ACTIVATE 19
The Growth Marketing Conference

Introducing Catalog

Unlocking Personalization at Scale

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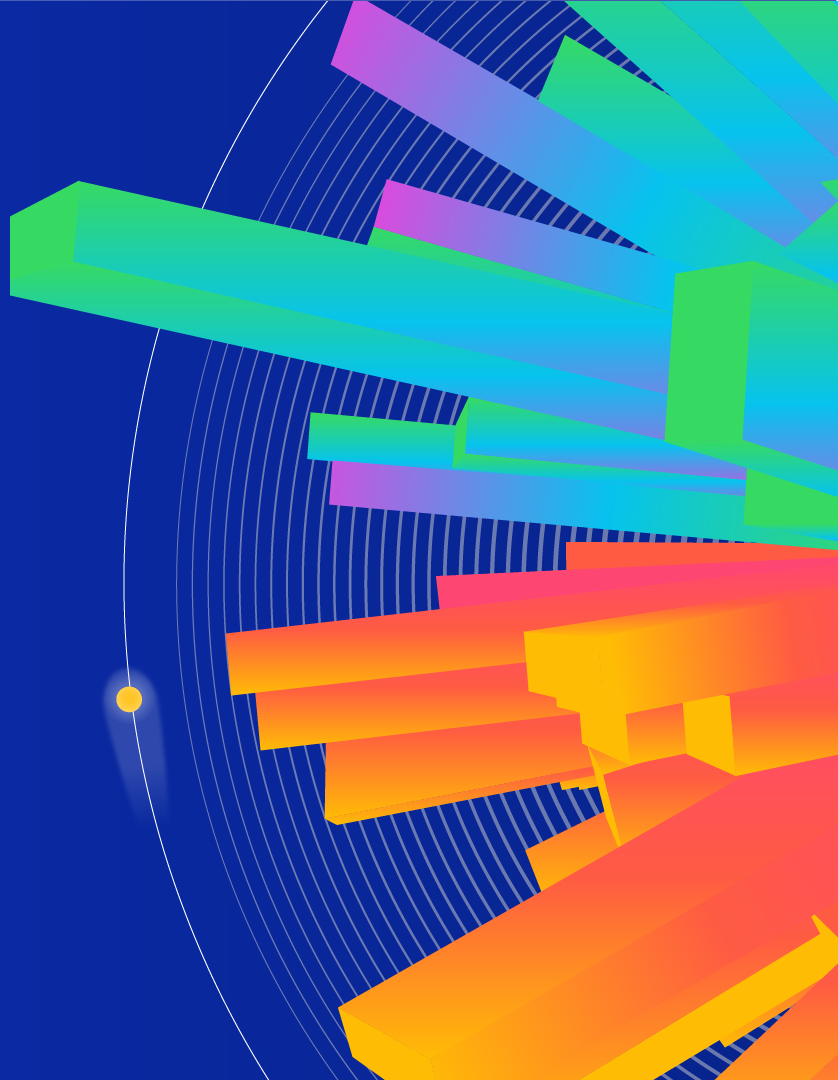
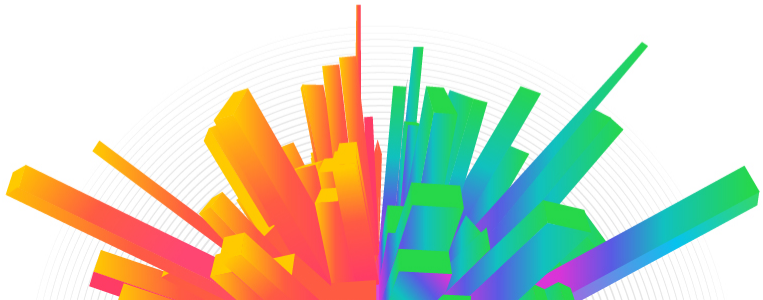
Presented by: iterable



Agenda

1. Overview of Scalable Personalization
2. Introducing Catalog and Collections
3. Demo
4. Questions?



Personalization at Scale

What challenges do marketers face with Personalization at scale?

- Data silos between teams within the organization
- Limited engineering resources to personalize quickly
- Marketers have limited technical expertise to run SQL queries,
- Unable to leverage actionable data to tailor to each user (Personalization to Individualization)
- Datafeeds have limited use cases, not designed to scale

Image

- Datafeed from iterable
- Stock photo on engineering resources

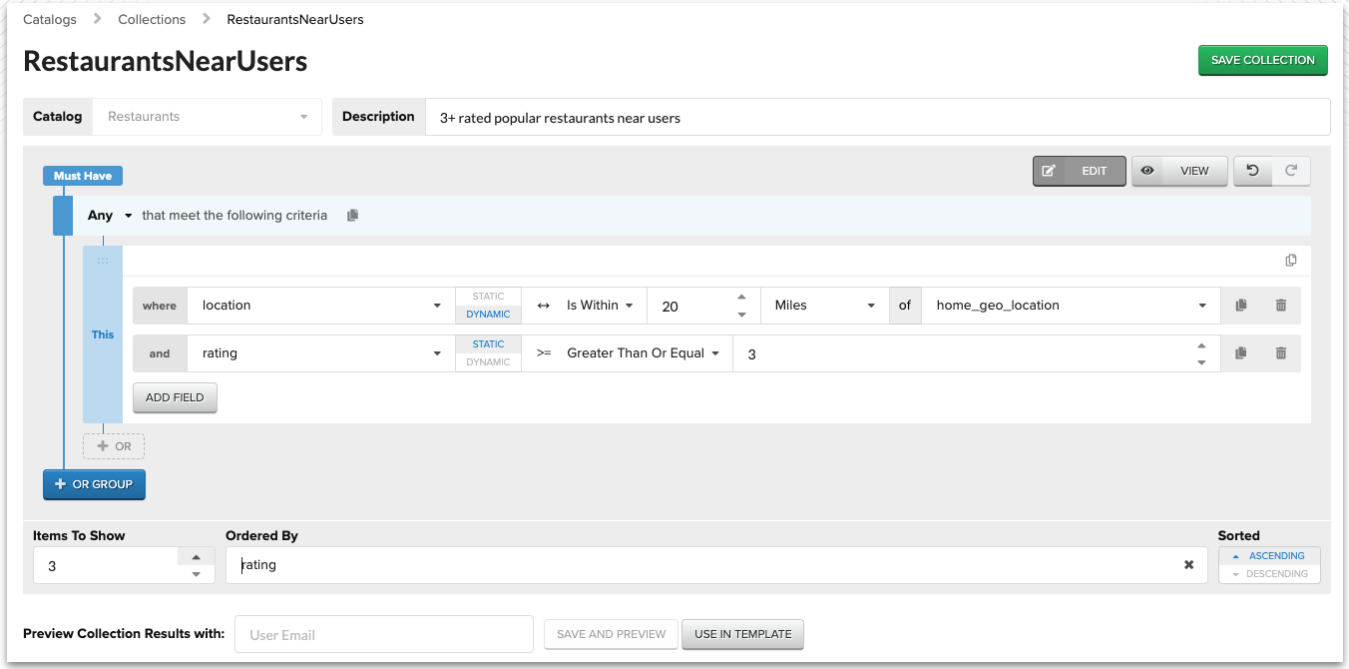
Introducing Catalog

- **Catalog:** Metadata on your customers to unlock new ways to personalize your campaigns at scale
  - i.e. Food and Delivery app and a “restaurant” can be a Catalog

- **Collection Builder** is the visual builder to create static or dynamic collections based on custom criteria you choose
  - Static collections are criteria that are fixed in time
  - Dynamic collections search Catalog items matching values on a recipient's Iterable user profile

- **Collections** are the ordered list of items you generate from the Collection Builder to create personalized content blocks to insert in your templates.
  - Restaurants located near me (Geolocation)
  - Popular Mexican restaurants (Category)
  - Restaurants with a rating >4 (Rating)

Introducing Catalog: Collection Builder

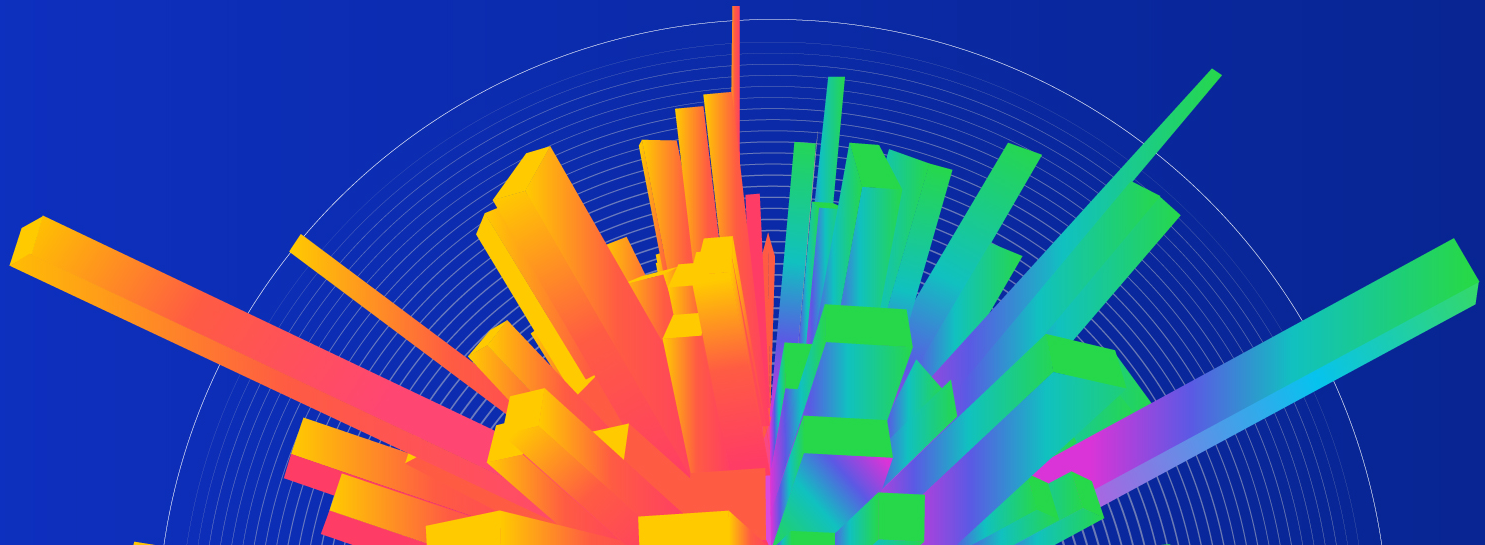


Collections

What are Collections?

- Dynamic and Static collections

Demo Time!



Building a Catalog

- click
- Replace with video of creating a new catalog
- click

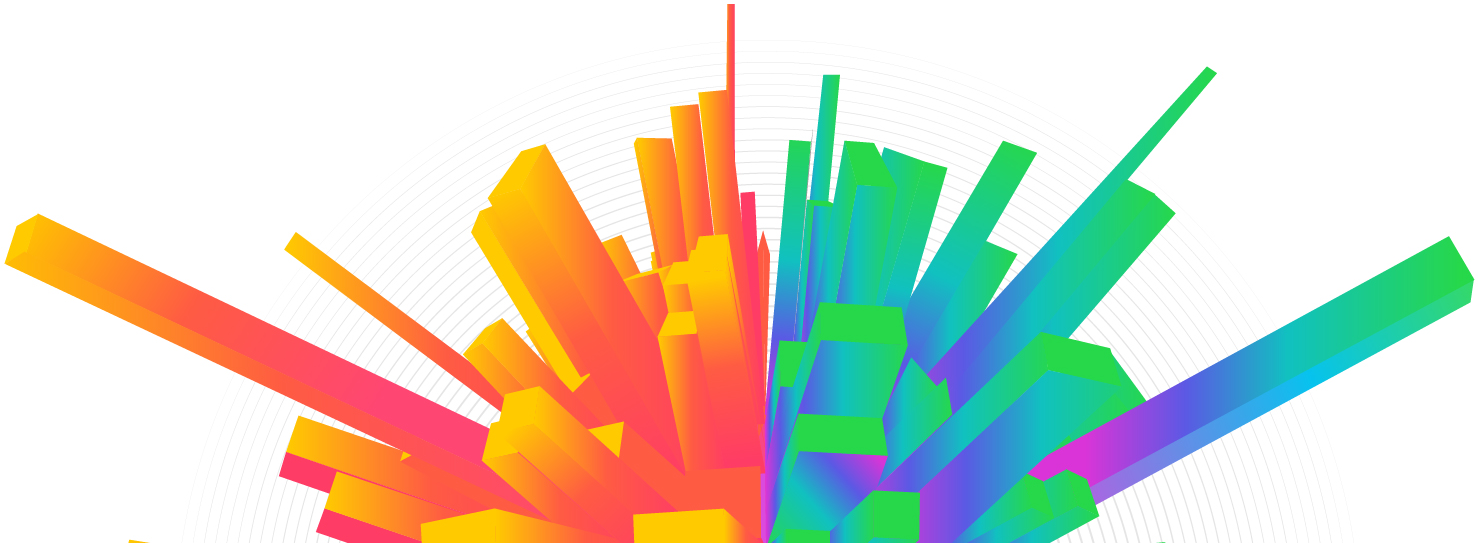
Restaurant - Metadata

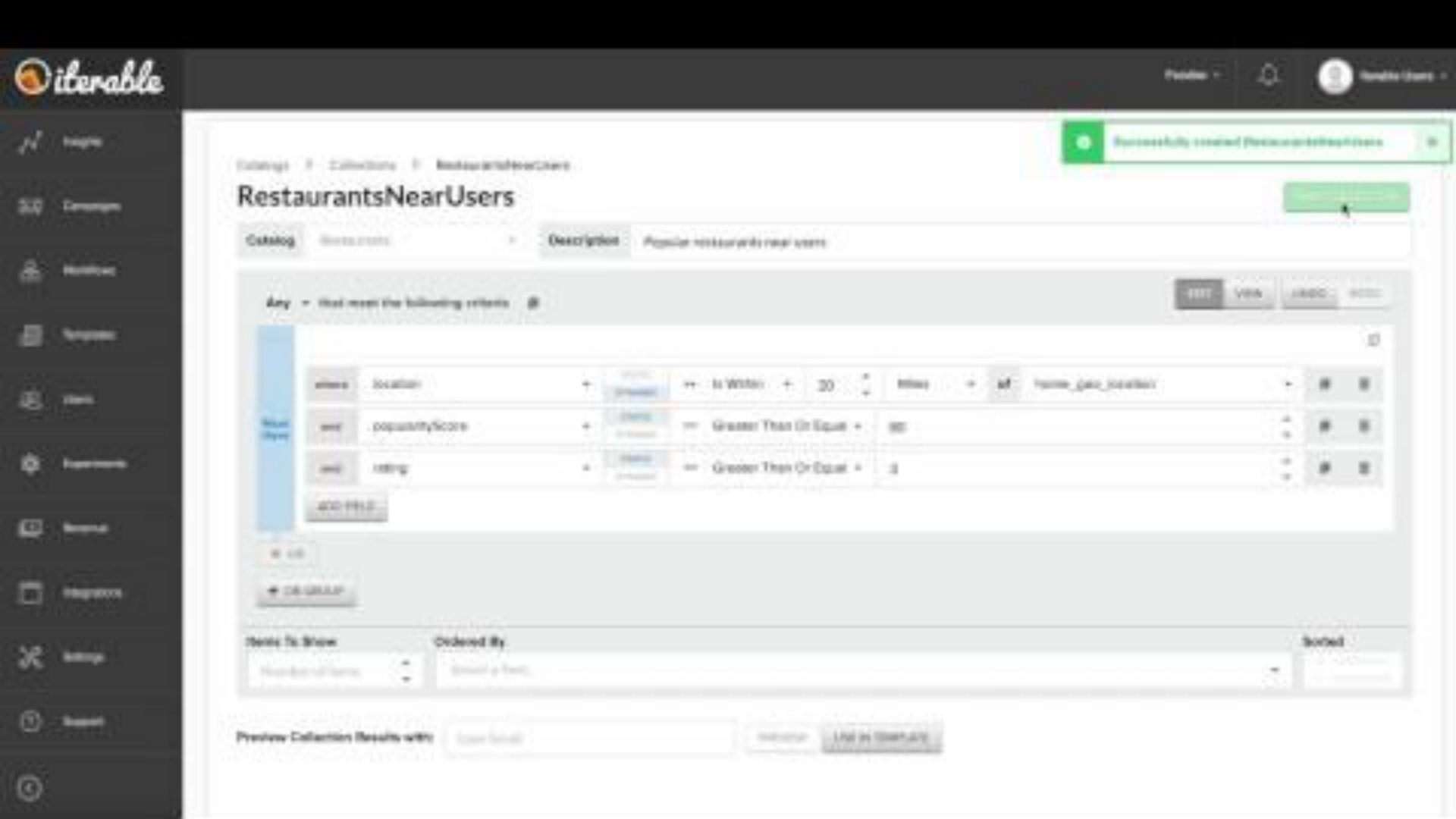

```
{
  "id":"1",
  "name":"Nopa",
  "imageUrl":"http://nopasf.com/wp-content/uploads/2016/07/nopa-logo.png",
  "category":"American",
  "rating":4.8,
  "price":3,
  "popularityScore":99,
  "openingDate":"2019-04-01",
  "hasDelivery":false,
  "hasParking":false,
  "isVegetarianFriendly":true,
  "ambience":[
    "Romantic",
    "Trendy"
  ],
  "popularDishes":[
    {
      "name":"Wood Grilled Hamburger",
      "description":"Pickled Onions and French Fries",
      "imageUrl":"https://s3-media3.fl.yelpcdn.com/bphoto/_g_edzTqKtgK9_oGq6KvJA/o.jpg"
    },
    {
      "name":"Seared Duck Breast",
      "description":"Fried Wing, Purple Top Turnips, Romanesco and Strawberry Mostarda",
      "imageUrl":"https://s3-media4.fl.yelpcdn.com/bphoto/axAsTBDMDb6Y1aO7vNRpFg/o.jpg"
    },
    {
      "name":"Country Pork Chop",
      "description":"Carrots, Brussels Sprouts and Kumquats",
      "imageUrl":"https://s3-media3.fl.yelpcdn.com/bphoto/aWrqnygTcjFvAMybmmOs-w/o.jpg"
    }
  ],
  "location":{
    "lat":37.774899,
    "lon":-122.437489
  }
}
```

Building a Catalog

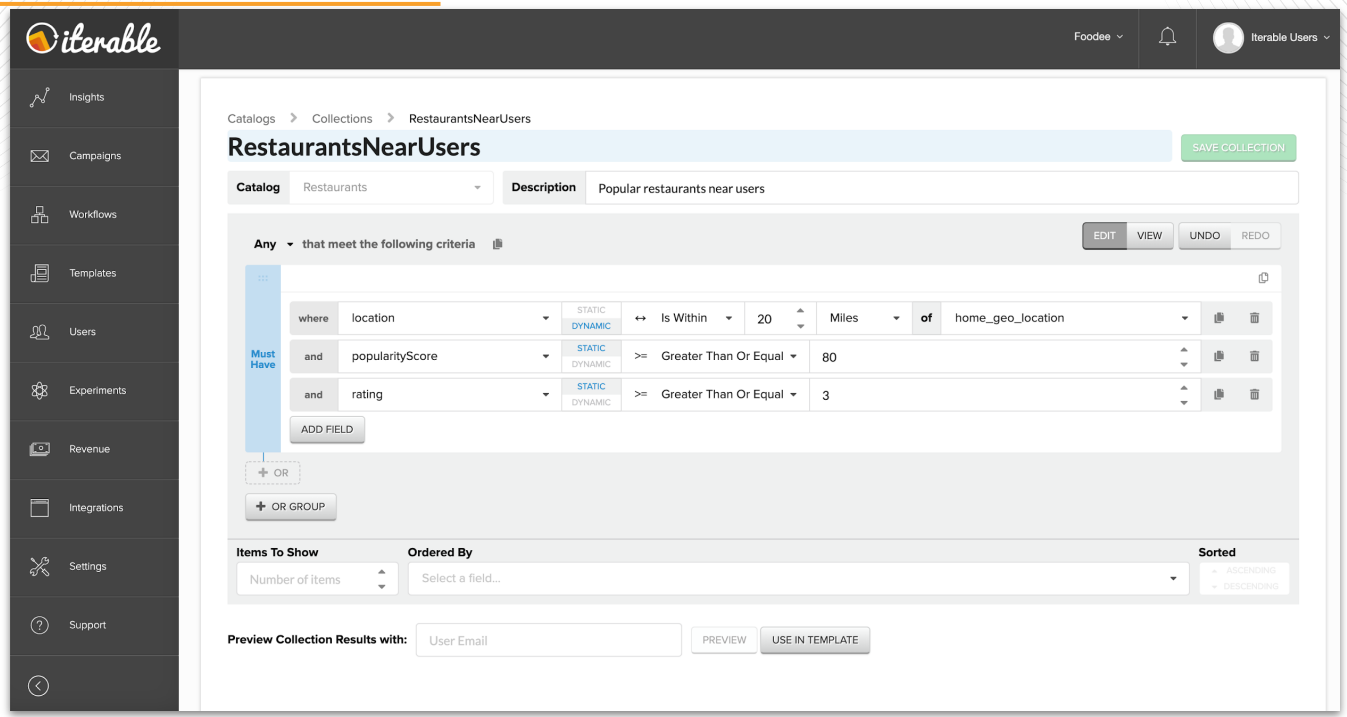
- video of viewing catalog items
- expand an item

Using Collections




RestaurantsNearUsers
Catalog
Description
Popular restaurants near users
Any
location
is Within
20
Miles
popularityScore
Greater Than Or Equal
80
rating
Greater Than Or Equal
3
Items To Show
Ordered By
Preview Collection Results with:

Using Collections



Using Collections

- Replace with video of collection builder showing preview of collection

Personalized Content Block

- Replace with video of “Use in Template”
- Click
- Replace with video of “Template Builder”

Personalization at scale

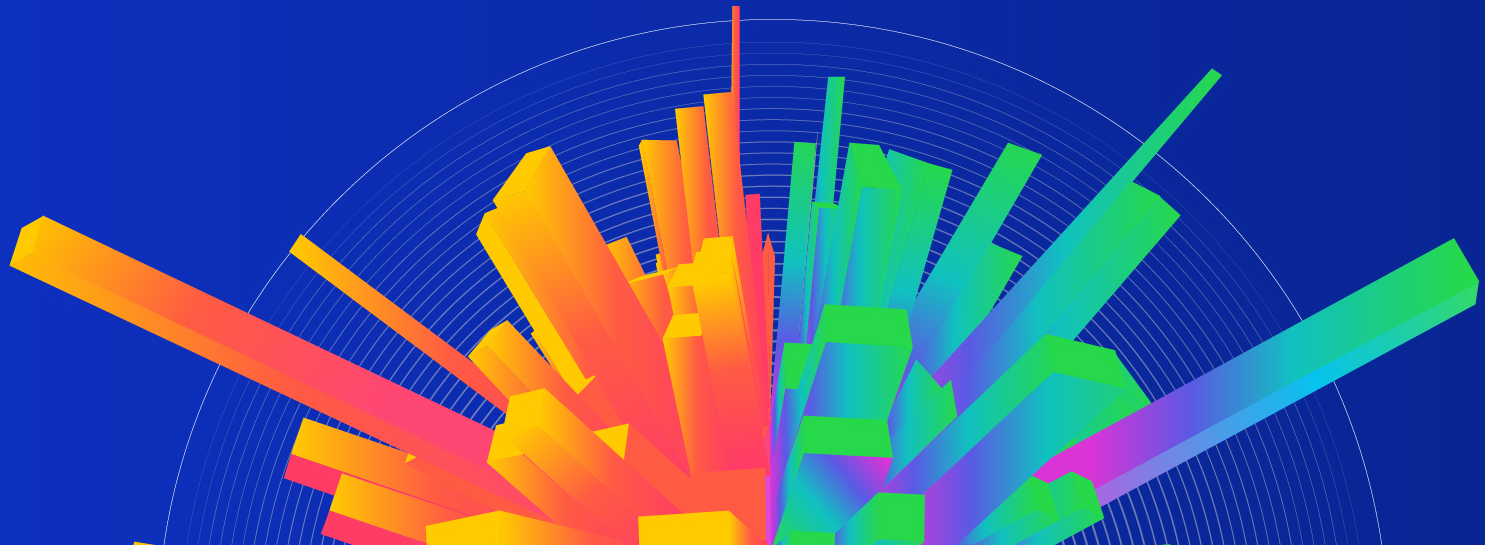
- Replace with video of “Preview with Data for user A”
- Click
- Replace with video of “Preview with Data for user B”

Limitless imagination

- Replace with video of “Editing collection in collection builder”
- Click
- Replace with video of “Preview with Data for user A”

Limitless Imagination

You can create a catalog of

- Hiking or biking trails and send out campaigns with popular trails or new trails near the user
- Real estate listings and send out campaigns for open houses near you on a scheduled for a Saturday morning
- Challenges or activities and send out campaigns for trending or latest activities near the user
- Job listings and send out campaigns for trending or latest jobs near the user
- Events and send out campaigns for last minute events near the user

Questions?