Bela Stepanova

SVP, Product

Showcasing Summer & Fall Product Updates

Julia Erlandson
Senior Product Manager

Sinéad Cheung
Senior Product Manager

Marissa Azzara
Product Manager

Ho Joon Cha
Senior Manager, Solutions

Katie Barends
Senior Manager, Solutions Consulting

Kelly Schaefer-Flake
Senior Manager, Solutions Consulting

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!

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Action, Adventure
PG-13

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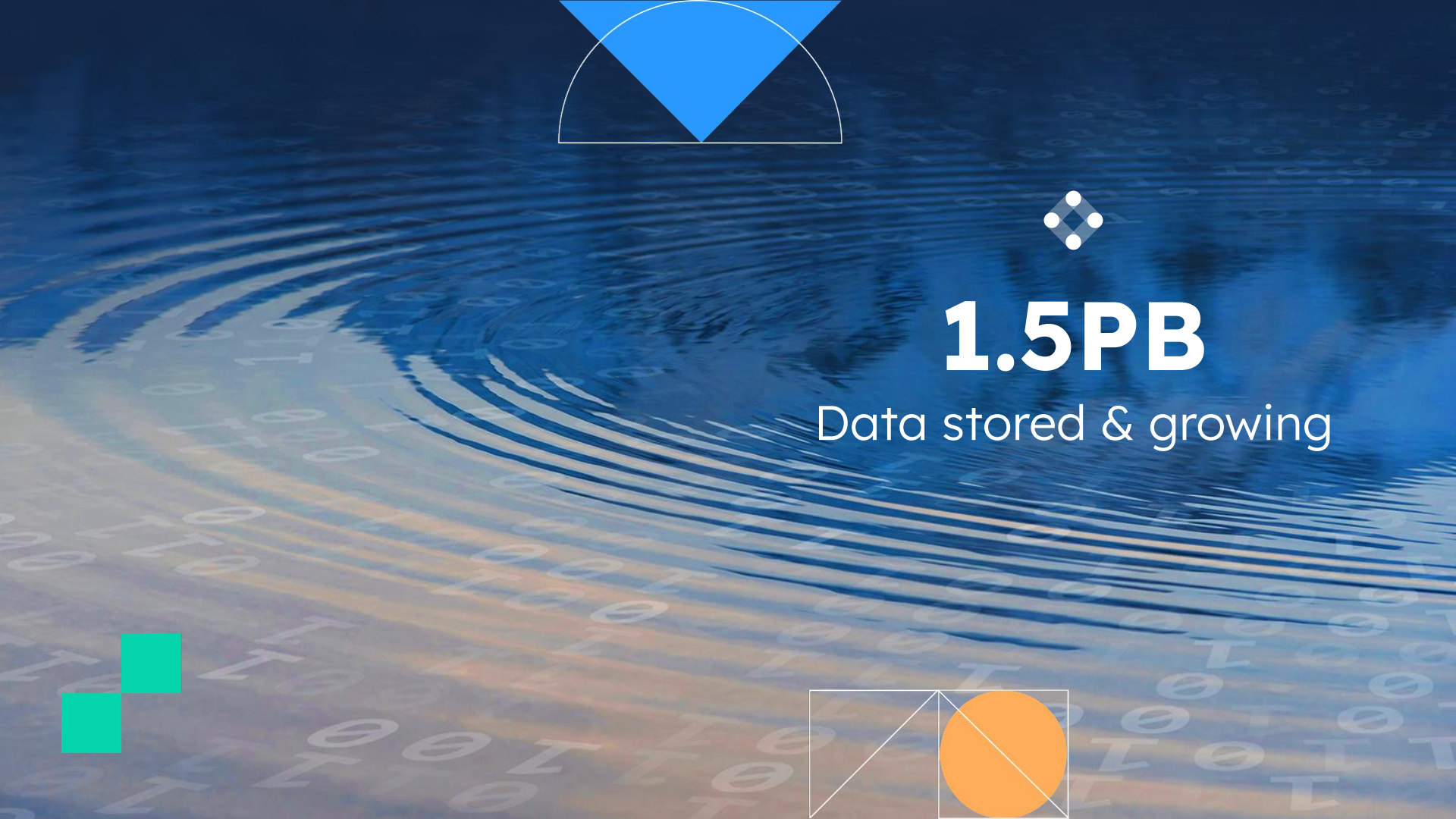
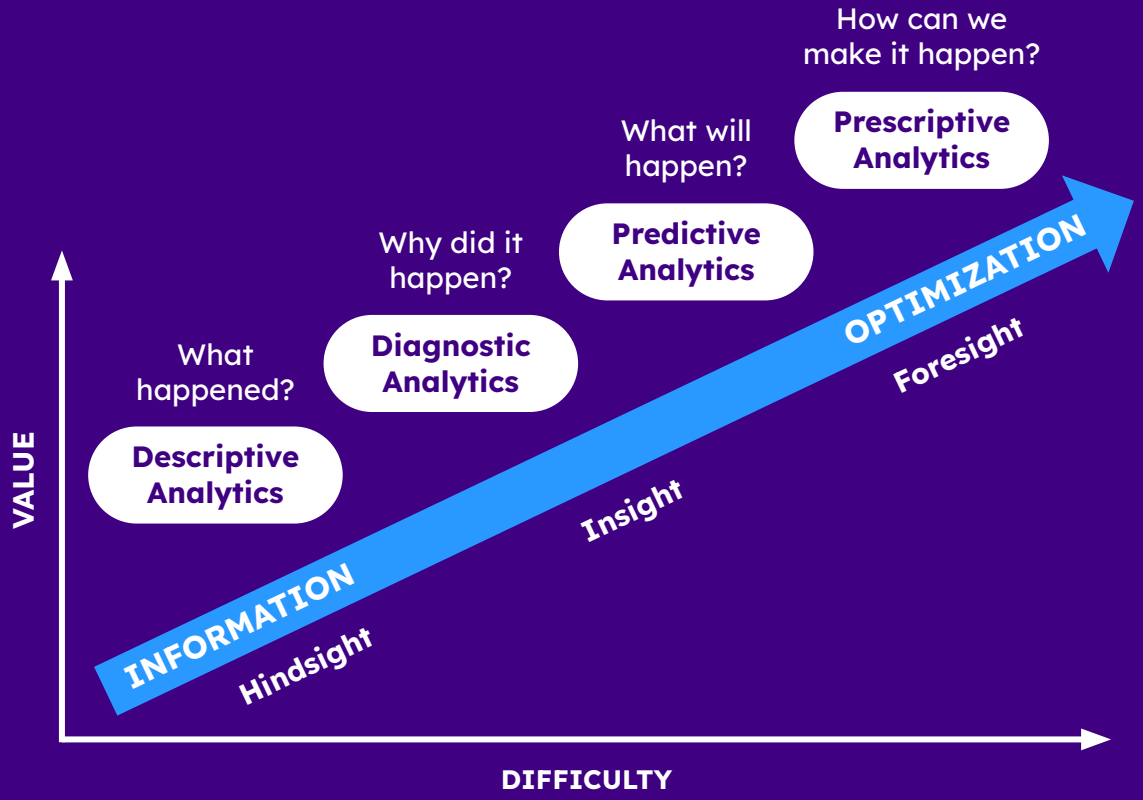

1.5PB
Data stored & growing

From Reacting to
Customer Signals to

Anticipating Customer Needs



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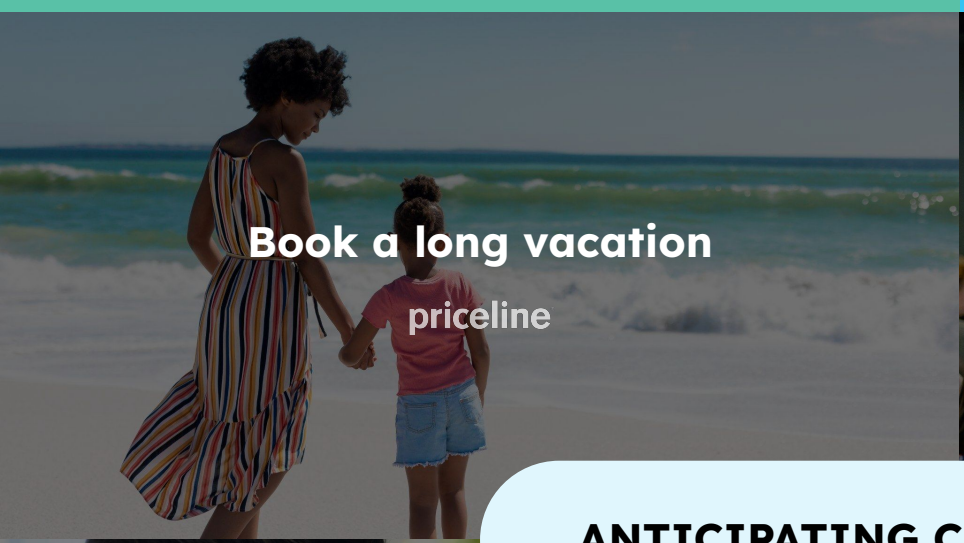
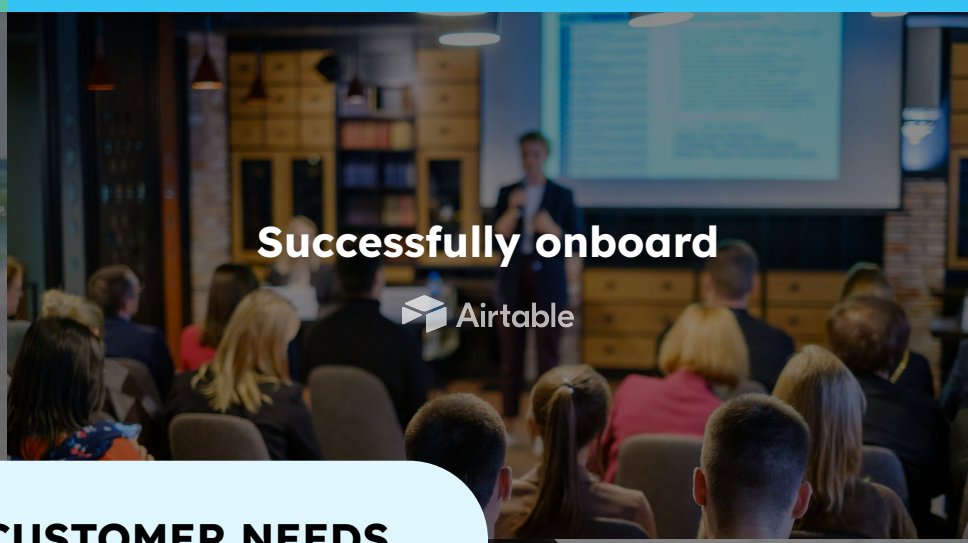
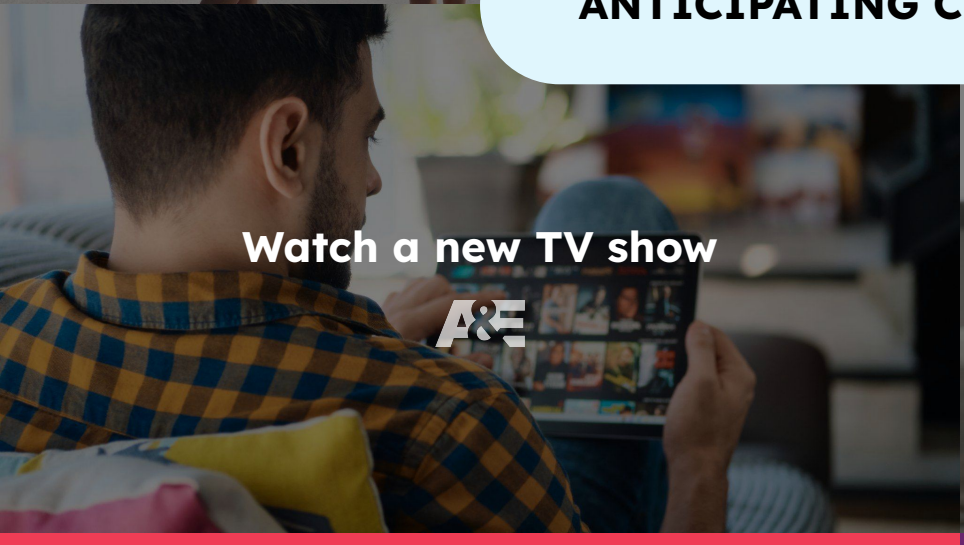
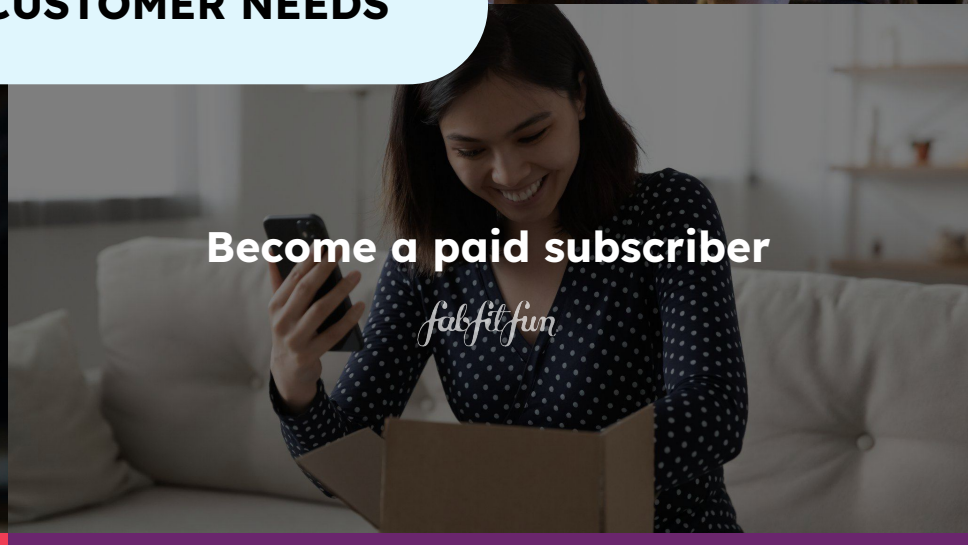


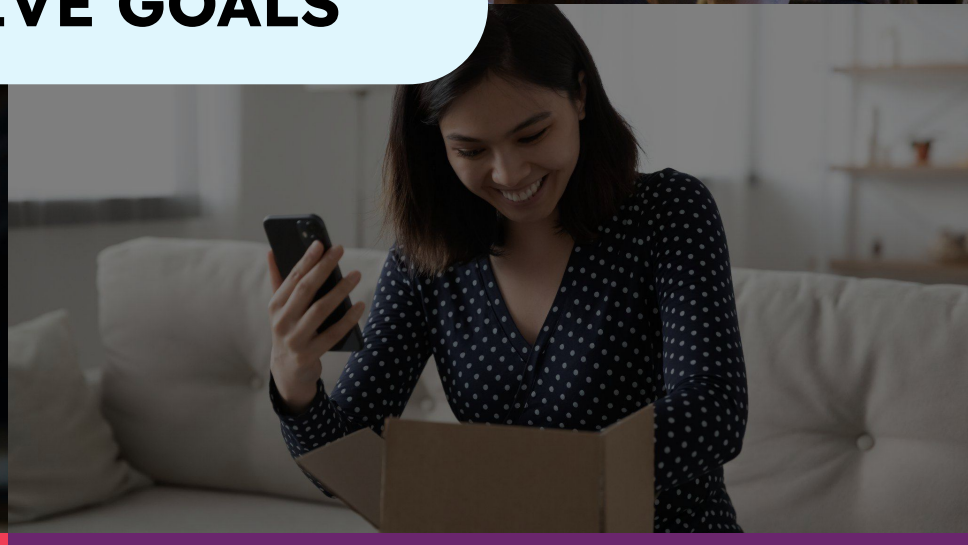


ANTICIPATING CUSTOMER NEEDS



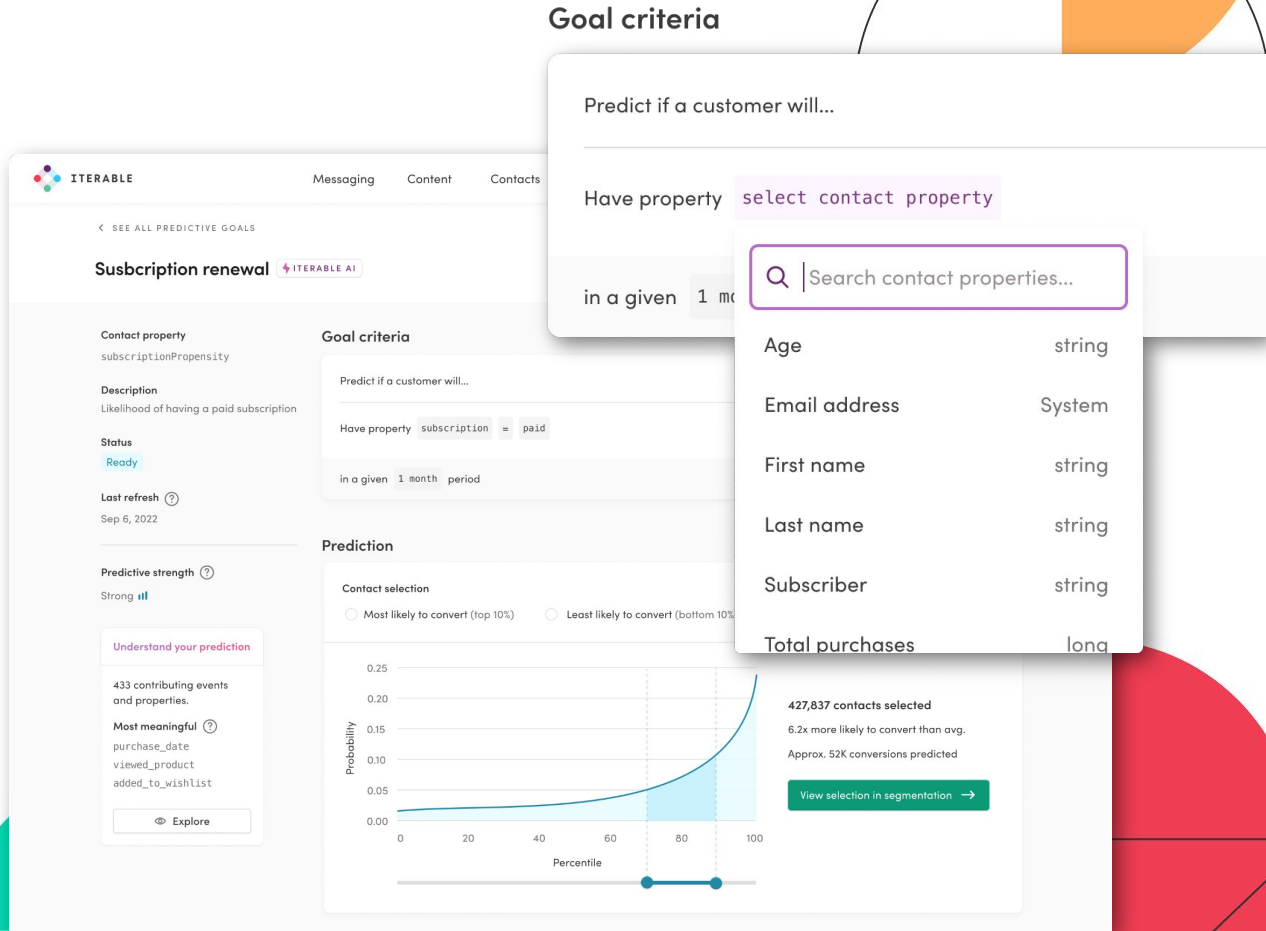


PREDICTIVE GOALS



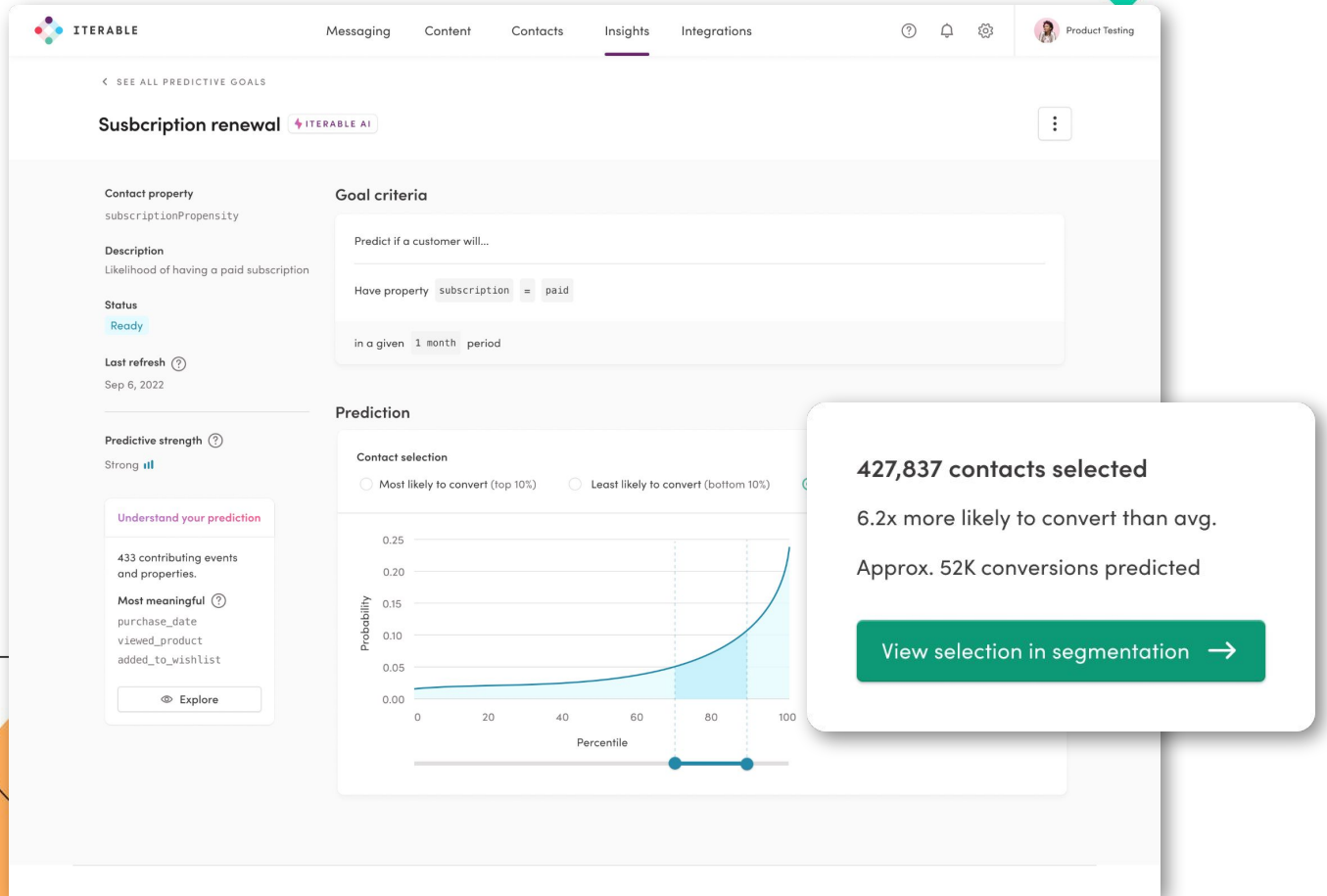
Predictive Goals

Custom Goals



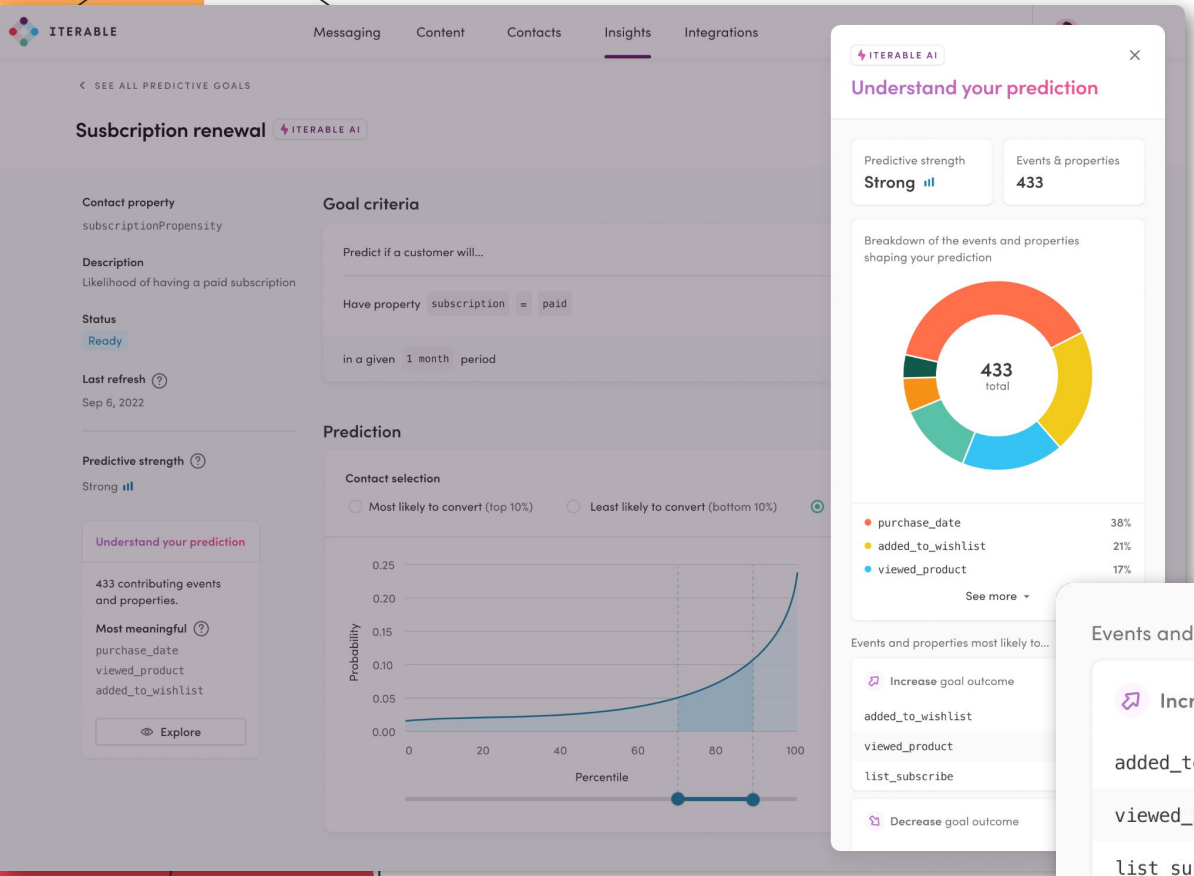
Predictive Goals

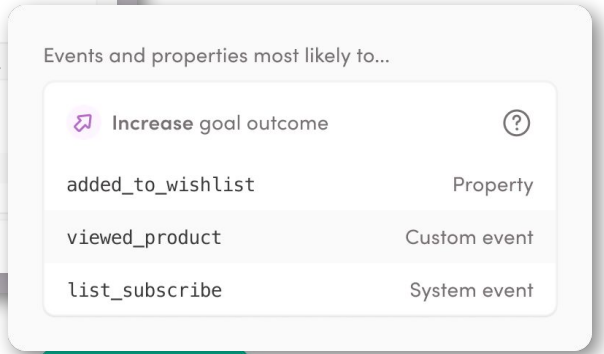
Audience Segments



Get Actionable Insights

EXPLAINABLE AI





Ho Joon Cha

Lead Marketing Strategist

Fake Flights

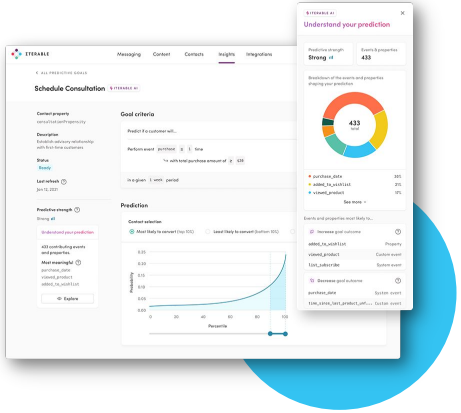
Sinéad Cheung

Senior Product Manager

ITERABLE

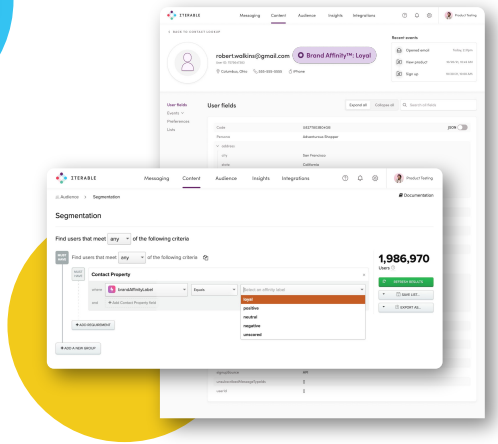
Iterable's AI Optimization Suite

Transform insights into smarter marketing decisions.



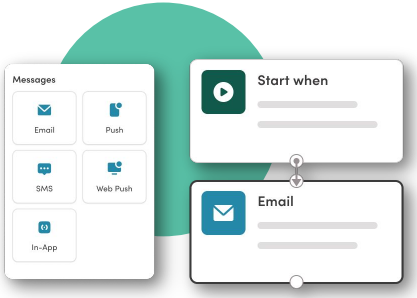
PREDICTIVE GOALS & EXPLAINABLE AI

Develop Smarter Personalization Strategies



BRAND AFFINITY™

Power Your Campaigns with Customer Sentiment

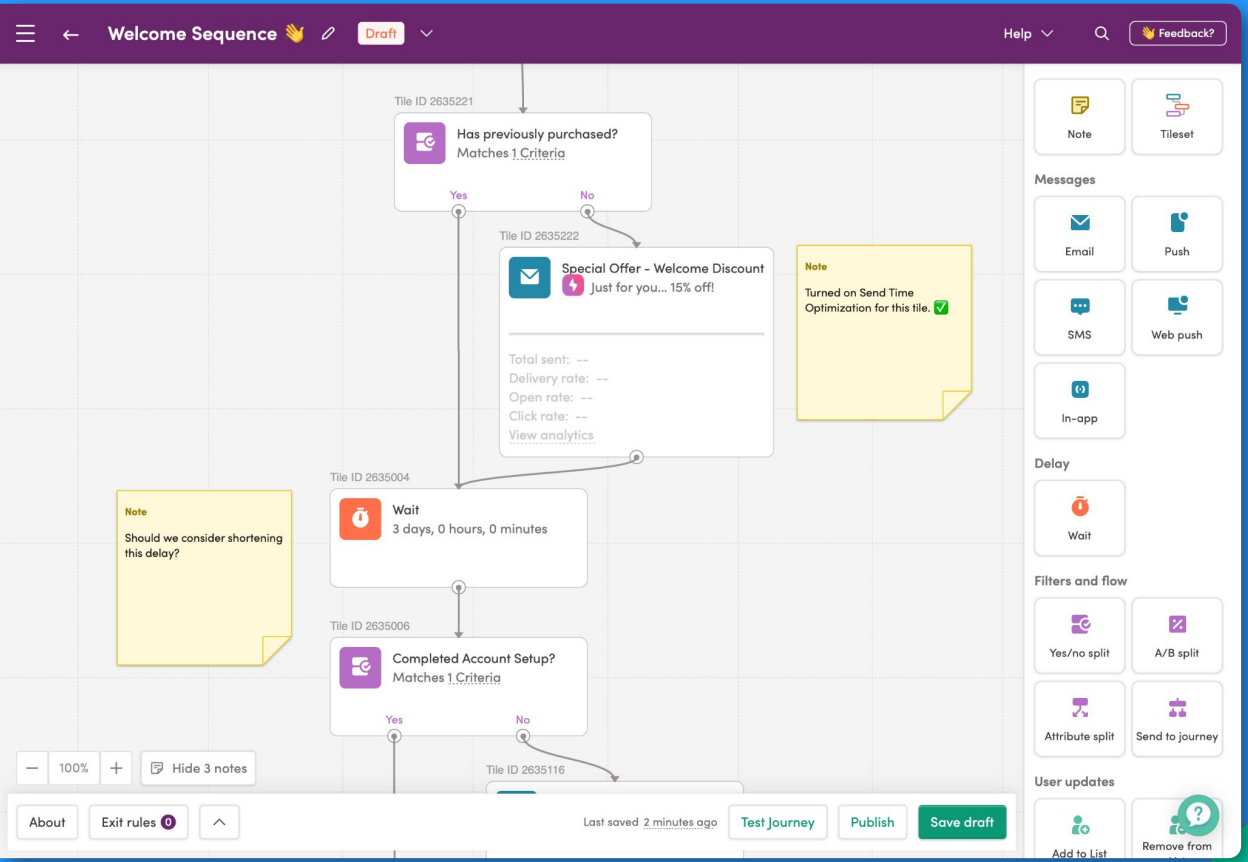


SEND TIME OPTIMIZATION

Connect With Your Audience at the Perfect Moment

Anticipating Customer Needs

Optimize Journeys for Individuals



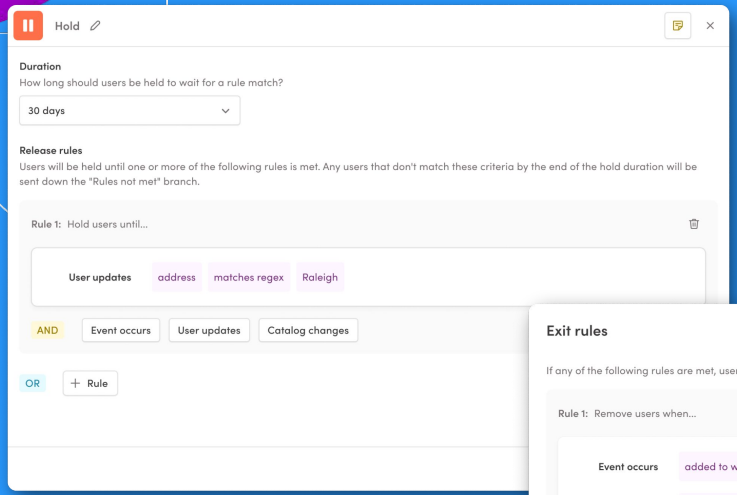
New journey experience is 🔥

- Manager, Growth Operations

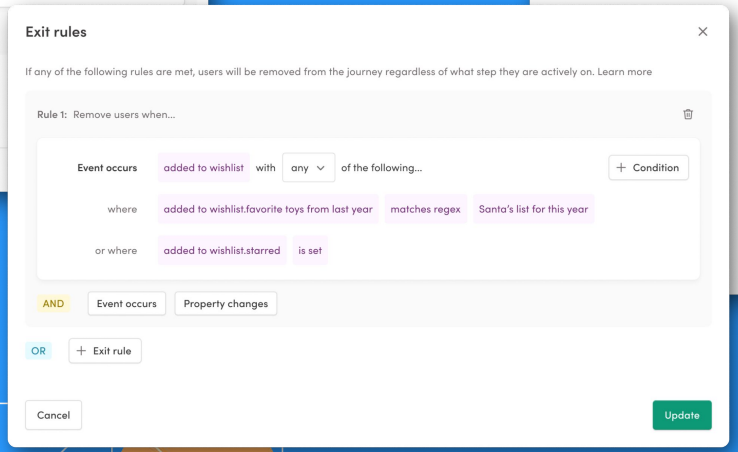
Love the new Notes and the ability to save images of the journey!

- Sr. Email Marketing Manager

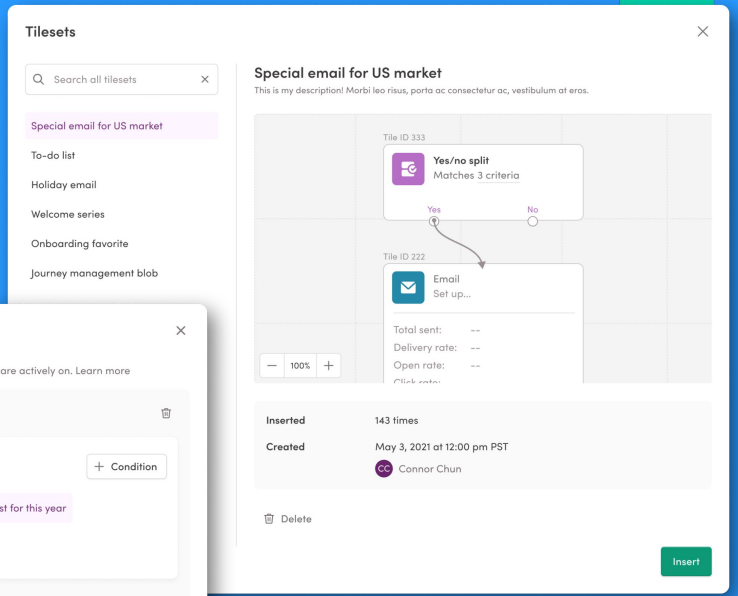
Hold Until



Exit Rules



Tilesets



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
xe

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