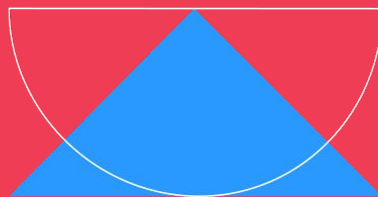




Bela Stepanova

SVP, Product



Showcasing Summer & Fall Product Updates



Julia Erlandson
Senior Product Manager



Ho Joon Cha
Senior Manager, Solutions



Sinéad Cheung
Senior Product Manager



Katie Barends
Senior Manager, Solutions
Consulting



Marissa Azzara
Product Manager



Kelly Schaefer-Flake
Senior Manager, Solutions
Consulting



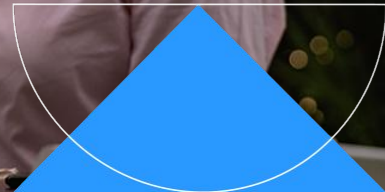
A group of people are gathered around a wooden table in a cafe or office setting. They are engaged in various activities: some are looking at laptops, one is drinking from a mug, and another is using a smartphone. The scene is overlaid with several semi-transparent icons representing communication: speech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

230B+

Annual
Messages
Sent

From Messaging to Designing Experiences

A seamless extension of the brand experience itself



CINEMARK



175M Customers

500+ Movie Theaters

“Our focus has always been on creating a **seamless and meaningful experience** for our customers. With Iterable, we are able to quickly adapt our communications to our **customers’ changing needs, and optimize our strategy** and processes to ensure we continue **to exceed their expectations.**”

Anna Bayacal

Senior Manager, Digital Communications

CINEMARK

NOW HIRING! NOW HIRING! NOW HIRING! NOW HIRING! NOW HIRING! NOW HIRING! NOW HIRING!

FREE MOVIES, FLEXIBLE SCHEDULES & MORE [APPLY TODAY](#)

CINEMARK™
MOVIES THEATRES MOVIE REWARDS

GET TICKETS NOW



SEE IT IN **CINEMARK XD** | ONLY IN THEATRES

SEE IT IN **CINEMARK™ XD**

MARVEL STUDIOS

THOR: LOVE AND THUNDER

Action, Adventure
PG-13

[GET TICKETS](#)

FLY PAST THE LINE

Order your snacks ahead.
They'll be ready when you arrive.

Snacks in a Tap

[ORDER NOW](#)



© 2022 MARVEL

MORE AT YOUR THEATRE



MINIONS: THE RISE OF GRU
Animation, Adventure
PG

[GET TICKETS](#)

CINEMARK™
MOVIES THEATRES MOVIE REWARDS

**SKIP THE LINE.
SAVOR THE SHOW.**

Order snacks ahead
for your upcoming
movie & skip the line!

Snacks in a Tap

[ORDER NOW](#)



MOVIE CLUB

MOVIE CLUB MEMBERS GET

20% OFF SNACKS

[ORDER NOW](#)

MOVIE CLUB



DOWNLOAD OUR APP TO GET TO THE ACTION FASTER!



NOW HIRING! NOW HIRING! NOW HIRING! NOW HIRING! NOW HIRING! NOW HIRING! NOW HIRING!

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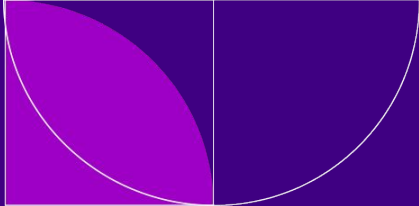




1.5PB

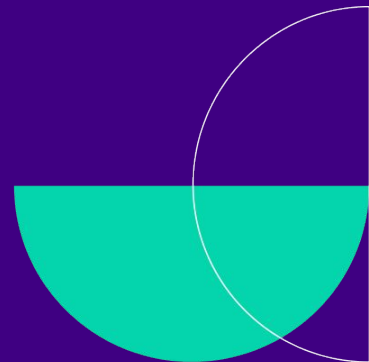
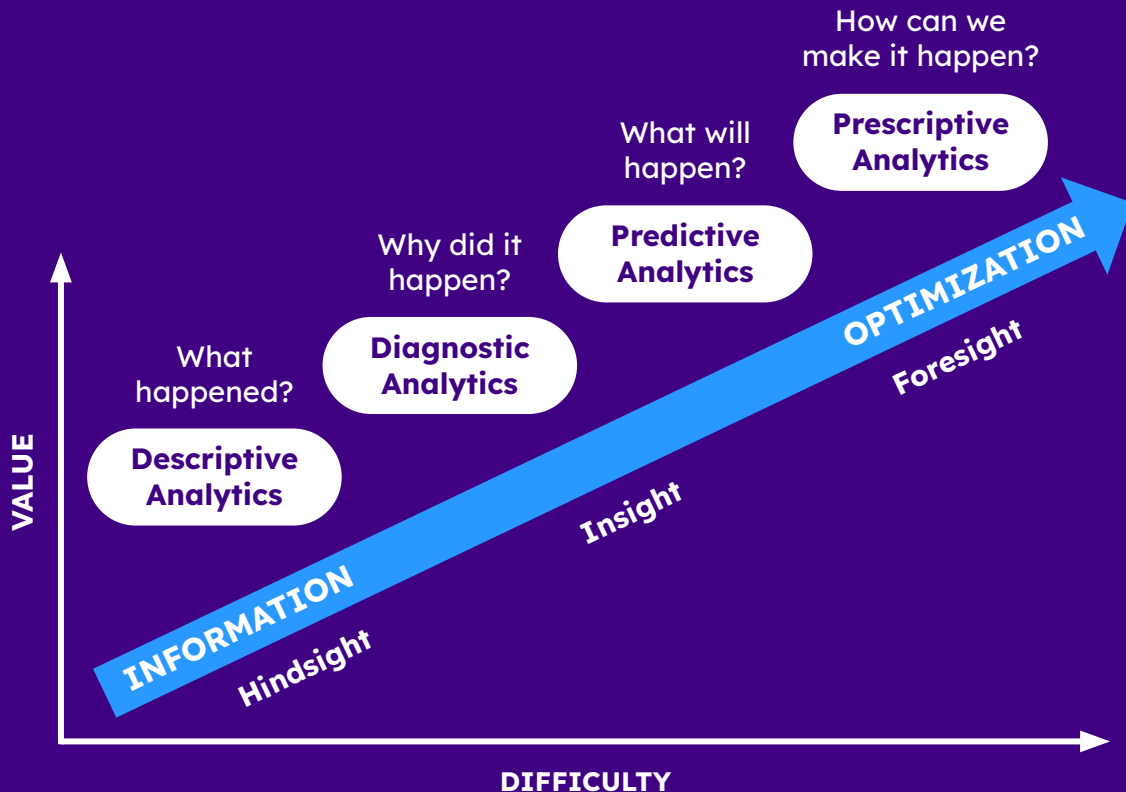
Data stored & growing

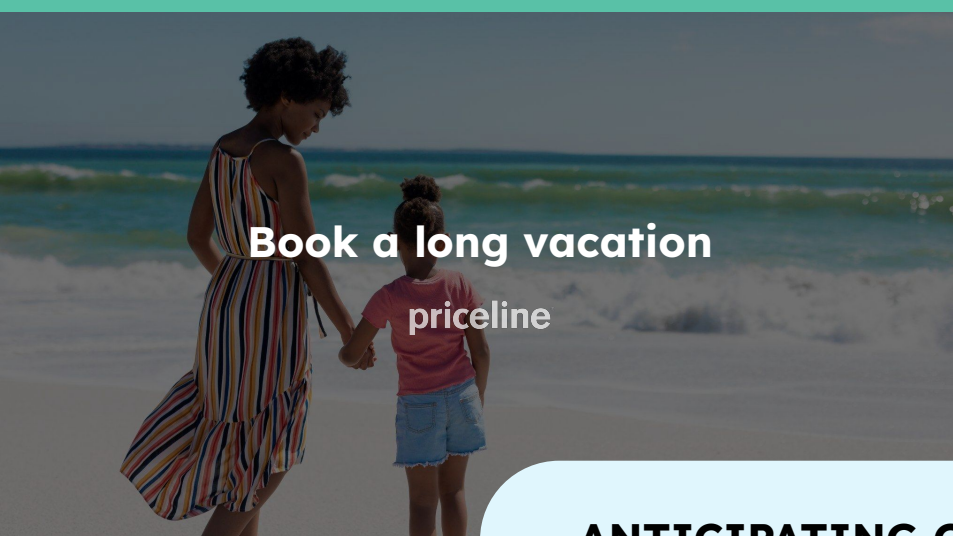




From Reacting to
Customer Signals to

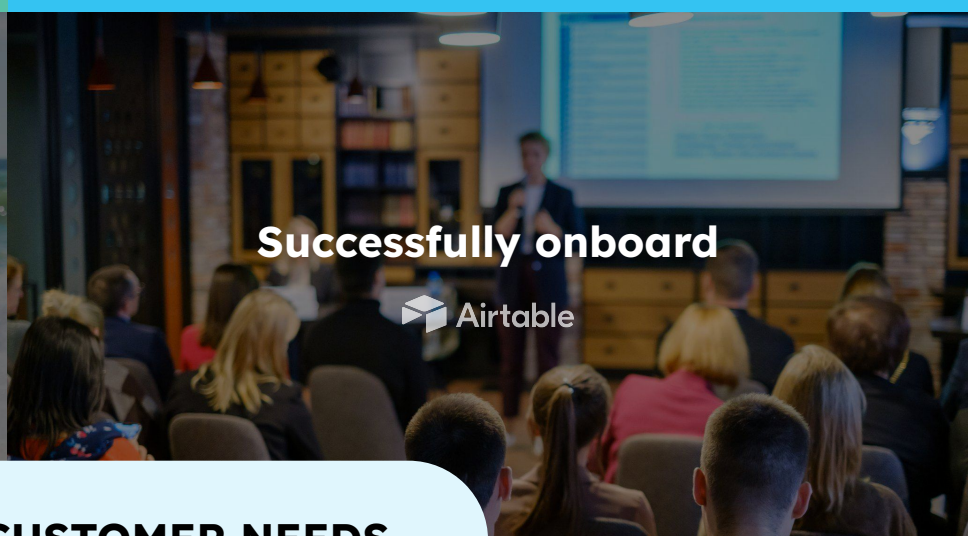
Anticipating Customer Needs





Book a long vacation

priceline



Successfully onboard

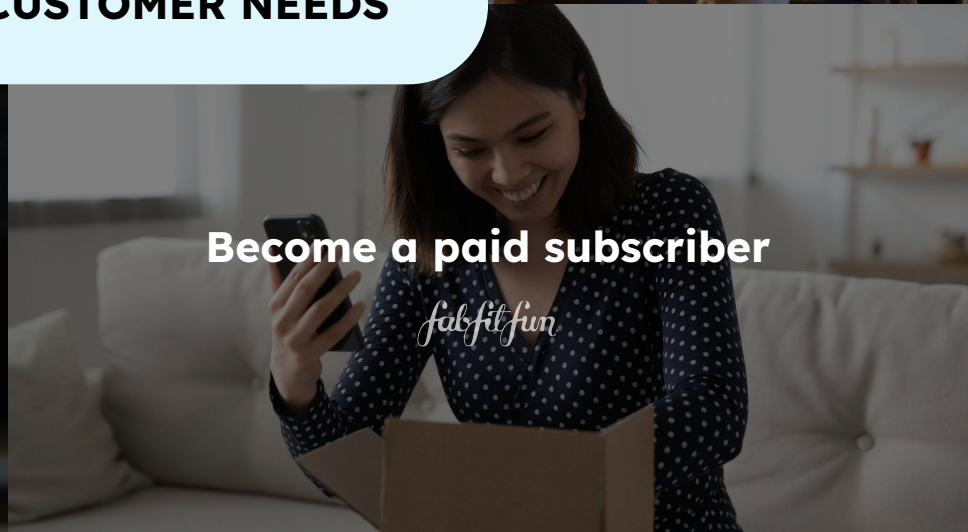
Airtable

ANTICIPATING CUSTOMER NEEDS



Watch a new TV show

A&E



Become a paid subscriber

fabfitfun



PREDICTIVE GOALS



Predictive Goals

Custom Goals

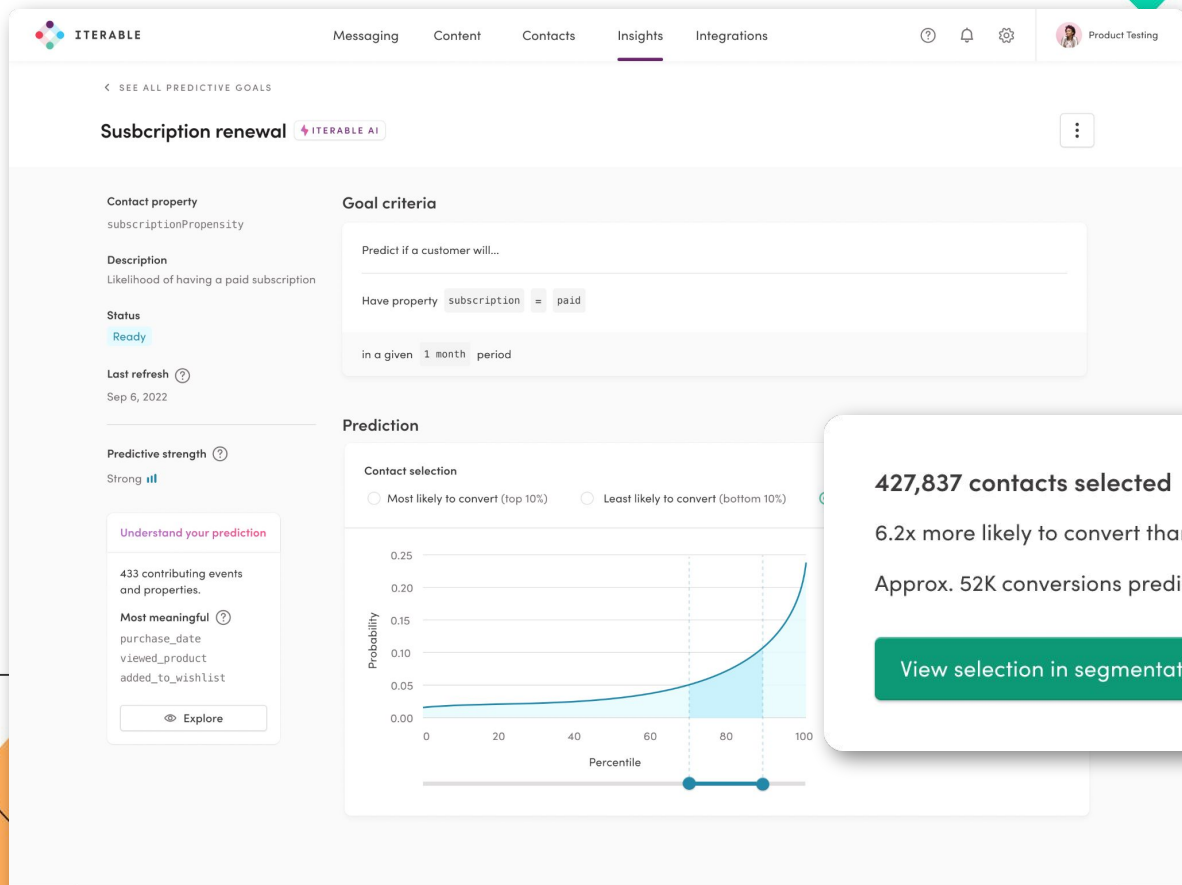
Goal criteria

The screenshot shows the Iterable Predictive Goals interface for a goal named "Subscription renewal". The interface is divided into several sections:

- Contact property:** subscriptionPropensity
- Description:** Likelihood of having a paid subscription
- Status:** Ready
- Last refresh:** Sep 6, 2022
- Predictive strength:** Strong (represented by a bar chart)
- Understand your prediction:** 433 contributing events and properties. Most meaningful properties include purchase_date, viewed_product, and added_to_wishlist.
- Goal criteria:** Predict if a customer will... Have property subscription = paid in a given 1 month period.
- Prediction:** A graph showing Probability vs. Percentile. The selected range is from approximately 70% to 100% percentile, resulting in 427,837 contacts selected, which are 6.2x more likely to convert than average, with approximately 52K conversions predicted.

A dropdown menu for "Goal criteria" is open, showing a search bar "Search contact properties..." and a list of properties:

Property	Type
Age	string
Email address	System
First name	string
Last name	string
Subscriber	string
Total purchases	long



Predictive Goals

Audience Segments

427,837 contacts selected

6.2x more likely to convert than avg.

Approx. 52K conversions predicted

[View selection in segmentation →](#)



< SEE ALL PREDICTIVE GOALS

Subscription renewal ITERABLE AI

Contact property
subscriptionPropensity

Description
Likelihood of having a paid subscription

Status
Ready

Last refresh
Sep 6, 2022

Predictive strength
Strong ||||

Understand your prediction

433 contributing events and properties.

Most meaningful
purchase_date
viewed_product
added_to_wishlist

Explore

Goal criteria

Predict if a customer will...

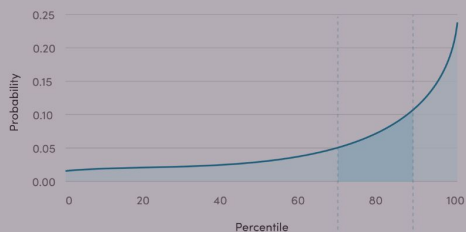
Have property `subscription` = `paid`

in a given `1 month` period

Prediction

Contact selection

Most likely to convert (top 10%) Least likely to convert (bottom 10%)



ITERABLE AI ×

Understand your prediction

Predictive strength
Strong ||||

Events & properties
433

Breakdown of the events and properties shaping your prediction

433
total

● purchase_date	38%
● added_to_wishlist	21%
● viewed_product	17%

[See more](#)

Events and properties most likely to...

- ✦ Increase goal outcome
- added_to_wishlist
- viewed_product
- list_subscribe
- ✦ Decrease goal outcome

Events and properties most likely to...

✦ Increase goal outcome ?

added_to_wishlist Property

viewed_product Custom event

list_subscribe System event

Get Actionable Insights

EXPLAINABLE AI



Ho Joon Cha

Lead Marketing Strategist

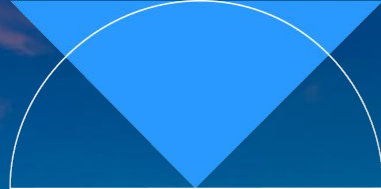


Sinéad Cheung

Senior Product Manager

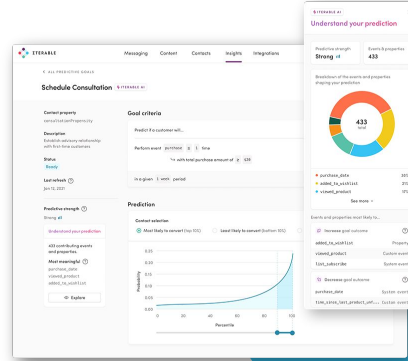


ITERABLE



Iterable's AI Optimization Suite

Transform insights into smarter marketing decisions.

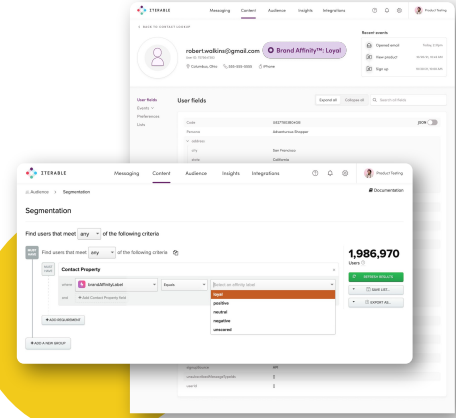


PREDICTIVE GOALS & EXPLAINABLE AI

Develop Smarter Personalization Strategies

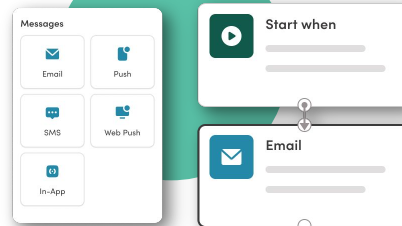
BRAND AFFINITY™

Power Your Campaigns with Customer Sentiment



SEND TIME OPTIMIZATION

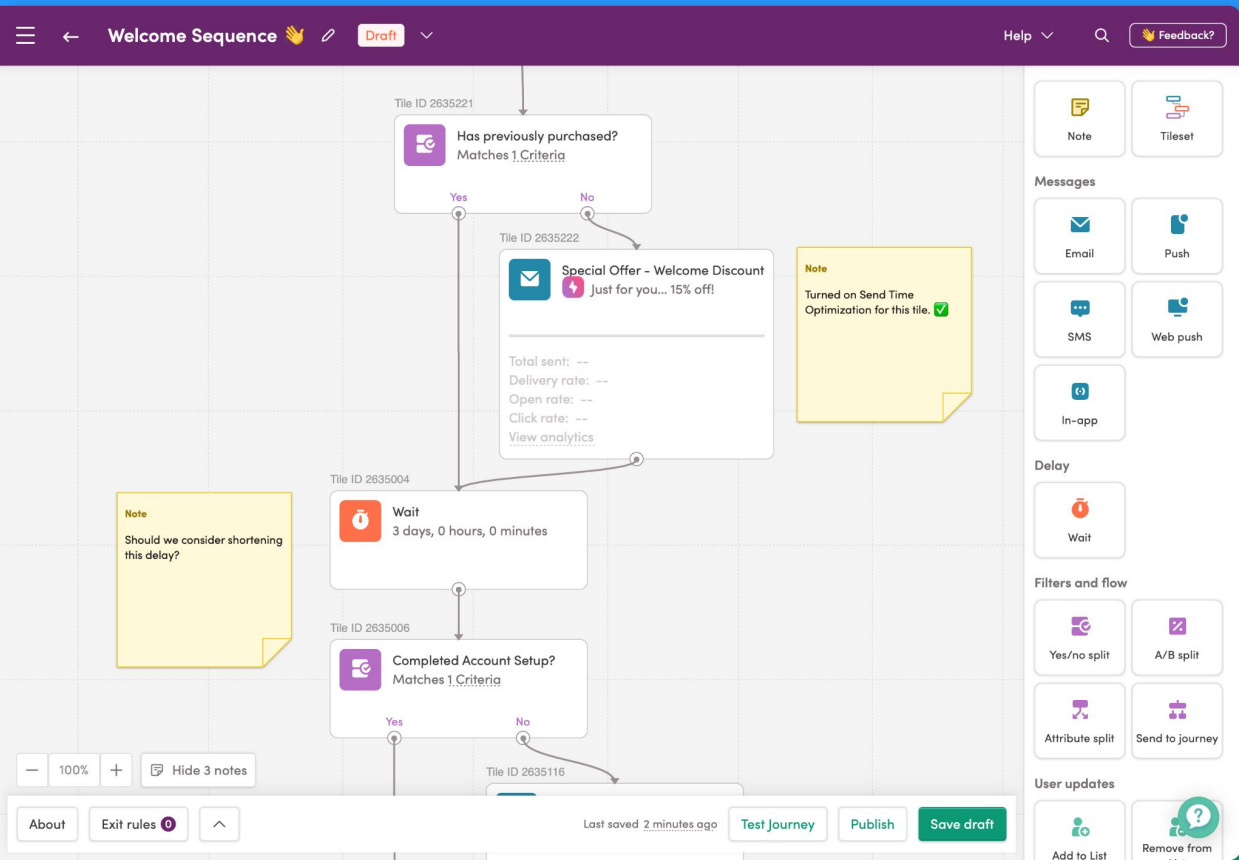
Connect With Your Audience at the Perfect Moment






Anticipating Customer Needs

**Optimize Journeys
for Individuals**



“ **New journey experience is** 
 - Manager, Growth Operations

“ **Love the new Notes and the ability to save images of the journey!**
 - Sr. Email Marketing Manager

Hold Until

Hold [edit] [close]

Duration
How long should users be held to wait for a rule match?
30 days

Release rules
Users will be held until one or more of the following rules is met. Any users that don't match these criteria by the end of the hold duration will be sent down the "Rules not met" branch.

Rule 1: Hold users until...

User updates address matches regex Raleigh

AND Event occurs User updates Catalog changes

OR + Rule

Exit Rules

Exit rules [close]

If any of the following rules are met, users will be removed from the journey regardless of what step they are actively on. Learn more

Rule 1: Remove users when...

Event occurs added to wishlist with any of the following... [Condition]

where added to wishlist.favorite toys from last year matches regex Santa's list for this year

or where added to wishlist.starred is set

AND Event occurs Property changes

OR + Exit rule

Cancel [Update]

Tilesets

Tilesets [close]

Search all tilesets

Special email for US market

- To-do list
- Holiday email
- Welcome series
- Onboarding favorite
- Journey management blob

Special email for US market
This is my description! Morbi leo risus, porta ac consectetur ac, vestibulum at eros.

Tile ID 333
Yes/no split
Matches 3 criteria

Yes No

Tile ID 222
Email
Set up...

Total sent: --
Delivery rate: --
Open rate: --

Inserted 143 times
Created May 3, 2021 at 12:00 pm PST
Connor Chun

Delete [Insert]



Julia Erlandson

Marketing Strategist

 *Fake Flights*



Kelly Schaefer-Flake

Senior Manager,
Marketing Strategy

 *Fake Flights*





Julia Erlandson

Marketing Strategist

 *Fake Flights*



Kelly Schaefer-Flake

Senior Manager,
Marketing Strategy

 *Fake Flights*





Katie Barends

Director of Content Delivery

 *Fake Flights*



Marissa Azzara

Content Manager

 *Fake Flights*





AVAILABLE IN GA

- **Predictive Goals**
- **Studio:** Tilesets, Notes, Drafts
- **New Template Experience**
- **Audience Insights**
- **Offline Events**
- **In-App Recall**
- **Messaging Insights Sharing**

AVAILABLE IN BETA

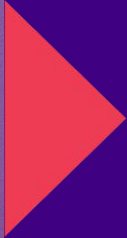
- **Predictive Goals:** Explainable AI
- **Studio:** Exit Rules
- **Studio:** Channel Optimization, Hold Tile, Revision History, and Copy Journeys across projects*
- **Web In-App**
- **Template Editing in Studio**
- **Quiet Hours**



*COMING IN FALL

Customer Design Partnership

- New Product Concepts
- Usability Studies
- Roadmap Discussions
- Strategy Workouts



 boatsetter

 booksy

box

CINEMARK

 DOORDASH

 Evernote

Forbes

glassdoor

Policygenius

priceline

RESERVEBAR

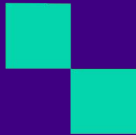
ria

SEAT
GEEK

SmugMug 

todaytix







Meet the Product Team

Product Meet & Greet Roundtable

Foyer | 4:30 - 5:00

Check out product sessions

Get to Know the All New Templates Experience

Salon 7 & 8 | 1:10 - 1:20

How To Make SMS Your Most Profitable Channel

Salon 7 & 8 | 2:35 - 2:45

Leveraging AI to Drive Business Outcomes

Salon 9 | 3:40 - 4:10

