

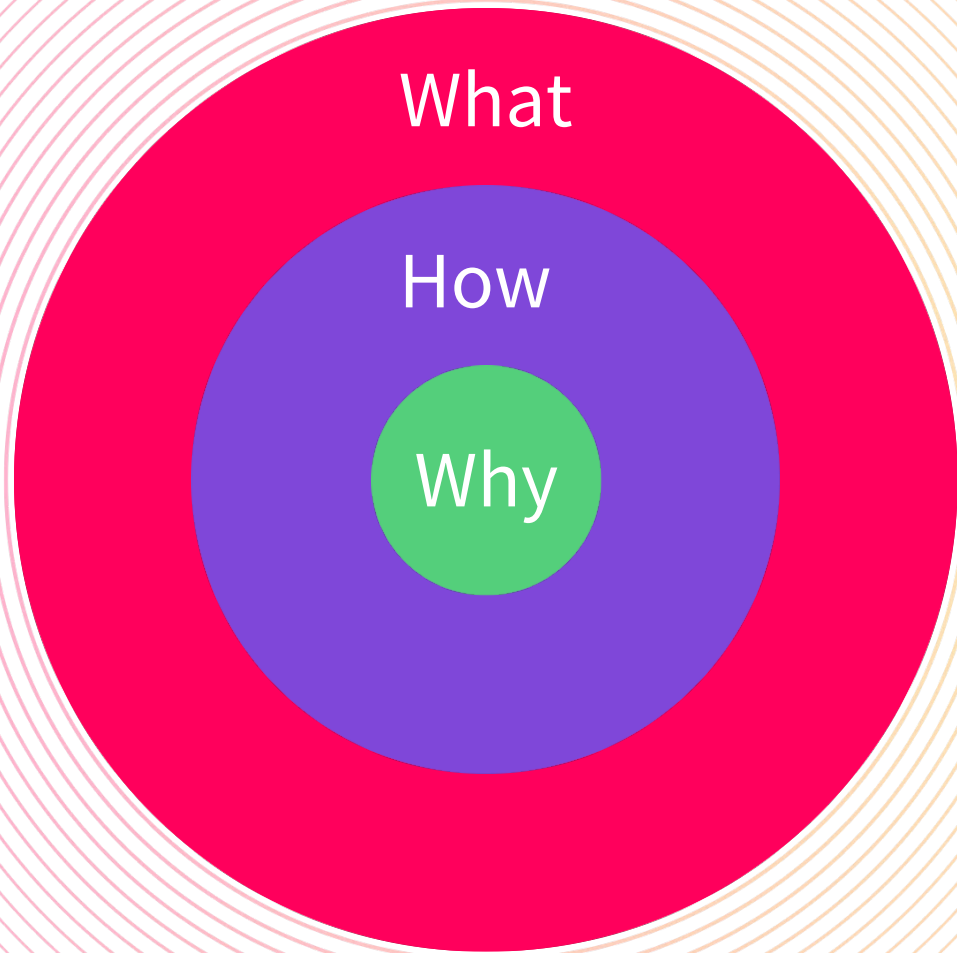
# WHY

MORE THAN  
ONE MILLION  
COPIES SOLD

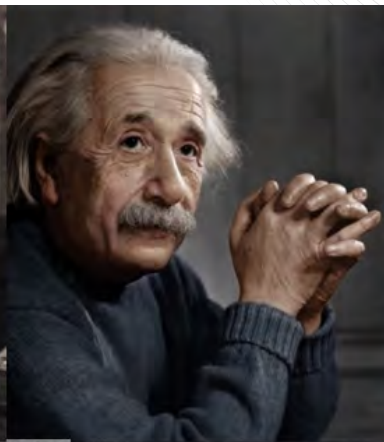
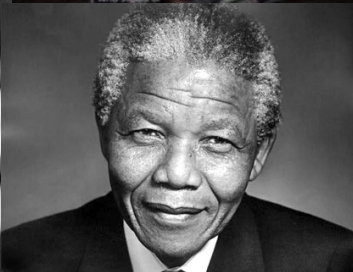
Why = Purpose



# The Golden Circle

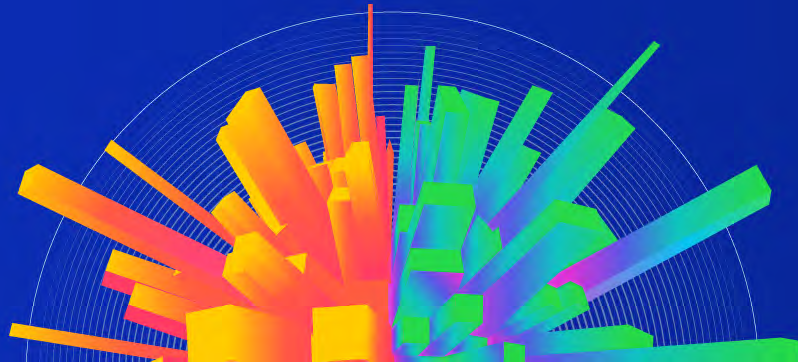


# People of Purpose





# Inspire Transformation





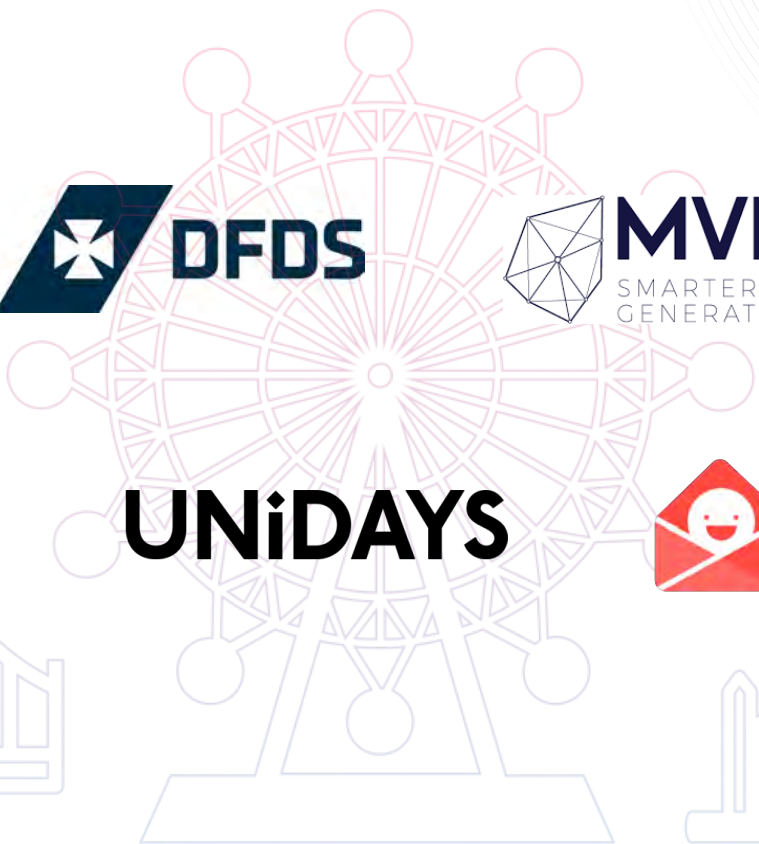


# Contributors

**carwow**



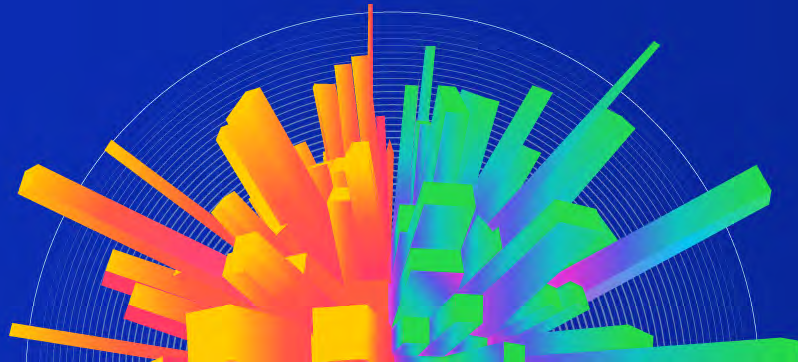
**UNiDAYS**



# Our Sponsors



Do *you* know your ‘Why’?







Understanding your  
customers truth



Making true  
connections



Justin Zhu, CEO and Co-founder





# A Vision for Growth



Built core Twitter products on  
User Growth and API teams

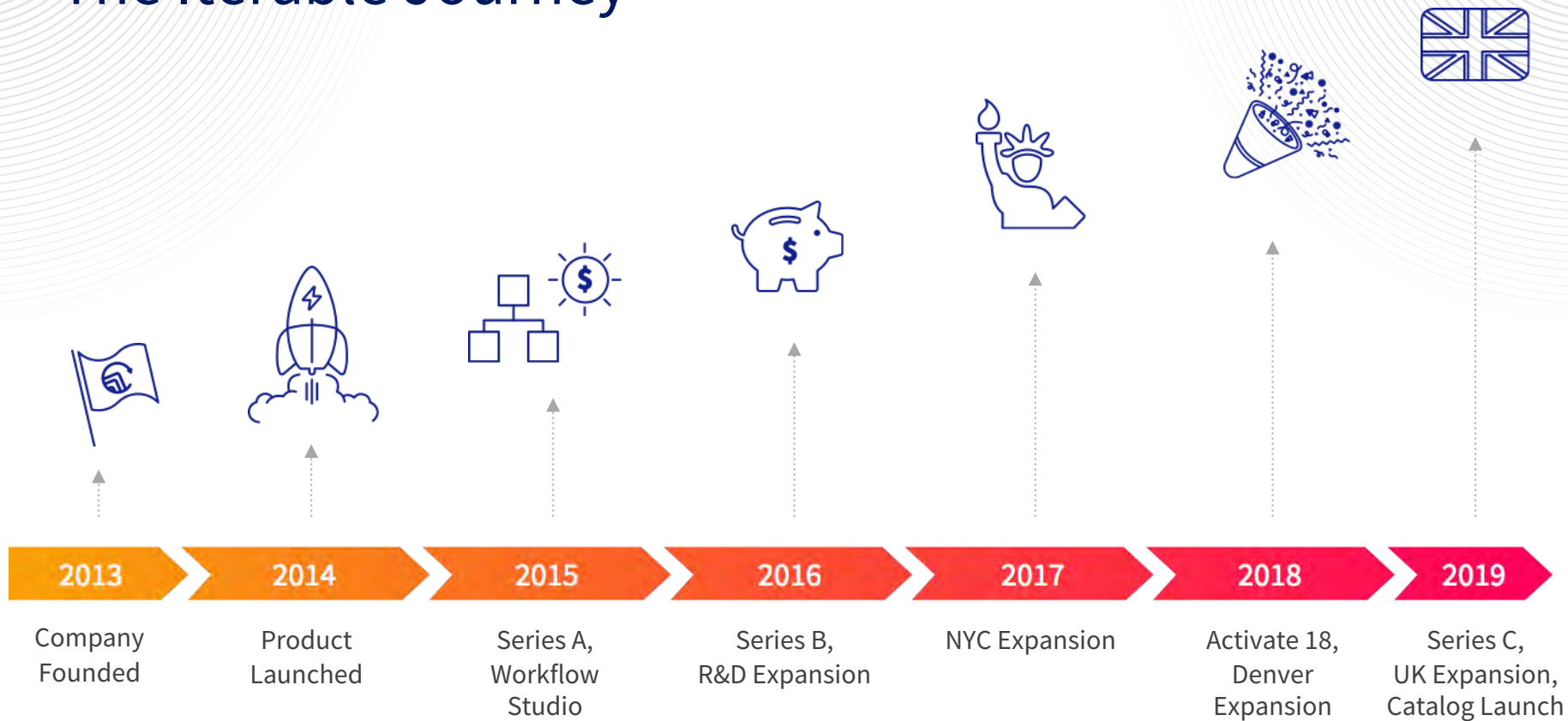


Google

Developed data-driven signals for use  
in personalised performance  
suggestion campaigns at Google



# The Iterable Journey





**amazon**

**Google**

**facebook**



# Headwinds of Growth



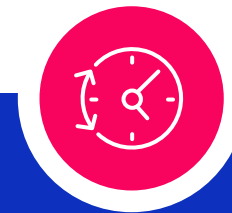
Data Integration  
& Activation



Siloed Channel  
Execution

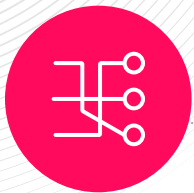


Implementation  
Heavy Platforms



Difficult to Test  
and Optimize

# Built for Growth



Flexible Data  
Architecture



Architected for AI



Visual, No-code  
Interfaces



Co-located Data &  
Execution Engines

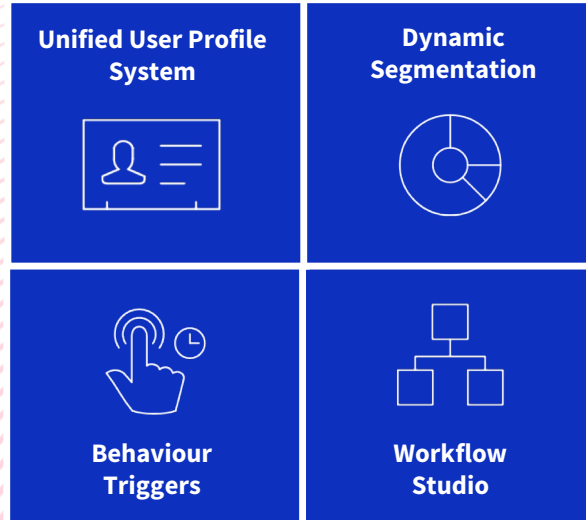
# Powerful Execution

User Profiles

**2B+**

Monthly Events Ingested

**30B+**



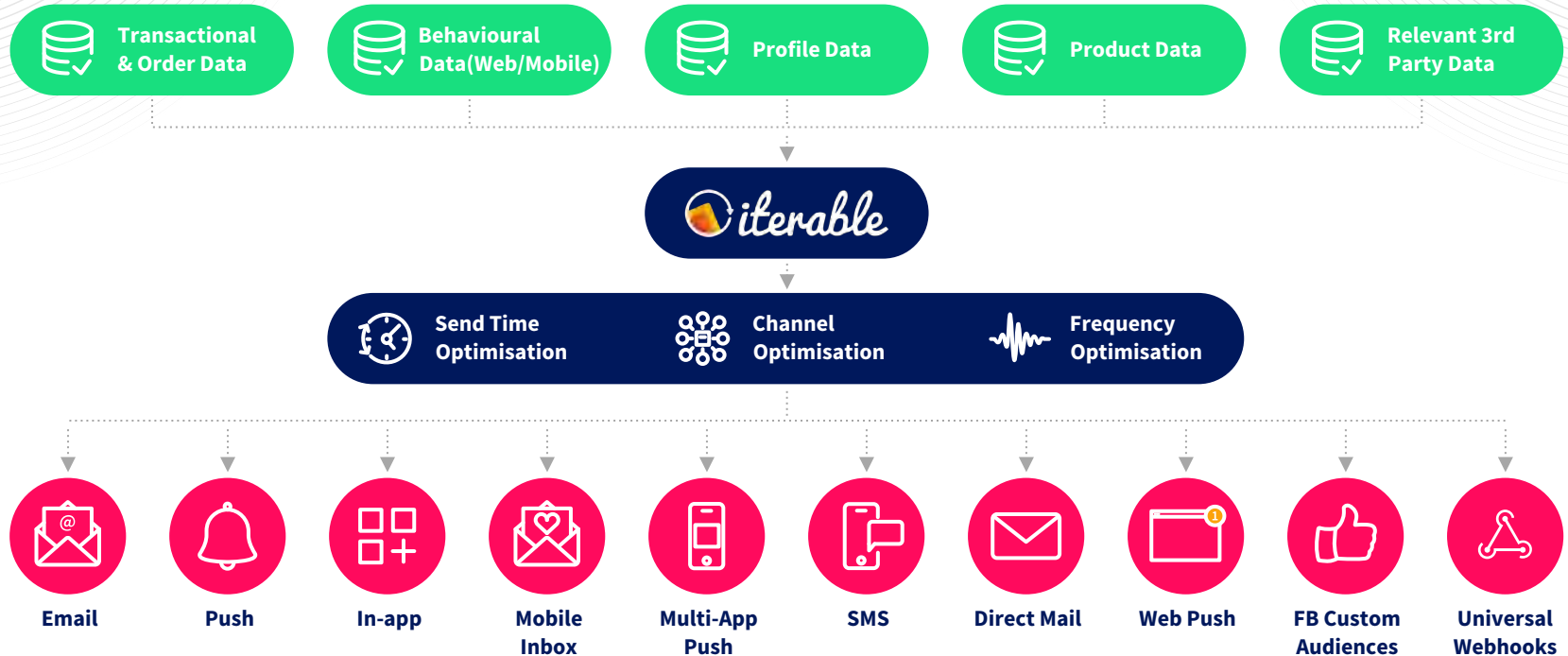
**3B+**

Monthly Messages Sent

**12K+**

Active Growth Marketers

# Architected for Growth





# Empowering Brands Worldwide

carwow



UNiDAYS



STRAVA™



Fender®

priceline®



99designs



Calm

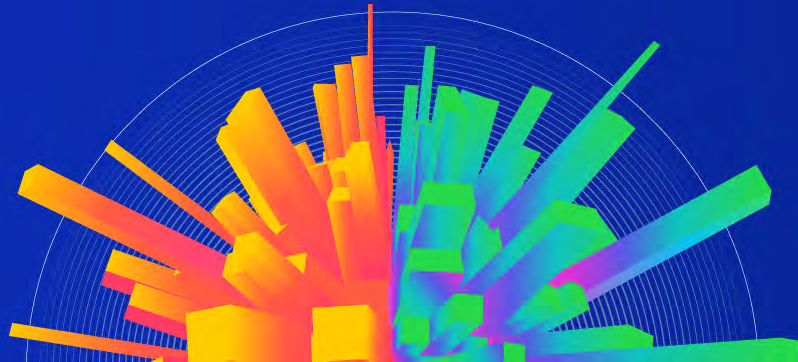
box

LE TOTE



fabfitfun

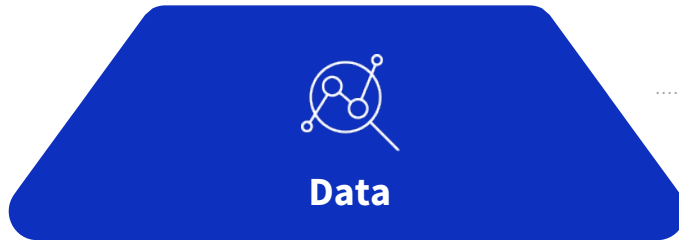
# Activating your 'Why'



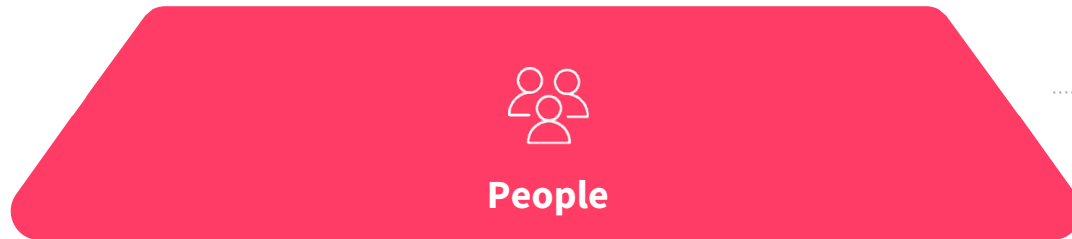
# Unlocking Growth: Foundations of Scale



Take it to Market!



Attribution, Data + Ideas, Strategy

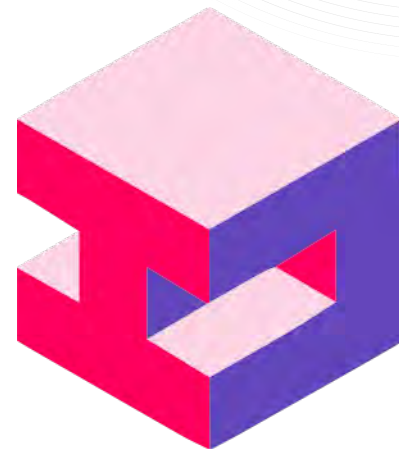
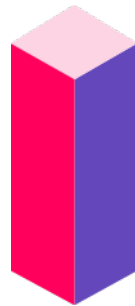


Team, Org, Permission,  
Cohesive Workflow Sharing

# Connecting People



Team, Org, Permission,  
Cohesive Workflow Sharing

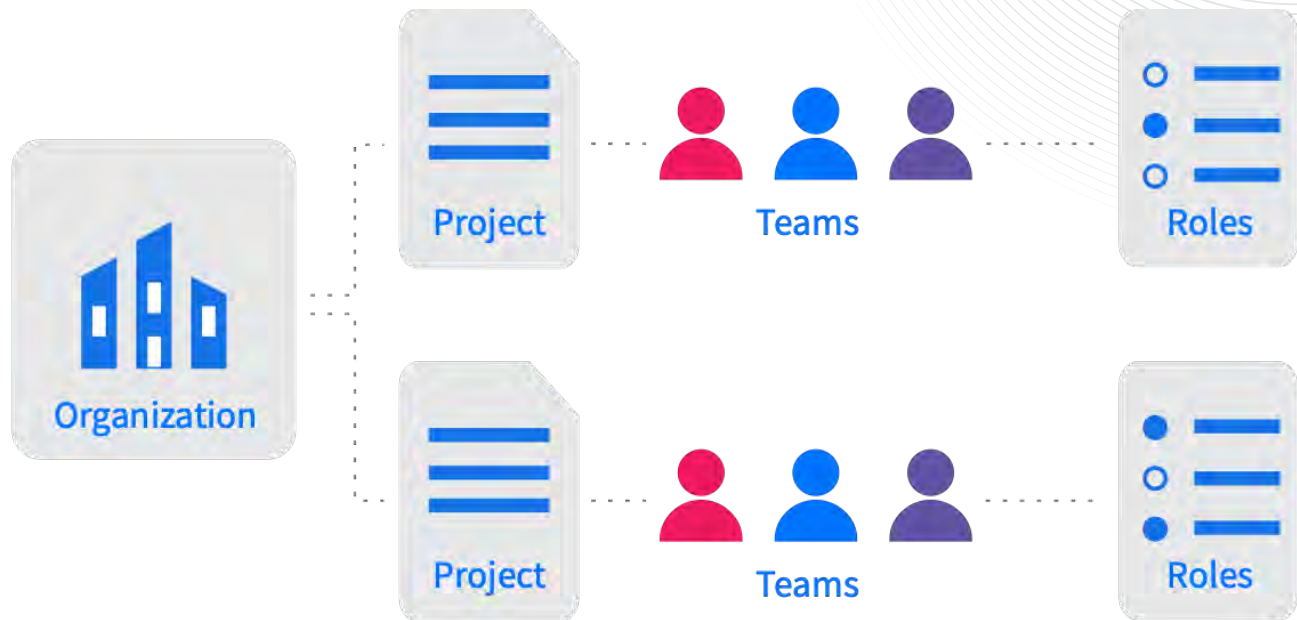




# Teams: Collaboration at Scale



Managed data  
access & roles



# Unlocking Data



Attribution, Data + Ideas, Strategy



Team, Org, Permission,  
Cohesive Workflow Sharing

# Catalog: Limitless Content Options



Product, content &  
media library activation

Catalogs > Collections > RestaurantsNearUsers

## RestaurantsNearUsers

**Catalog** Restaurants - **Description** 3+ rated popular restaurants near users

**Must Have**

Any that meet the following criteria

where location STATIC DYNAMIC ↔ Is Within 20 Miles of home\_geo\_loc

and rating STATIC DYNAMIC >= Greater Than Or Equal 3

ADD FIELD

OR

+ OR GROUP

Items To Show 3

Ordered By rating

Preview Collection Results with:

# Scale Execution



Take it to Market!



Attribution, Data + Ideas, Strategy



Team, Org, Permission,  
Cohesive Workflow Sharing

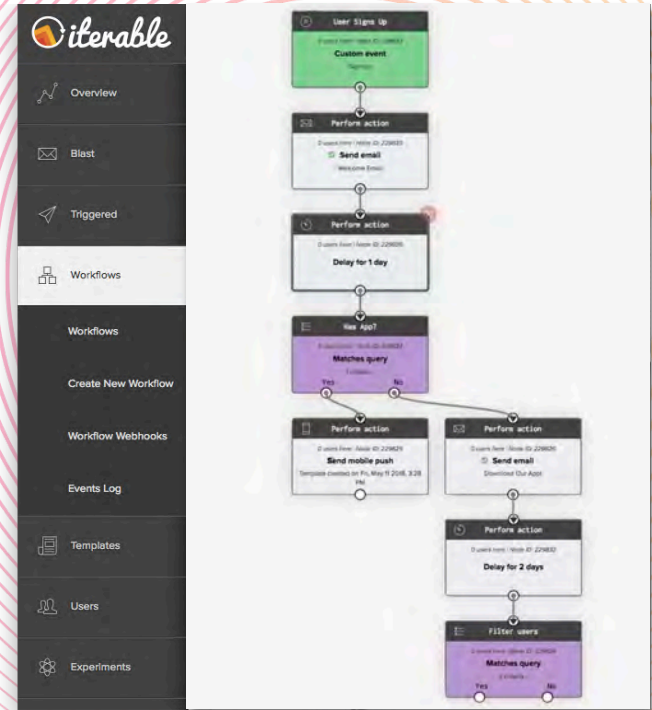




# Workflow Studio: Comprehensive Campaign Design



Behaviour-based  
journeys & experiences



# Channels for Every Message



Extensive  
customer reach



Email



Push



In-app



Mobile Inbox



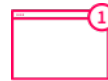
Multi-App Push



SMS



Direct Mail



Web Push



FB Custom  
Audiences

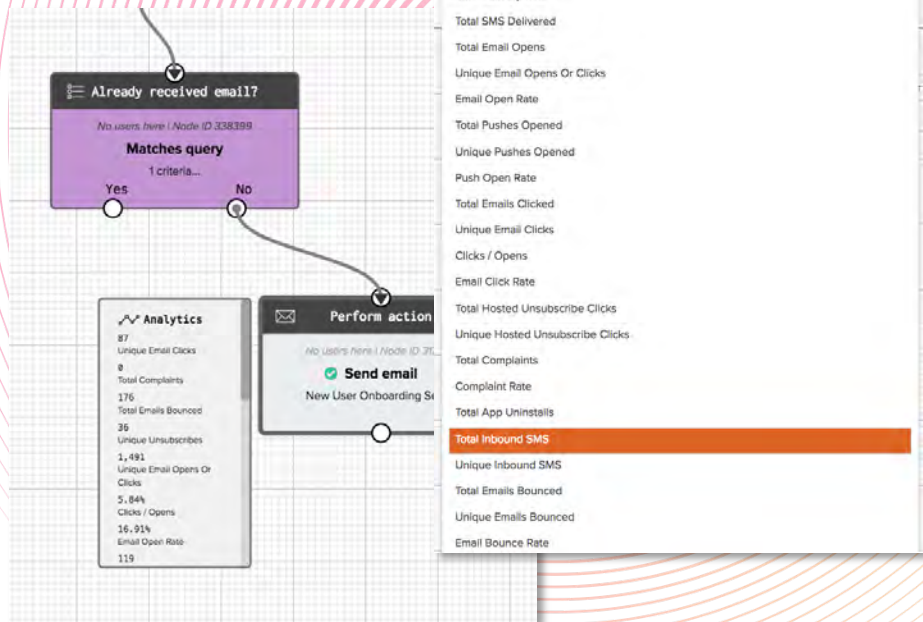


Google  
Customer Match

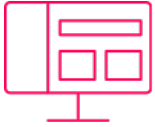
# Conversion Point Analysis



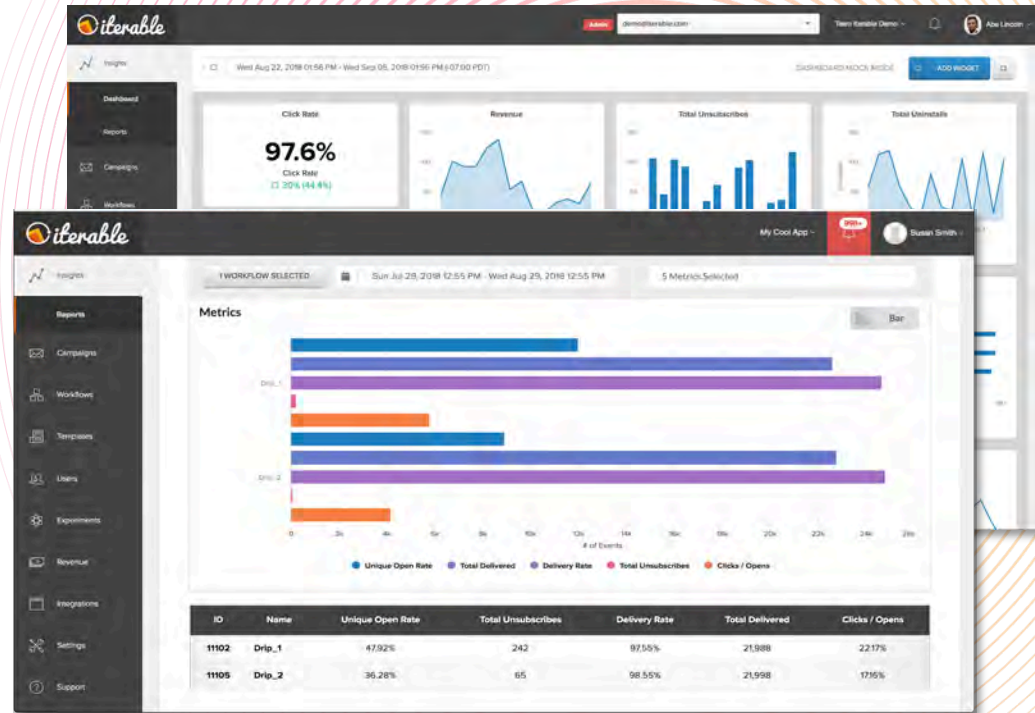
Workflow  
performance insights



# Reporting & Insights Suite



Visualized campaign performance analysis





# Intelligence Suite



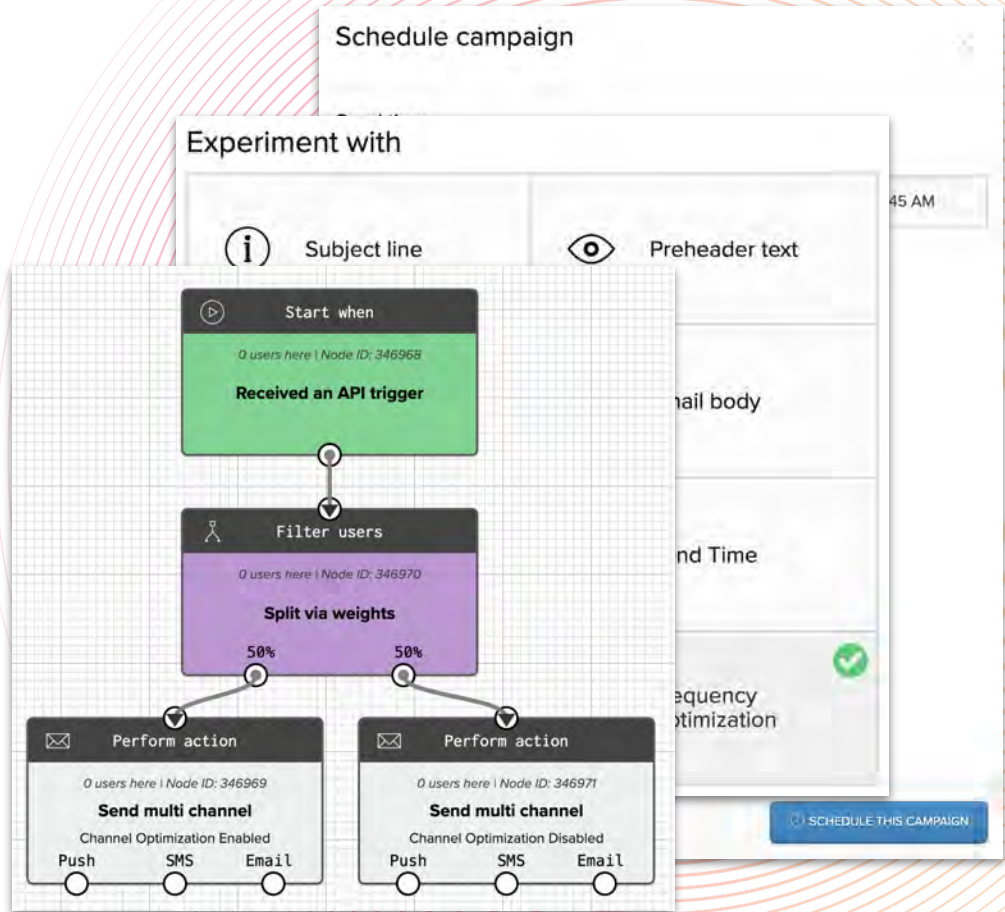
Send-Time  
Optimisation



Frequency  
Optimisation



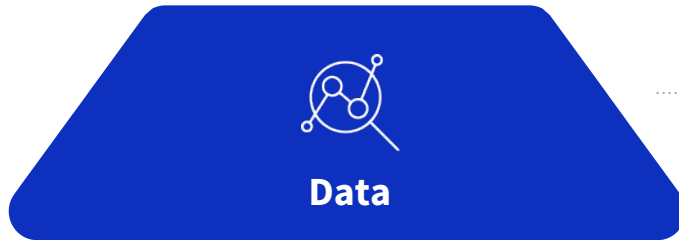
Channel  
Optimisation



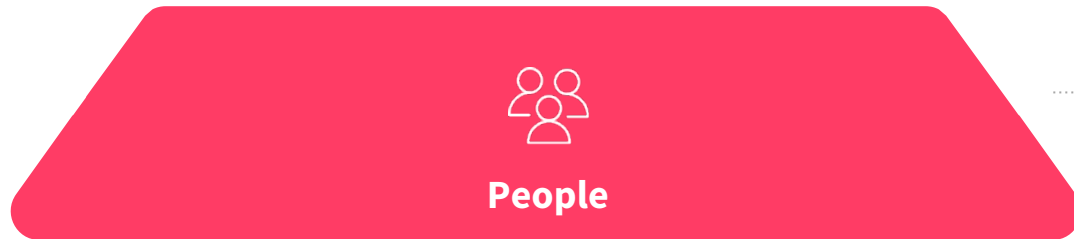
# Unlocking Growth: Breaking Down the Silos



Take it to Market!

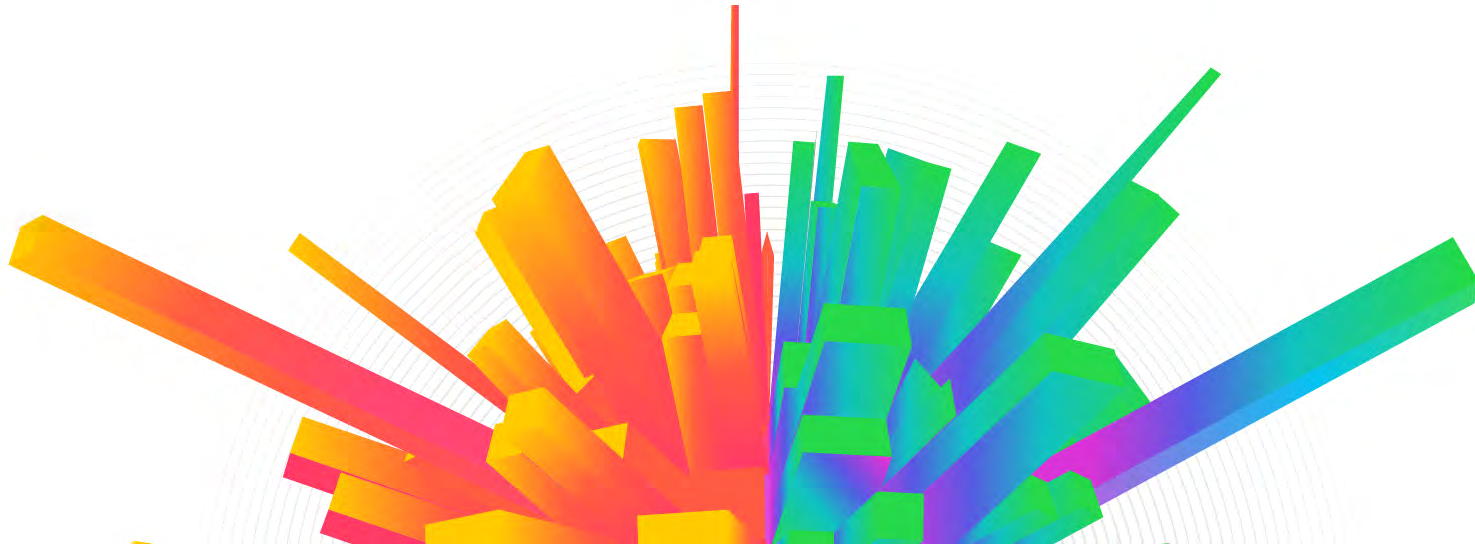


Attribution, Data + Ideas, Strategy



Team, Org, Permission,  
Cohesive Workflow Sharing

Dave Schwartz, Head of BD & Partnerships









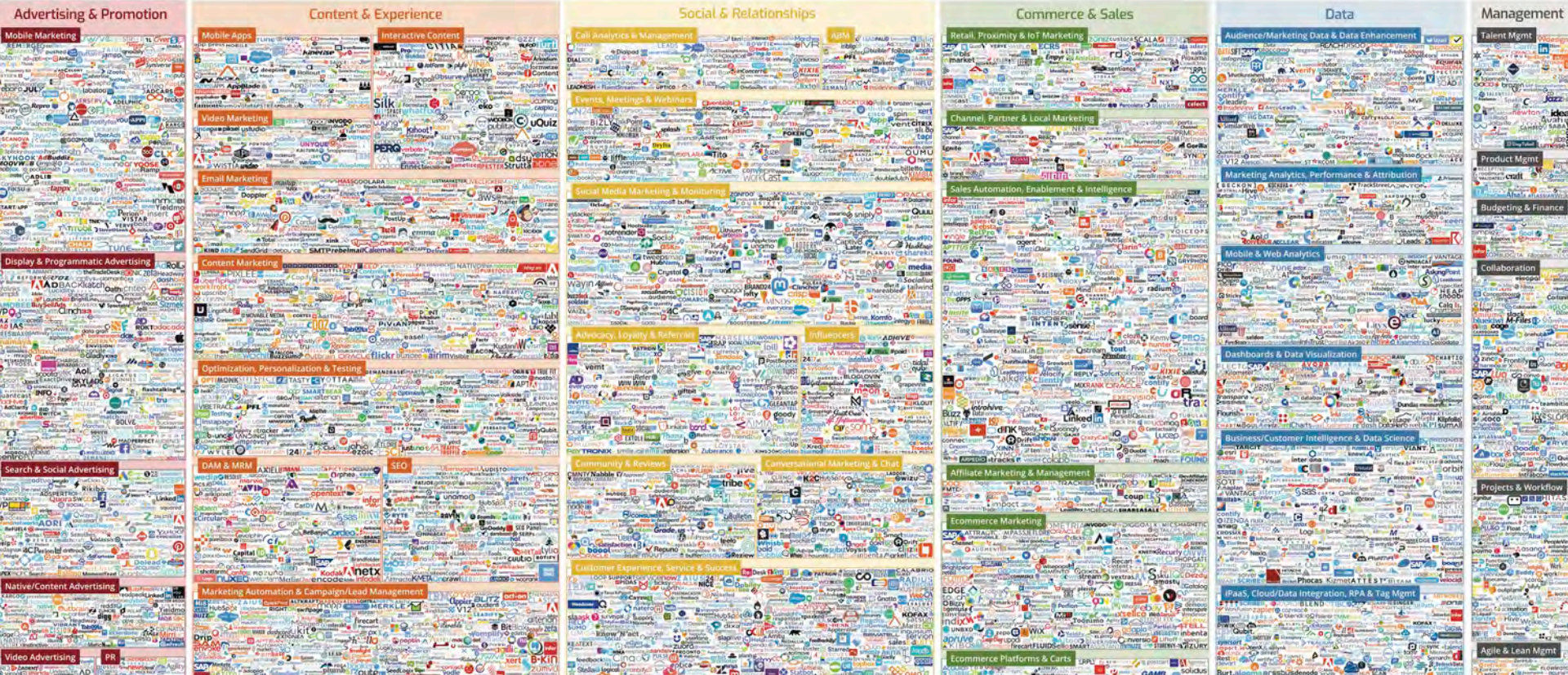
# Why We're Here

love island





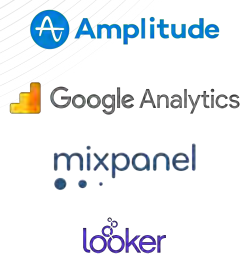
# MarTech Ecosystem





# The Iterable Ecosystem: A Modern Growth Stack

## ANALYTICS



## DATA MANAGEMENT



## DIRECT MAIL



## AGENCY



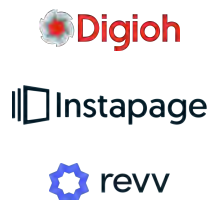
## E-COMMERCE



## EMAIL SERVICES



## LEAD CAPTURE



## MOBILE



## PERSONALISATION



# Unifying the Growth Stack



**Certified & Documented**  
Fully vetted and validated, top tier technology partner integrations

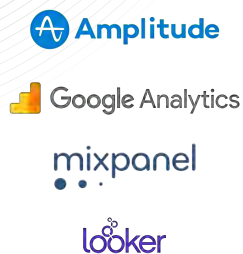
**Powerful**  
Massively scalable, flexible real-time integrations, built for any campaign

**Agile & On Demand**  
Workflow webhooks enable virtually any integration on demand

**Built for CCCM**  
Integrations spanning channels, linking egress and driving intelligence

# The Iterable Ecosystem: A Modern Growth Stack

## ANALYTICS



## DATA MANAGEMENT



## DIRECT MAIL



## AGENCY



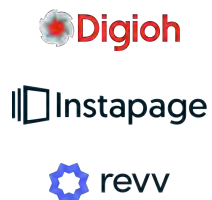
## E-COMMERCE



## EMAIL SERVICES



## LEAD CAPTURE



## MOBILE



## PERSONALISATION





# Ecosystem at Work



Verify emails before  
executing campaigns



Track owned-media  
conversions



Stack-wide marketing data



Import custom email  
content to templates



Measure user behaviour  
and campaign



Attribute installs from  
paid campaigns

# Ecosystem for Agencies — Client Benefits



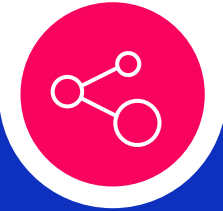
Professional  
Services



Thought / Market  
Leadership



Iterable  
Expertise



Agency  
Technology



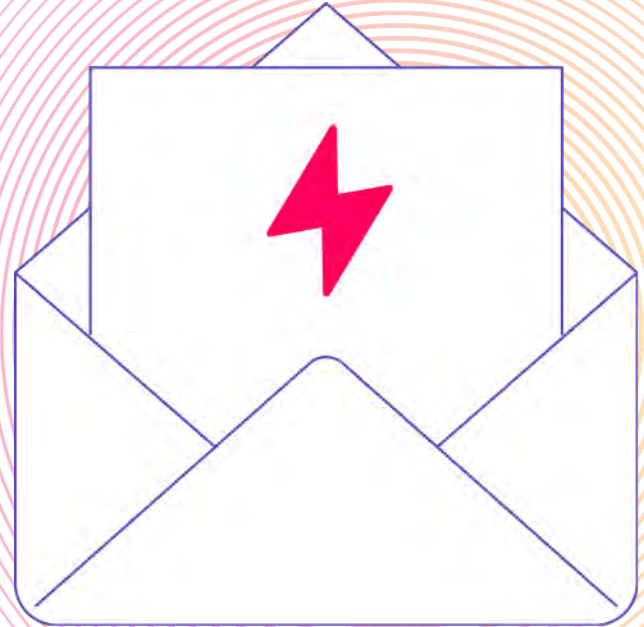
# Email Deliverability: Maximize Inbox Placement



Deliverability Team

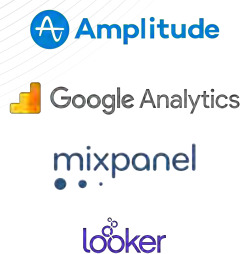


Deliverability Packages



# The Iterable Ecosystem: A Modern Growth Stack

## ANALYTICS



## DATA MANAGEMENT



## DIRECT MAIL



## AGENCY



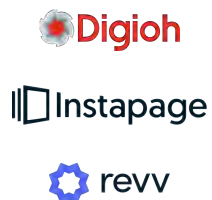
## E-COMMERCE



## EMAIL SERVICES



## LEAD CAPTURE



## MOBILE



## PERSONALISATION





Your comfort  
zone

Where the  
magic happens



# ACTIVATE LONDON

Presented by:  *iterable*

