



Welcome to

Activate

ITERABLE

Welcome to Activate Summit North America!



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Thank You to Our Sponsors



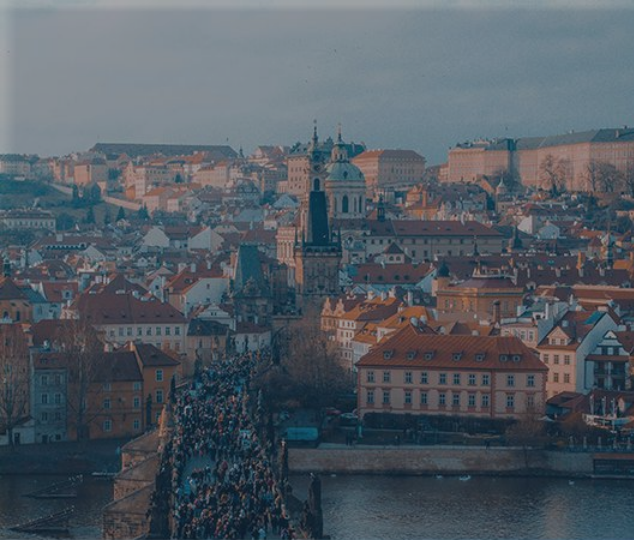
A woman with long dark hair, wearing a black blazer and a red lanyard, is smiling and holding a blue card. She is standing in a well-lit room with large windows. In the background, other people are visible, including a woman in a white jacket and a man in a blue shirt. The scene is overlaid with a blue and white geometric graphic on the left and a yellow circle with a white diagonal line on the right.

Thank YOU

Activate
2024

Hira Khan
G2

Arkerq
Amets
full of
inside



6B+
Customer
Profiles

A group of people are gathered around a wooden table in a cafe or office setting. They are engaged in various activities: some are looking at laptops, one is drinking from a mug, and another is using a tablet. The scene is overlaid with several semi-transparent icons representing communication: speech bubbles, envelopes, and a large white circle with a speech bubble inside. In the center, a large orange circle contains the text '230B+ Annual Messages Sent'.

230B+

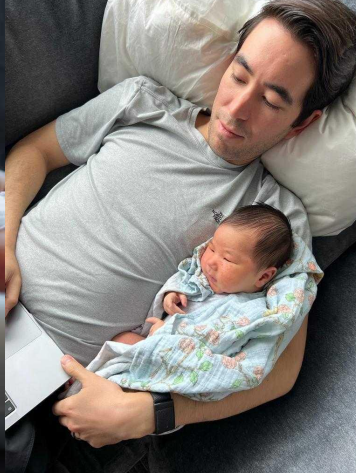
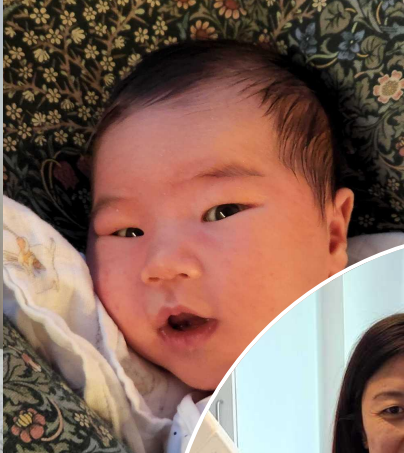
Annual
Messages
Sent

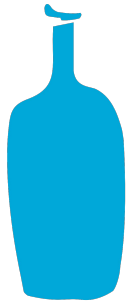
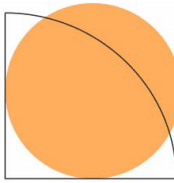
A woman with short, curly dark hair and glasses is looking down at her smartphone. She is wearing a light-colored shirt with a small red pattern. The background is a blurred living room with a wooden bookshelf and a plant. There are decorative geometric shapes: a red triangle in the top left and a purple circle in the bottom right.

**Connect People with
Products That Bring
Them Joy**

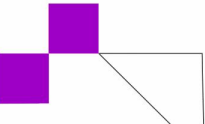
1,000+ Customers

RETAIL & ECOMMERCE	CONSUMER APPS & SERVICES	FINTECH & INSURANCE	BUSINESS SOFTWARE	MEDIA & ENTERTAINMENT	TRAVEL & HOSPITALITY
Quince	HIP CAMP	tally	uphabit	NCISOFT®	StreetEasy
rocksbox	fetch REWARDS	Blockchain.com	glassdoor™	CINEMARK™	Care.com™
Fender	IMPERFECT FOODS	honey	box	Forbes	HIP CAMP
Vera Bradley	Calm	Policygenius	Evernote	mlbam	MAG
MeUndies	DOORDASH	wealthfront	CLOUDFLARE™	PGA TOUR	priceline®
RESERVE BAR	booksy	Mutual of Omaha	zapier*	NHL	KLOOK
StanleyBlack&Decker	ChowNow	BESTOW	Trello	SEAT GEEK	SCOTT'S CHEAP FLIGHTS





**BLUE BOTTLE
COFFEE**





Announcing the **Winners of the 2022 Iterable Expie Awards**

CINEMARK™

shawscott



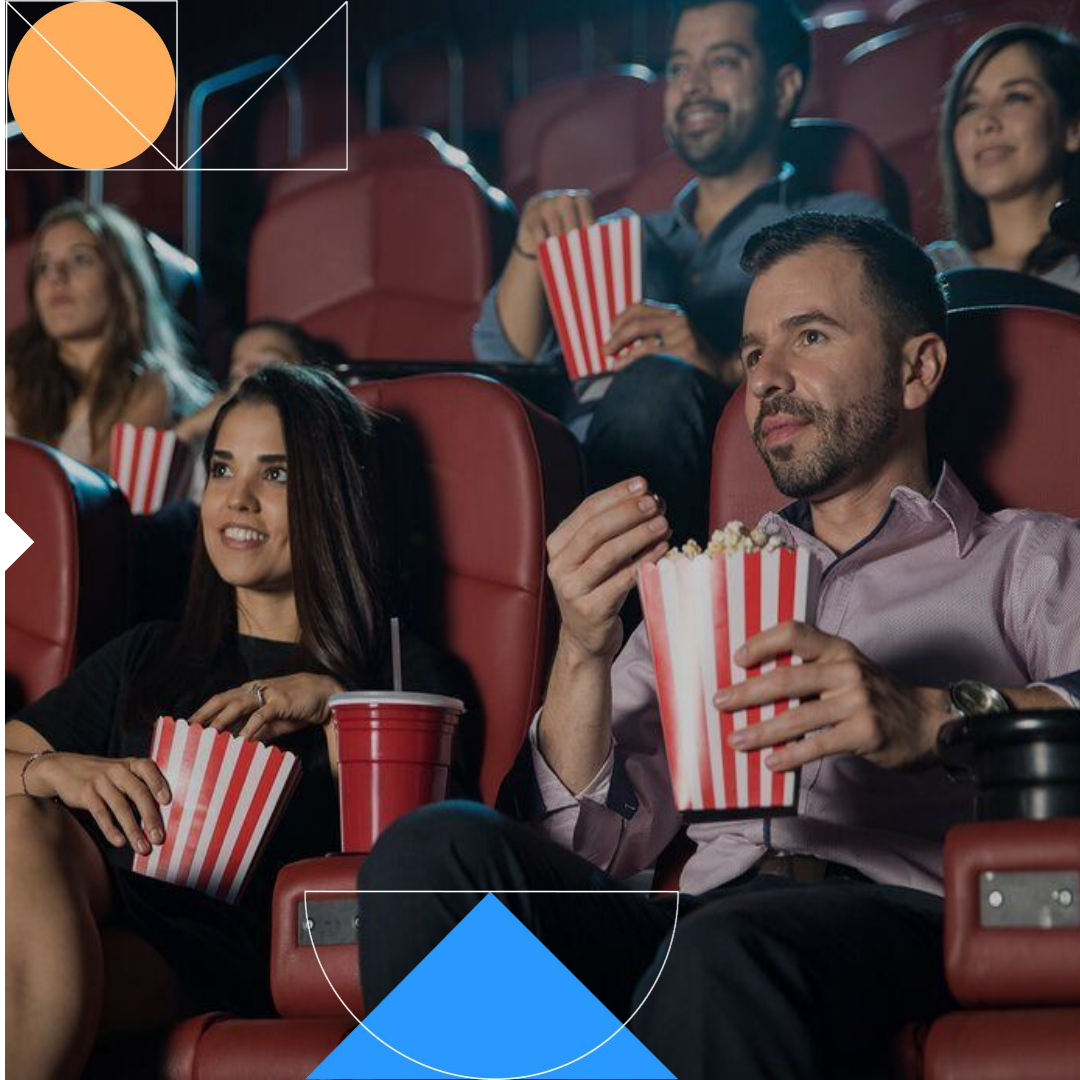
Jersey Mike's Subs

secret Escape

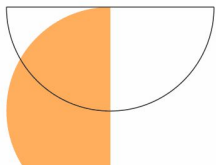
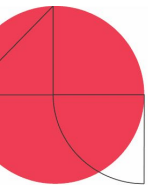
clair

WeTransfer



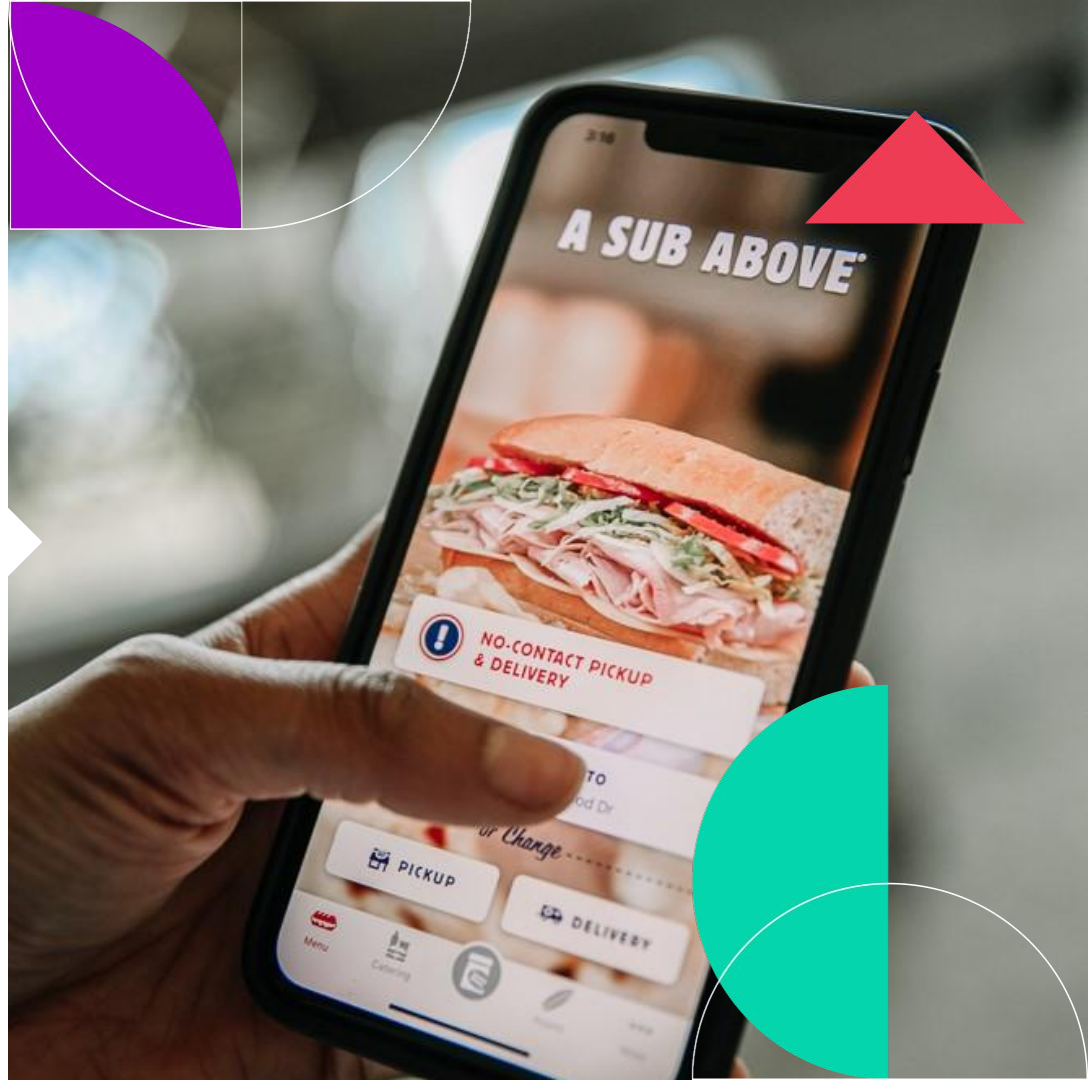


CINEMARK™





Jersey Mike's SUBS

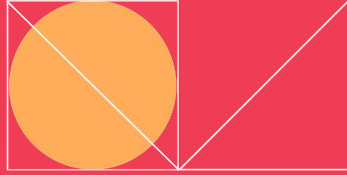




**Making an Impact and
Delivering Joy**

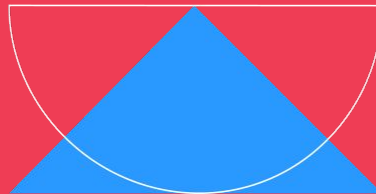


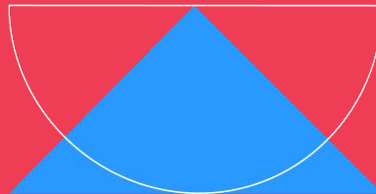
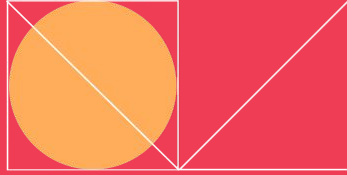
**Making an Impact and
Delivering Joy**

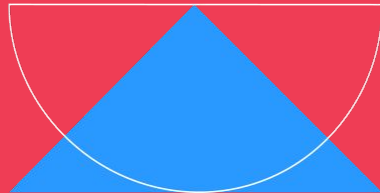
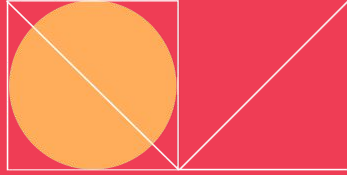


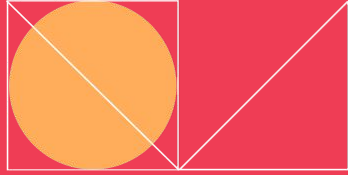
Adriana Gil Miner

Chief Marketing Officer

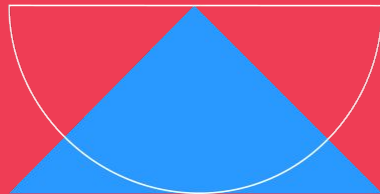








The Message



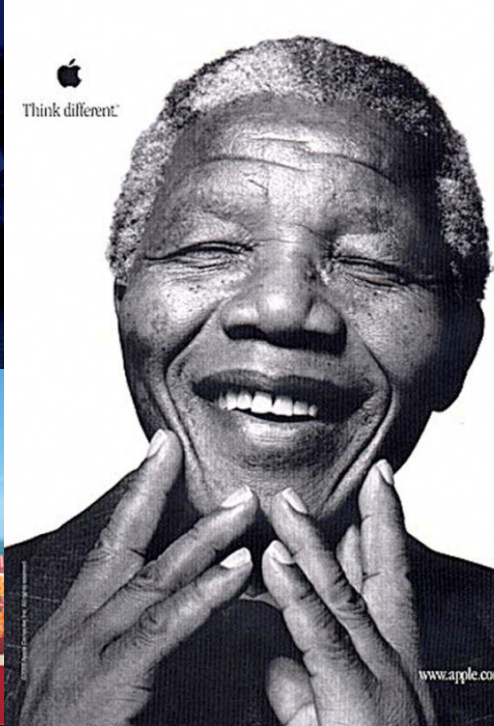
Identity

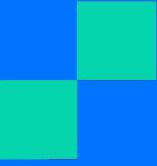


We Can Do It!

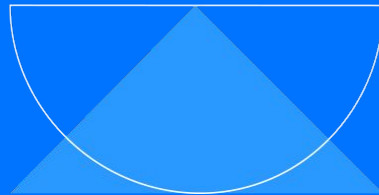


**The Voice
of Generation**





The Channels





Glowing with good taste

NABISCO
NATIONAL BISCUIT COMPANY
thin, crisp crackers
PREMIUM
SNOW FLAKE
saltines



GOLDEN GLOW
makes the difference

PACIFIC OUTDOOR









In the market for a new car

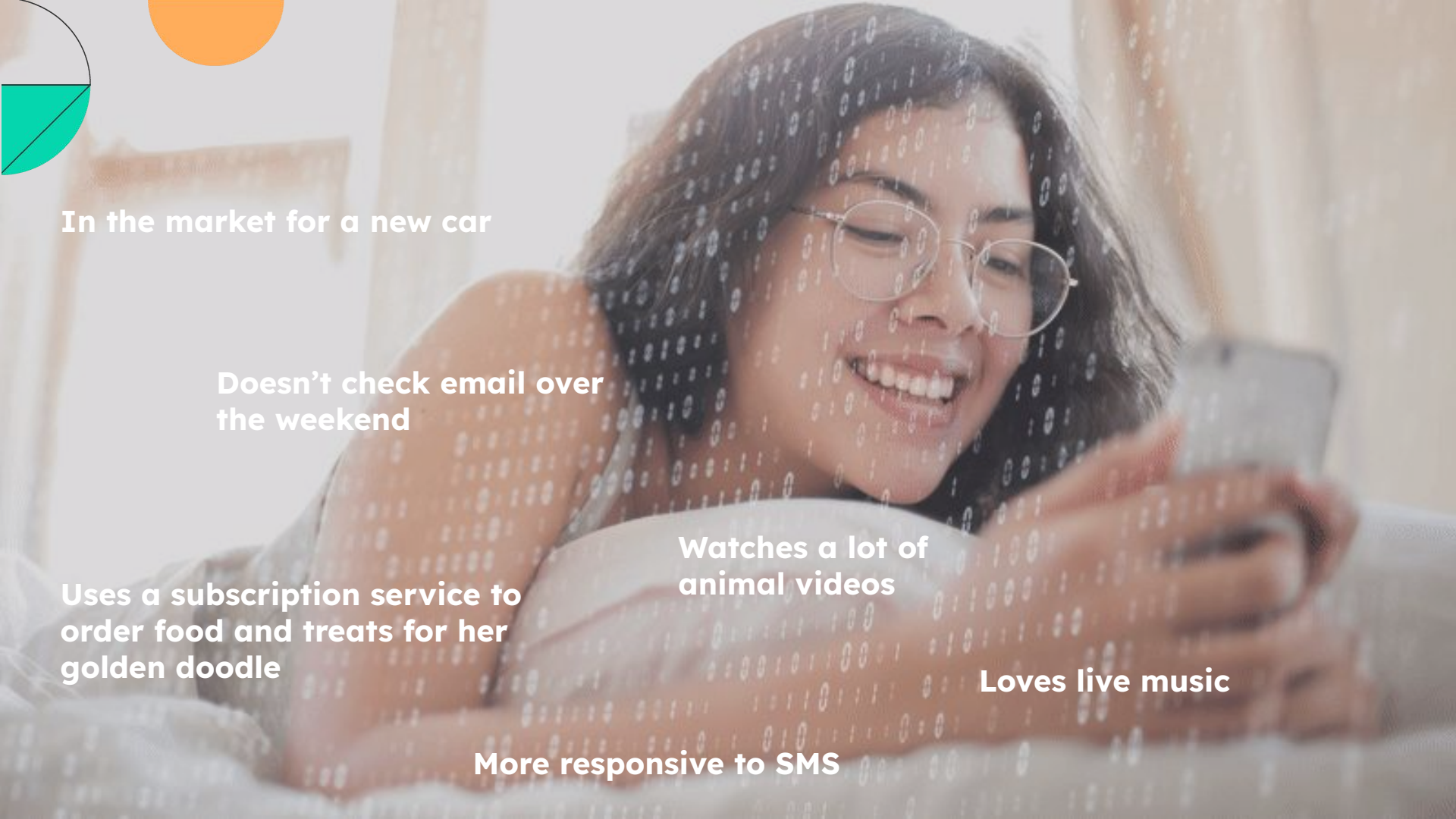
**Doesn't check email over
the weekend**

**Uses a subscription service to
order food and treats for her
golden doodle**

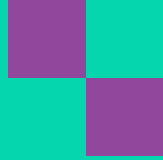
**Watches a lot of
animal videos**

Loves live music

More responsive to SMS



The Activation Gap



THERE'S
NOTHING
LIKE IT.

WE BUY UG
800-

IT'S NEW,
IT'S HUGE,
IT'S LIVE!

Have you seen it?

BLAME
NEW
BROUGHT TO V
YOUR

two for \$3.33
Double Cheeseburgers



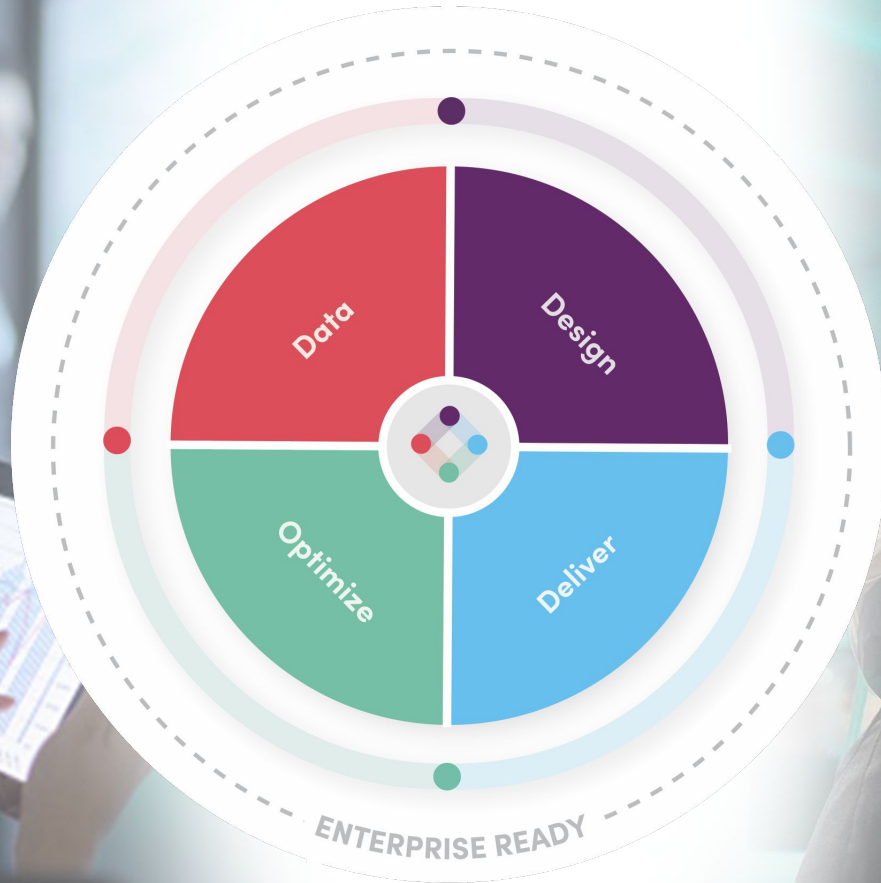
DATA

ENGAGEMENT



ACTIVATION GAP





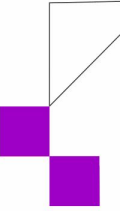


Activate Customers with Joy

Harmonized lifecycles



Individualized relevance



SMS

3m ago

Steel Bunz

Try our new exercise challenge!

We launched a new exercise challenge this week. Adventure awaits- try it now!



SMS

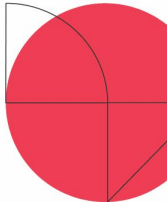
3m ago


Steel Bunz

Tailored Just for You: 3 Lower Body Workouts

Allison, You're crushing your upper body work with 690 calories burned, 4 classes and 3.15 hours of working out! Here are 3 new lower body workouts to give your upper body a well-deserved break:


Dynamic responsiveness



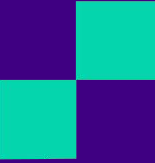
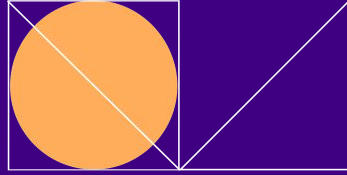
 MAIL 1m ago

Shoebedo
20% OFF ENDS TODAY - DON'T MISS THIS GREAT DEAL
Enjoy savings on heels, boots, sneakers, and more!
SALE ENDS TODAY

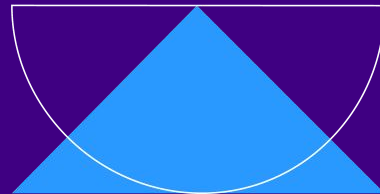


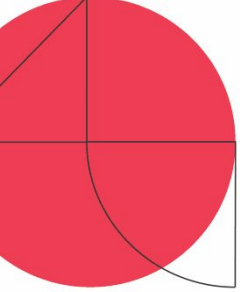
 MAIL 1m ago

Shoebedo
THEY GROW UP SO FAST
Time keeps going and little ones grow so quickly. You should be savoring the moment and not stressing about the next pair of shoes. Here are some in the next size up we think you would love!



The Activation Gap

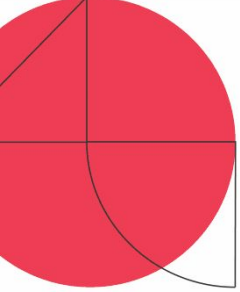




**Customer
Experience**

**Misaligned
Organization**

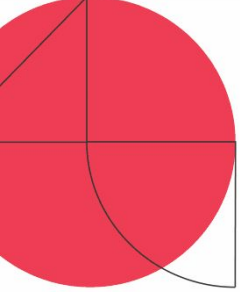




**Empower
the Makers**

**Limited
Resources**





**Open and
Flexible Tech**

**Legacy
Frankenstacks**

A thick red diagonal line crossing through the text "Legacy Frankenstacks" from the top-right to the bottom-left.





with
**Jeff
Samuels**

ACTIVATE MORNINGS



Featuring
**Sandrine
Mangia-Park**
CMO, Merryfield, PBC



...and **Robert Schroko**
VP of CRM and Audience Data Strategy
A+E Networks