ACTIVATE 19
The Growth Marketing Conference

# Introducing Teams

## Unlocking Next Level Collaboration at Scale

**Ariel Yoffie**
Senior Product Manager, Iterable

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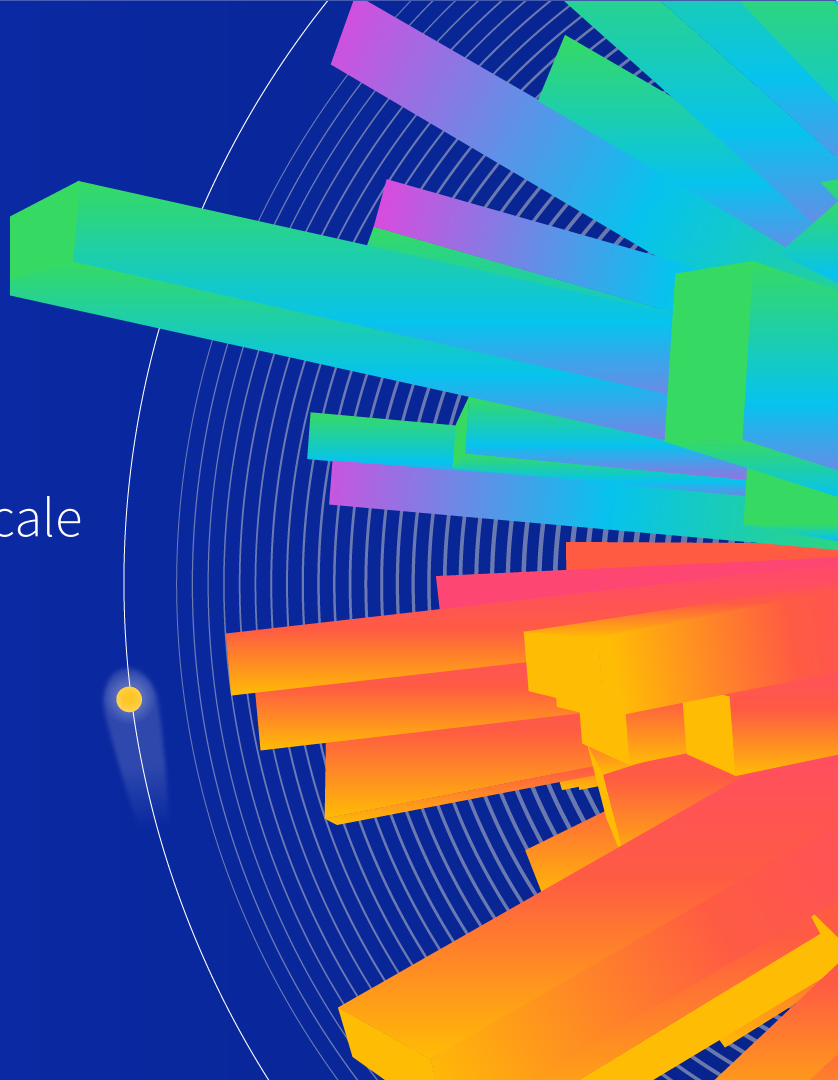
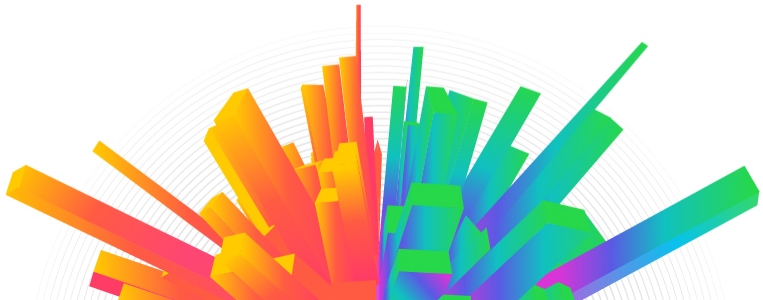
Presented by: iterable

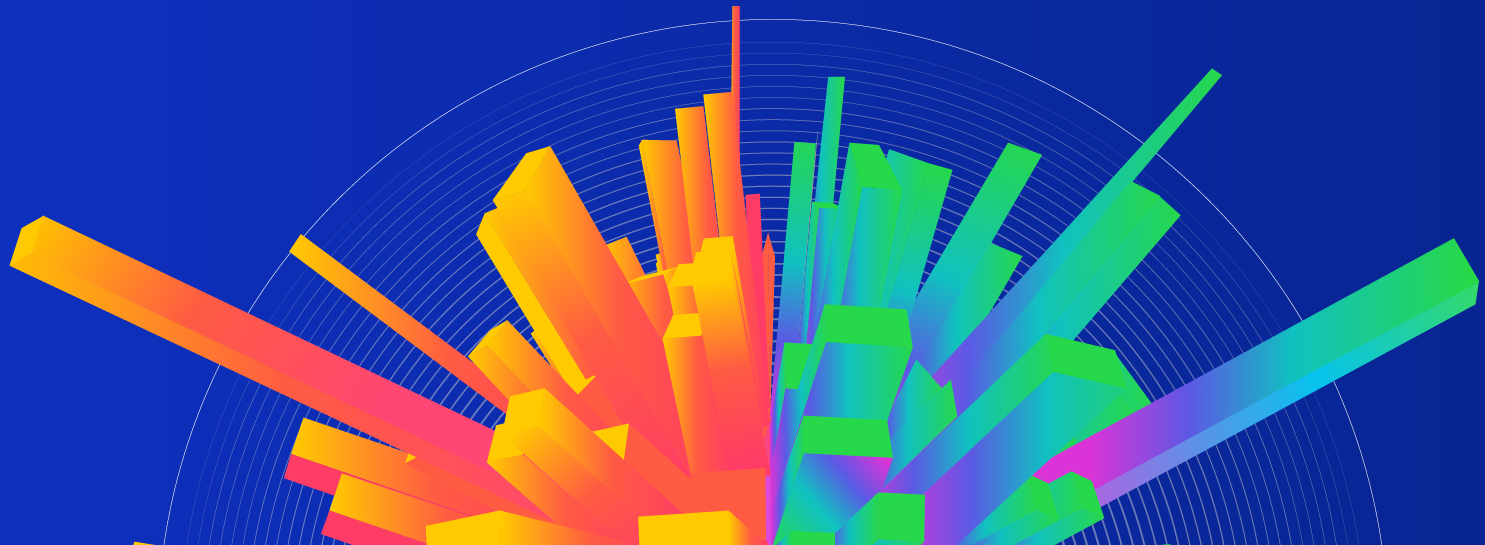


# Agenda

1. Scalable Growth
2. Demo: Teams and Roles
3. Key Takeaways
4. Questions



# Scalable Growth



# Intro: Ariel Yoffie's Journey

Strategy: Analytics & Operations

Growth: Launch Watson Studio

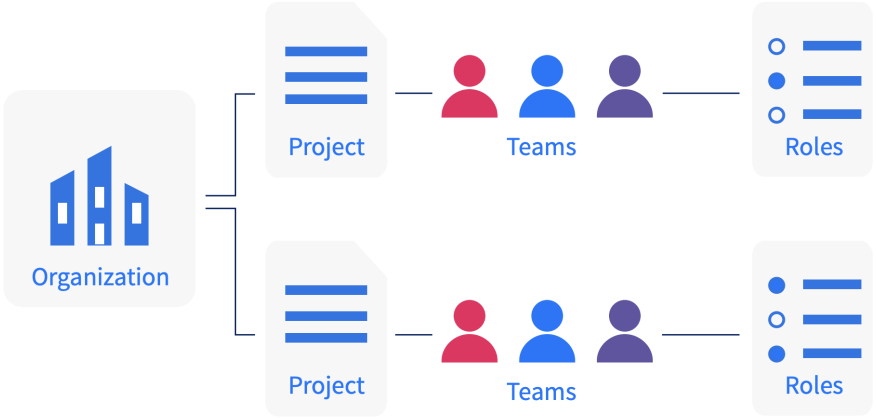
Scale: Manage Growth Engine & Ops

Iterable: Empower Growth@Scale

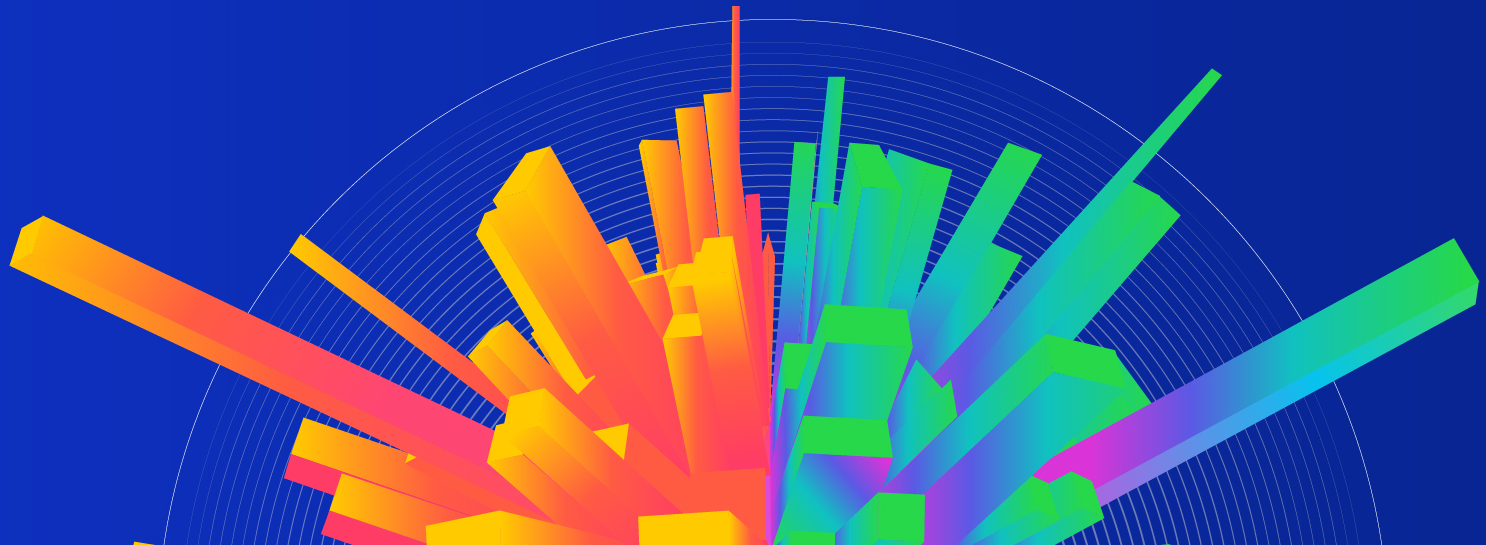
# Growth at Scale

Helps customers achieve their growth and maturation goals by:

- Enabling collaboration among teams at any scale within the organization's projects
- Empowering complete ownership of roles and permissions to alleviate data security concerns
- Building mutual trust among teams



# Demo



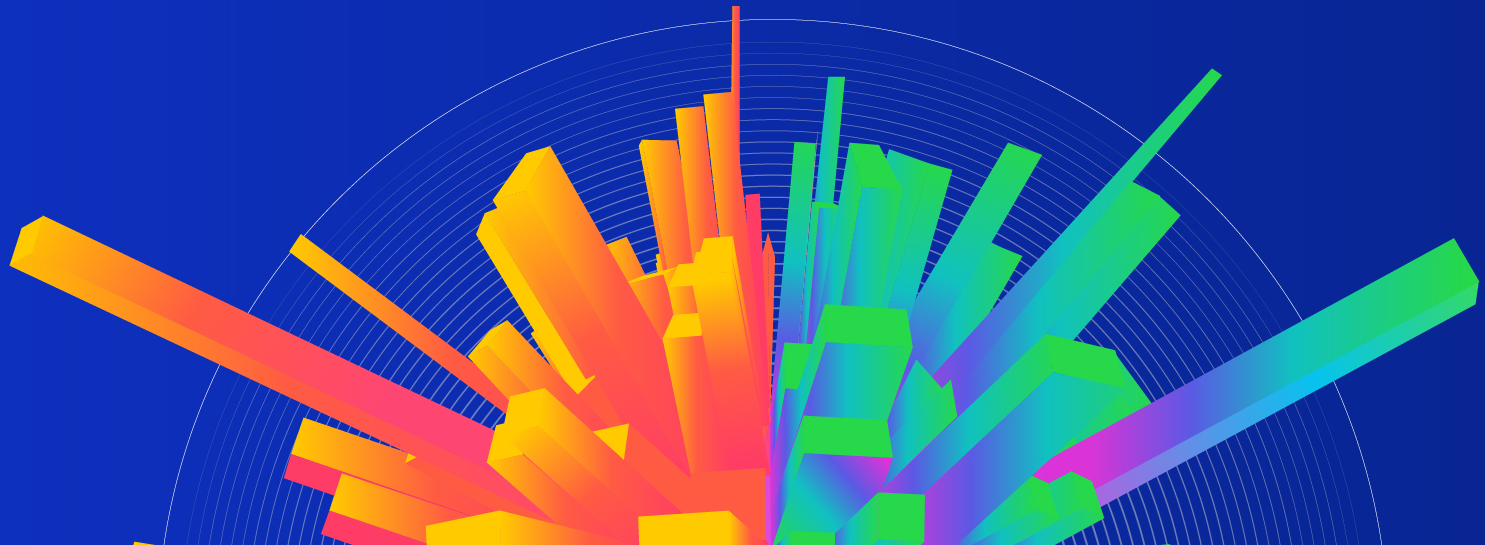
# Demo Scenario

**Ariel Yoffie**
Role in Iterable: Org Admin
(On all Projects and Teams)

**Kyle Turcotte & Arpita Neelmegh**
Role in Iterable: Team Admins
(View Project dashboard & on Team USA)

**Christian Reuter**
Role in Iterable: Jr. Campaign Manager
(View Project dashboard & on Team USA)

# Teams & Roles



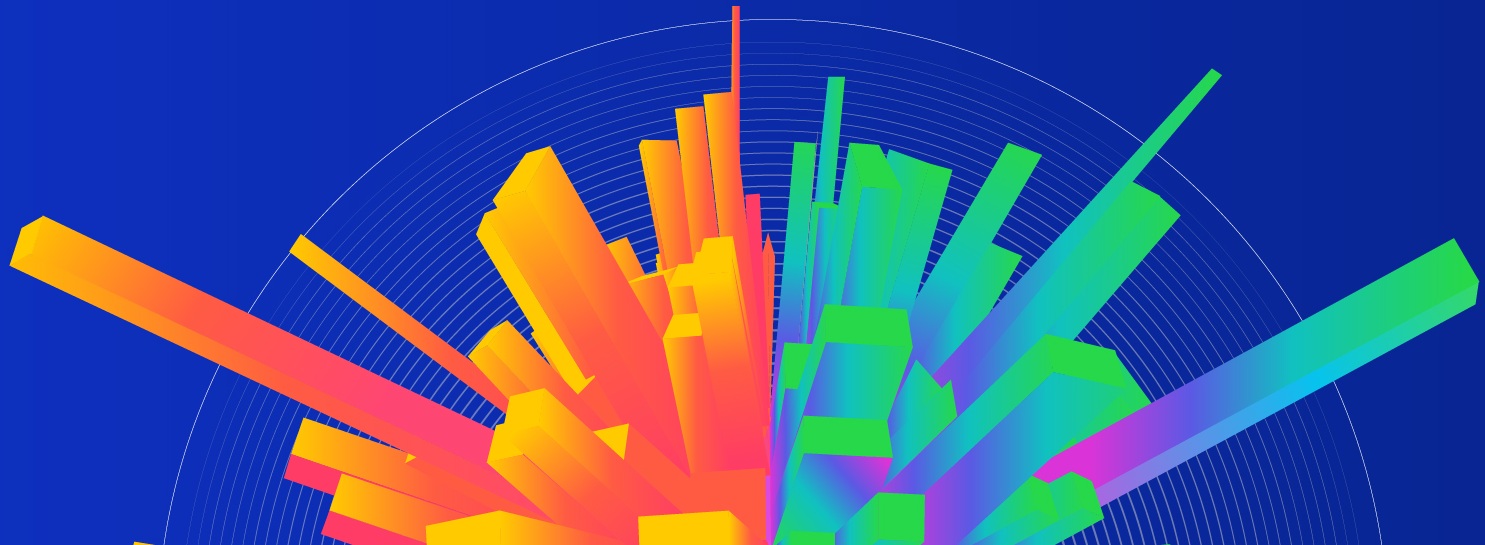
# Key Takeaways: Teams

## Benefits of decentralized Team environments

- Define the Audience Reach by limiting visibility based on your own segmentation rules, such as geography
- Manage ownership of resources (e.g., templates, campaigns, workflows)
- Grant specific team wide permissions to alleviate any data security concerns

# Key Takeaways: Roles

## Easier to collaborate at Scale

- Customize the functionality of resources like campaigns, workflows, and webhooks
- Reuse roles and apply them to multiple members of Projects & Teams
- Enable structured task management options with secure data ownership guardrails

# Questions?