






**imge.**

Case Study

## Political Growth Marketing

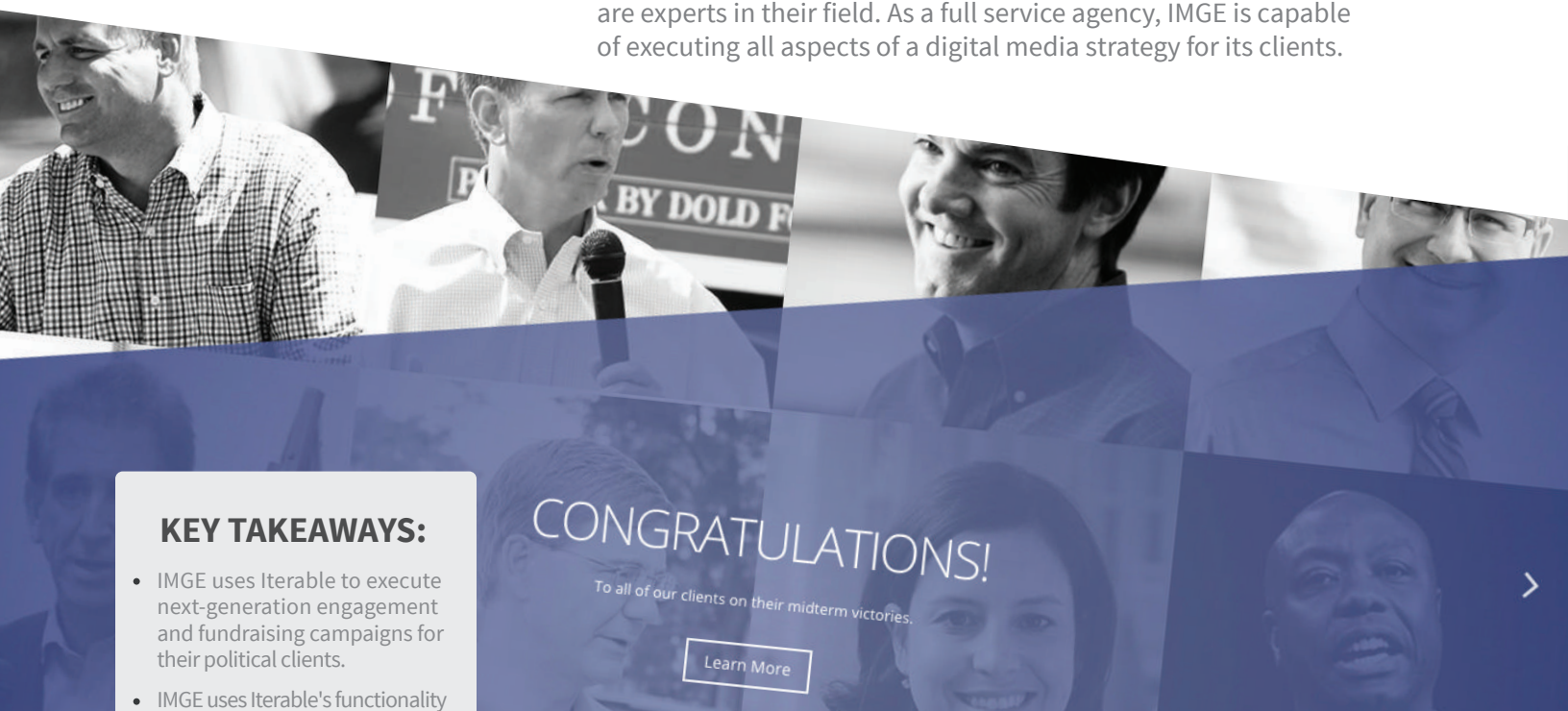


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# imge.

IMGE is a leading digital advocacy and consulting firm based in Alexandria, VA. IMGE prides itself on employing the best digital strategists in the industry and values having in-house talent who are experts in their field. As a full service agency, IMGE is capable of executing all aspects of a digital media strategy for its clients.



## KEY TAKEAWAYS:

- IMGE uses Iterable to execute next-generation engagement and fundraising campaigns for their political clients.
- IMGE uses Iterable's functionality extensively and its use of A/B testing has led to a large additional 2% click rate for many of its campaigns.
- Fundraising campaigns require sophisticated triggering and workflows in order to maximize engagement and funds raised. Page 4 has a great example of such a workflow.

## Why Growth Marketing & Automation?

IMGE is leading the way in political marketing and fundraising, away from direct mail and other offline activities towards more trackable, customizable media like email marketing, social media and online advertising. Among those, email marketing is the most powerful, as it's the most direct channel to supporters and also the most cost effective.

Iterable plays a key role in all of IMGE's client fundraising and marketing campaigns.



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## Political Marketing Done Right

Today's competitive political climate requires world-class consumer marketing tactics. The days of cookie-cutter direct mail, offline fundraising and non-targeted email are long gone.

These are just a few of the advanced tactics IMGE is executing today:

- Onboarding supporters into a welcome series that is customized based on how and where the supporter joined (e.g., a specific petition, an event, etc.).
- Gradually introducing new subscribers to regular campaigns, so they are not inundated with messages immediately after signup.
- Engaging supporters via regular, content-rich emails that speak to the issues each supporter cares the most about (based on entry channel and/or online surveys).
- Delivering targeted fundraising emails that adjust, in donation request amount and in frequency, to each supporter's level and the interest they have demonstrated.
- A/B testing email campaigns for presentation and placement, leading to a large additional gain of 2% in click rate.

## Implemented with Iterable

Iterable has enabled all the activities described above through its core features:

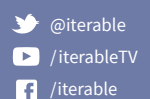
- Segmentation - IMGE can segment supporters as necessary, based on how they joined, any event/characteristic and amount donated.
- Customized templates - Iterable messages can be fully customized to match the right messaging for any given segment.
- Workflows - Sophisticated engagement strategies can be built, without any code, in minutes via our powerful workflow builder.
- Reporting and Testing - All campaign data is reported in real-time and A/B testing is available on all aspects of messages and campaigns.

“*Iterable has made it possible for us to implement sophisticated campaigns that target political supporters in just the right way to maximize fundraising. This level of targeting and customization would not have been feasible for us otherwise.*”

**Ryan Lyk**  
Director of Email Marketing

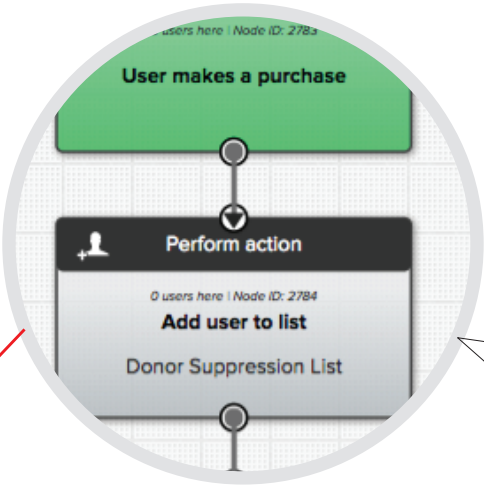


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# Workflow Spotlight

A specific example of how IMGE is maximizing supporter engagement is their "Donor Suppression" workflow. This is how it works:



- Supporters enter this workflow after making a donation.
- Donors are "suppressed" temporarily so they are not targeted immediately.

Donors that hit the legal maximum are removed entirely from receiving further fundraising messages.

Recurring donors are placed in a separate list so they are communicated with appropriately.

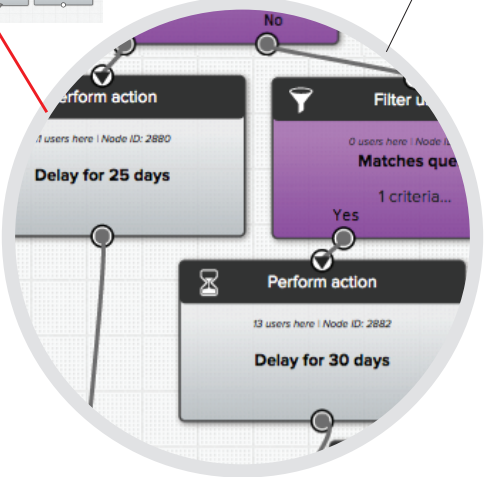
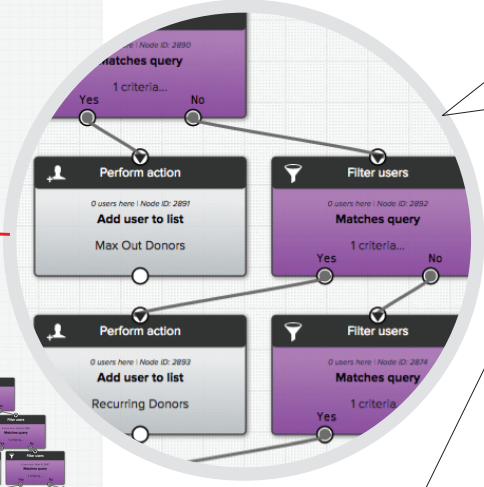
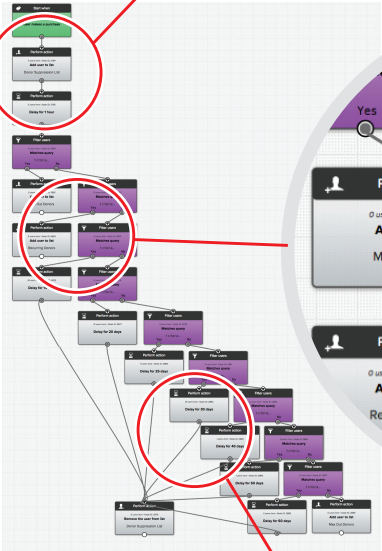
Donors are given increasing amounts of "rest time" from fundraising messages as their donation amounts increase.

This workflow can be set up in Iterable in just minutes without any coding. Strategies like these have had great results and have saved IMGE from tremendous amounts of manual work and potential errors. In fact, much of this would not have been possible if it weren't automated by the Iterable workflow.

The political marketers at IMGE have chosen Iterable as their key platform for implementing the next generation of political engagement, advocacy and fundraising.

**Interested in improving your political marketing & fundraising?**  
**Request an Iterable demo**

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