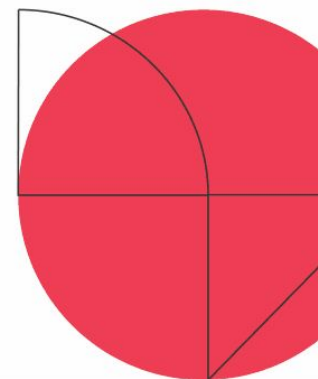
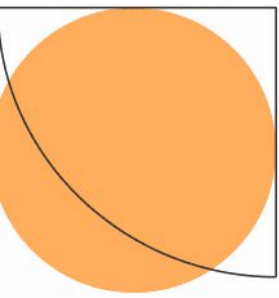


Connect & Collect

Propelling Customer Journeys with the Power of Automation





Nate Casimiro

Sr. Marketing Operations Specialist
StreetEasy (Zillow's NYC-specific app)

Currently a member of the Lifecycle Marketing and Operations team with Zillow Group's StreetEasy brand, Nate oversees the automation and upkeep of just shy of one billion messages annually to B2C and B2B audiences in the New York City real estate market.





80MM+

Messages a month to
B2C and B2B audiences

150+

Journeys and API
triggered campaigns

99%

Use catalogs, data
feeds or integrations



Agenda

- 01** Gated Content & Applications
- 02** Confirmations & Alerts
- 03** Listing Cards & Recommendations
- 04** Announcements & Reports
- 05** Blog Updates & Rollups

Third Party Platforms & Journey Webhooks

Gated Content & Applications

Requirements

Third Party Platforms & Journey Webhooks

1 Web Forms

I want a message triggered when a user fills out a form on our website (appointments, applications, etc.)

2 Gated Content

I want to deliver content that is not easily accessible by others to specific users.

3 Update Other Platforms

I want to update another platform, such as Salesforce, when an action is taken in a communication sent via Iterable.

4 Real-time Triggers

I want my communications to fire as soon as an action is taken.

Third Party Platforms & Journey Webhooks

Gated Content & Applications

Example use cases:

- A consumer visits the website and wishes to speak to a concierge about selling their home. They fill out a form which triggers an email to schedule an appointment via Calendly.
- An agent visits the website and wishes to become a StreetEasy partner. They fill out a form which triggers a link to request a DocuSign contract.

Benefits

Set Yourself Apart in a Competitive Landscape

You know certain buildings and neighborhoods best. Now you can leverage that knowledge to connect with qualified buyers and sellers who are looking for what you have: the expertise needed to close a deal.

Dedicated Support from Your Business Advisor

Gain access to a StreetEasy Business Advisor who can help grow your team, give market advice, and manage your incoming connections — you're going to need them!

Only Pay When You Succeed

There is no upfront cost to become an Expert. Our success fee model means you only pay after successfully closing a deal with a connection delivered through the Experts program.

Request to Join

We'll send you information about how to get started when there's an opening

Name *

Email *

Brokerage

Have a StreetEasy account

SUBMIT

Frequently Asked Questions

Am I a good fit to be an Expert?

If you have recent experience closing deals in certain buildings, neighborhoods, or even building types, we think you'll be a good fit to provide expert guidance for the qualified buyers and sellers we'll send your way.

How long is the waitlist for Experts?

Due to high demand, our wait times have increased. We want to be sure that you have a positive experience and can be successful with the help of a dedicated Business Advisor. We'll ask for your patience as we review your details. Once you're approved, we'll reach out directly with next steps.

Why should I join Experts?

Experts matches you with qualified buyers and sellers who could benefit from

What's the process once I'm accepted?

First, we'll send you a contract to sign. This is where you can review all the terms

Engineering-free Custom Event

Formstack + Zapier + Iterable

Iterable's upcoming Web In-app functionality could potentially remove the need for third parties in this use case.

User Submits Formstack Form



Zapier Creates Event from Submission



Iterable Receives Event, Sends Email

Meet Your Match

Let our Seller Concierge handpick the right Experts for you.

Name*

First Name Last Name

Email* Mobile Phone Number*

When are you looking to sell?*

ASAP Your home address*

Select Option

Any notes? (optional)

By submitting this form, you agree that StreetEasy and real estate professionals may call/text you about your inquiry, which may involve use of automated means and prerecorded/artificial voices. You don't need to consent as a condition of buying any property, goods or services. Message/data rates may apply. You also agree to our Terms of Use.

Submit Form

Action

2. Track Event in Iterable (1.1.9)

Choose app & event

Choose account

Set up action

Event Name (required)

Seller Concierge Form Submission (Test)

The custom event's name.

Email (required)

1. Email: ncasimiro10@gmail.com

The user's email address.

JSON data fields

```
{
  "contactFirstName": "1. First Name: Nate ",
  "contactLastName": "1. Last Name: Casimiro ",
  "phoneNumber": "1. Mobile Phone Number: (401) 225-6593 ",
  "sellDate": "1. When Are You Looking To Sell?: ASAP ",
  "homeAddress": "1. Your Home Address (Optional): No data ",
  "notes": "1. Any Notes? (optional): Test Test ",
  "formId": "1. Form ID: No data ",
  "email": "1. Email: ncasimiro10@gmail.com "
}
```

Enter a JSON object that will be passed to the Iterable API as the event's dataFileIds, e.g. { "key1": "value1" } Requests with dataFileIds with data types that conflict with previous requests will be rejected. [Events and Properties docs](#)

Creation date

1. Date/time: Nov 30, 2021 10:59 AM

Multiple formats supported, e.g.: 2/13/2014 8pm BST, 2014-02-26T16:56 (standard ISO format), 1393462573 (a Unix timestamp). [Zapier docs](#)

Campaign ID 1.2.3

Enter text or insert data...

Tile ID 2839001

Start when seller concierge form is submitted

Custom event

Seller Concierge Form Submission (Test)

Filtered

Tile ID 2839013

Send Confirmation Email

seller_concierge_confirmati...

Total sent: 453

Delivery rate: 99.34%

Open rate: 85.78%

Click rate: 18.22%

[View analytics](#)

Iterable + Salesforce

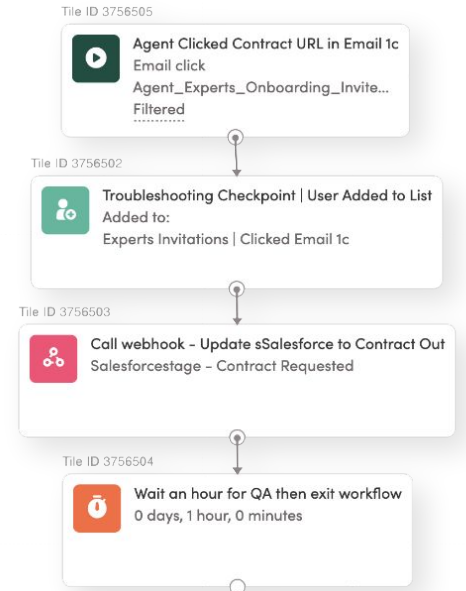
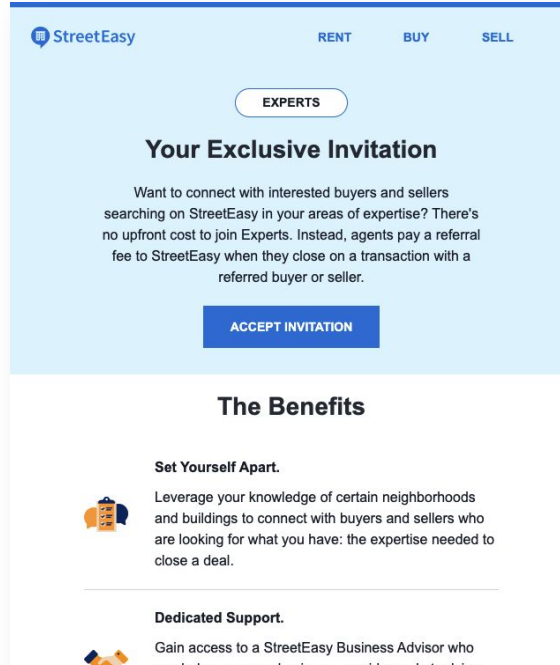
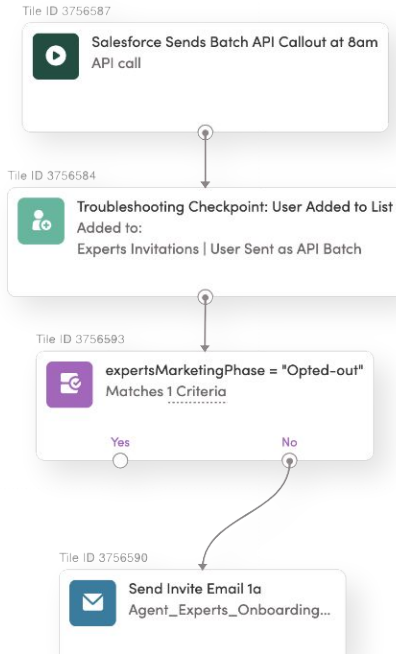
Salesforce Makes API Call to Iterable



User Clicks Email CTA



Iterable Updates Salesforce via Webhook



Things to Consider

Pros

- Some combinations, such as the Formstack/Zapier, can require literally zero engineering – really!
- Great for anything you would use a form for, such as websites, tradeshows, etc.
- Journeys to track clickthroughs and unsubscribes can trigger in real-time and use webhooks to update other platforms

Cons

- Zapier and other third parties have their own costs (but likely less than the cost of engineering hours)
- Zapier can be technical / understanding of basic JSON is a plus
- Iterable journeys can filter on quite a bit, but not everything will be able to fire in real-time; sometimes you will need manual checks built into your journey.

Takeaways

- Iterable can play nice with third party tools and platforms
- Slight learning curve with using third parties, but well worth the investment to be able to set up your own custom event triggers
- The ability to speak directly to some platforms (like Salesforce) and skip data lakes can prevent discrepancies from overlapping syncs or bad data hygiene.

Custom Events & Journeys

Confirmations & Alerts

Requirements

Custom Events & Journeys

1 Real-time Triggers

I want my communications to fire as soon as an action is taken.

2 Filter by Field

Once an event is triggered, I want to filter which users receive communications based on event or user profile data

3 Product Data

I want to populate data from my product within a communication.

4 Timelines & Schedules

I want to trigger a communication in real time but hold a send until specific days of the week or time of day

Custom Events & Journeys

Confirmations & Alerts

Examples

- Sending a receipt when a feature is purchased.
- Sending an email to reset a user's password.
- Checking if an account was created with an anonymous email via services like iCloud Private Relay, then asking a user to verify their email.



The price point below actually populates via an additional Iterable feature called Collections, which would warrant its own presentation down the line.

Building Showcase	\$1,655
Monthly Rate*	
START DATE	7/13/21
PACKAGE TIER	Gold
PAYMENT METHOD	Invoice

[SEE TIPS](#)

*Package will auto-renew on a monthly basis. Contact us at buildingsolutions@streeteasy.com to make changes. See terms and conditions [here](#).

Things to Consider

Pros

- Easy to understand; simply place the data needed in the custom event to trigger the message
- Great for 1:1 outcomes
- Set these custom events to trigger a Journey to add additional filtering and timelines, or set as a triggered-campaign to fire instantly with minimal server delay

Cons

- Without third party tools, these will most likely require engineering resources each time you build a custom event
- Hard to change after it's put into production and may force you to rename fields and update templates if revised
- Only one event can trigger and power a Journey, so you need to be highly proactive when building out events

Takeaways

- Custom events can be used extensively, but they are better when paired with additional Iterable features, which we will discuss in this next use case.

Catalogs, Collections & Snippets

Listings Cards & Recommendations

Requirements

Catalogs, Collections & Snippets

1 Dynamic Content

I want to populate specific property details based on a single key value using a minimal amount of code

2 Code Collections

I want to easily reproduce this result across a number of templates with minor adjustments

3 Minimize Engineering

I want to iterate versions of this content while minimizing the amount of engineering effort

4 Personalized Data

I want to display pieces of data and content within a message that is personal to a user

Catalogs, Collections & Snippets

Listings Cards & Recommendations

Examples

- Monthly reports on user consumption data or performance benchmarks
- Any communications that populates details for products, places, events, or services. In StreetEasy's case, listing cards with property details.



CONDO IN LOWER EAST SIDE

199 Chrystie Street #6

\$5,995,000

3 Bed | 3.5 Bath

Listing by Casa Blanca Real Estate (60 Collister Street, New York, NY 10013-2083)



CONDO IN LOWER EAST SIDE

199 Chrystie Street #PH1

\$18,350,000

6 Bed | 6 Bath | 4610 ft²

Listing by Casa Blanca Real Estate (60 Collister Street, New York, NY 10013-2083)

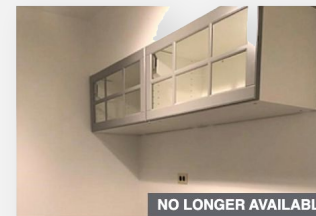


COOP IN MIDTOWN

100 West 57th Street #12I

\$139,000

SOLD



COOP IN MIDTOWN

100 West 57th Street #12Q

\$99,000

NO LONGER AVAILABLE

Powered by Catalogs

```
1  
2  
3 {{#catalog "listings" "rental  
4   -3918081" as |listingId|}}  
5   {{{ snippet  
6     "bynd_listing_card_long_open_hou  
7     se_one" listing=this event  
8     ="open_house" }}}  
9  
10  {{/catalog}}
```



HOUSE IN JERSEY CITY
214 Grand Street #2
\$2,495
UPCOMING OPEN HOUSE
1 Bed | 1 Bath
Listing by Core Nj

Key	image_full_url	addr_street	neighborhood	price	bedrooms	baths	url
rental-3918081	https://photos.zillowstatic.com/p/p/b51f3839283ebc8ce940b30837e35bf-se_large_800_400.png	214 Grand Street	Jersey City	2495	1	1	https://straeteasy.com/rental/3918081

Things to Consider

Pros

- Once built out this, this can easily be scaled and customized to create countless dynamic communications
- Reduces the amount of data delivered via custom events or stored in the user profile
- Populate as much or as little information as you need for each catalog item
- Thoughtful snippet system can supplement limited email coding experience

Cons

- Requires moderate set-up and engineering resources as well as a regular system for syncing
- Mild learning curve involving writing and modifying handlebar, catalog and assign statements
- Updating a single item in the catalog manually in the event of a failed sync can be cumbersome
- Locating items within a catalog is also tedious

Takeaways

- While a marketing operations team will need engineering time and resources to stand up your catalog, consider this an investment that will allow you to operate more independently down the line
- One or two robust catalogs and a handful of snippets that utilize an array of positional parameters will equip you for a wide array of communication use cases

Catalogs + Google Sheets

Announcements & Reports

Requirements

Catalogs + Google Sheets

1 Self-service

I want copywriters or other team members to edit the copy of a campaign, at will, without me.

2 Safety First

I don't want the copywriters to have the ability to change any code and break my template.

3 Time After Time

I want to reuse this process every week, month, etc.

4 Style Savant

I want copywriters with fundamental HTML skills to be able to change colors, text styles, etc.

Catalogs + Google Sheets

Announcements & Reports

Examples

- A user sees product announcements at the bottom of a personalized email with engagement summaries and performance metrics.
- A traditional newsletter with every section populated by a copywriter.

StreetEasy SALES RENTALS RESOURCES

EXPERTS

Matthew's Week in Review
August 7, 2022

Your Weekly Stats

44 ACTIVE CONNECTIONS no change	1 NEW CONNECTIONS +1 from last week	1 ACTIVE CONTRACTS no change
---------------------------------------	---	------------------------------------

Your Experts program conversion rate is 1%.

Building Activity

Recent changes in your active Experts buildings: new listings, open houses, and price drops.

93 Worth Street #310 → Condo in Tribeca	\$1,280,000 Studio · 1 bath · 611 ft ²
400 East 77th Street #5E → Co-op in Lenox Hill	\$849,995 2 bed · 1 bath · 950 ft ²

You're an active expert on 38 out of 41 eligible buildings.

MANAGE BUILDINGS

Expert News and Updates

Now Available to Experts and Their Seller Connections: Seller Dashboard

Get unparalleled visibility into a listing's performance and compare it to similar homes on the market using the new Seller Dashboard. It's easy for you and your seller connections to access and use – [find out how](#).

StreetScape Is Live

Our augmented reality feature is here! StreetScape lets you and your clients scan residential buildings in NYC with your phone's camera and browse available listings inside. Try it out on the StreetEasy flagship app for iPhone.

Questions? Reply directly to this email to get in touch with your Business Advisor.

Get the StreetEasy App

Download on the App Store GET IT ON Google play

CUSTOMER SUPPORT INDUSTRY HUB

©2022 StreetEasy
1260 Broadway, New York, NY 10001

Unsubscribe Privacy Policy



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Questions? Reply directly to this email to get in touch with your Business Advisor.

Get the StreetEasy App

Download on the App Store GET IT ON Google play

Things to Consider

Pros

- Possibly easy to stand up if your engineer is familiar with the process
- You don't have to make 6,478 updates because they decided they like an ampersand instead of the word "and"
- Great way to supplement personalized/dynamic content with intentional, static calls to action

Cons

- Copywriters will not be able to view an HTML email proof until after each sync occurs. Updating after the most recent sync could result in excessive delays in the copywriter's process
- If the need an update before the next sync, updating a catalog manually can be a chore.

Takeaways

- This is a bit elaborate for a newsletter, however it's a great way to add on to personalized content populated by Catalogs
- Removing yourself from these straightforward processes free up time for you to work on more data driven communications. Or take a nap

Data Feeds

Blog Updates & Rollups

Requirements

Data Feeds

1 Blog Content

I want to populate pull content I've created in another platform such as WordPress.

2 One and Done

My copywriters don't want to rewrite content for email that they have already summarized on web.

3 Time After Time

I want to reuse this process every week, month, etc.

2 Safety First

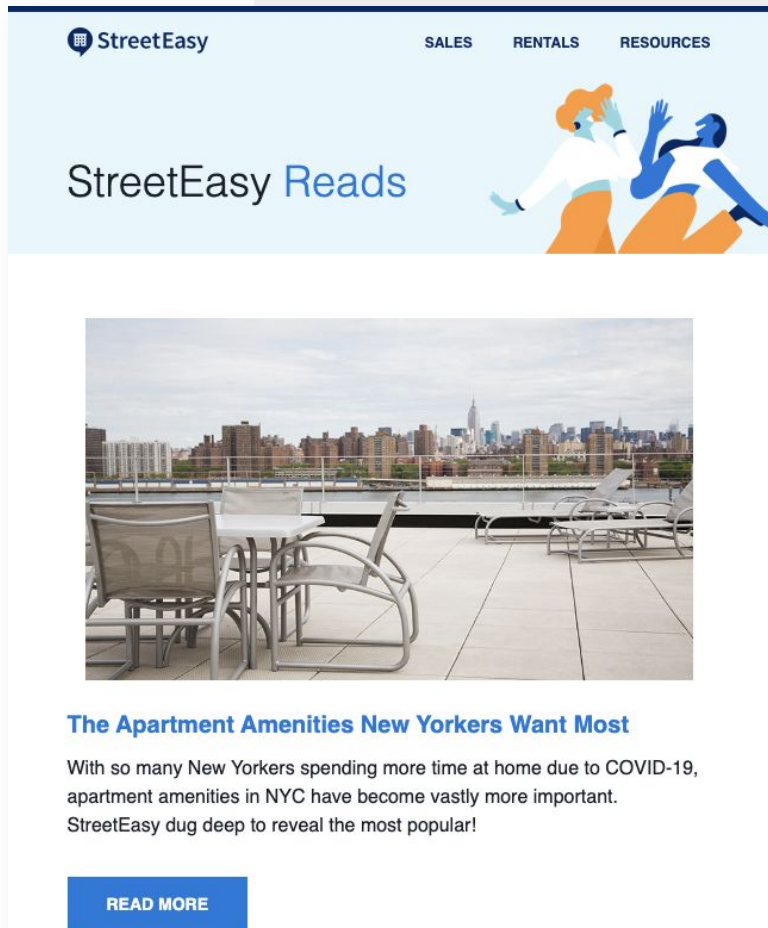
I don't want the copywriters to have the ability to change any code and break my template.

Data Feeds

Blog Updates & Rollups

Examples

- Each week a rollup campaign should go out to consumers with the three newest StreetEasy blog posts.
- A campaign goes out each day an episode of your business podcast goes live.




The screenshot shows the top portion of the StreetEasy website. At the top left is the StreetEasy logo. To its right are navigation links for SALES, RENTALS, and RESOURCES. Below the navigation is a light blue banner with the text "StreetEasy Reads" and an illustration of two stylized figures, one orange and one blue, appearing to be in conversation or reading together. Below the banner is a large image of a rooftop terrace with lounge chairs and a view of the New York City skyline. Underneath the image is the title of a blog post, "The Apartment Amenities New Yorkers Want Most", followed by a short introductory paragraph and a blue button labeled "READ MORE".

StreetEasy

SALES RENTALS RESOURCES

StreetEasy Reads



The Apartment Amenities New Yorkers Want Most

With so many New Yorkers spending more time at home due to COVID-19, apartment amenities in NYC have become vastly more important. StreetEasy dug deep to reveal the most popular!

READ MORE

Things to Consider

Pros

- Fairly specific solution for querying external web services such as XML, RSS and Atom, making it ideal to pull blog, podcast and a variety of other media
- Can be populated in real-time versus around scheduled Catalog syncs

Cons

- You may not use external web services for rollup-related content
- You will want to read up on string parameters to unlock the full benefits

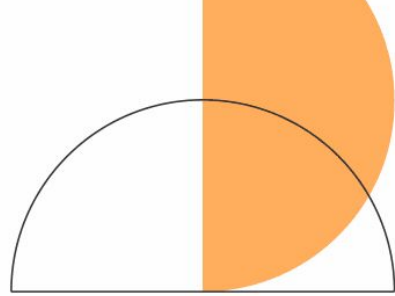
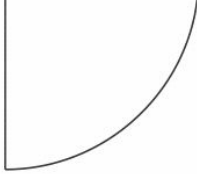
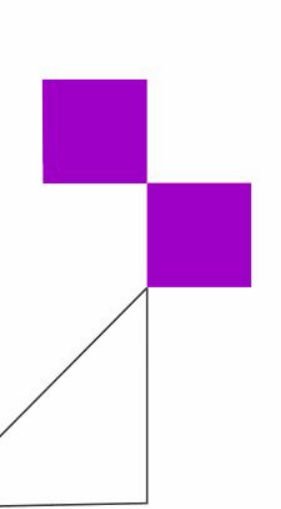
Takeaways

- This is a pretty neat feature and can be combined with custom events and Catalogs, but it may be hit or miss if it works for your existing stack and comes with some unique parameters that may or may not be worth your time

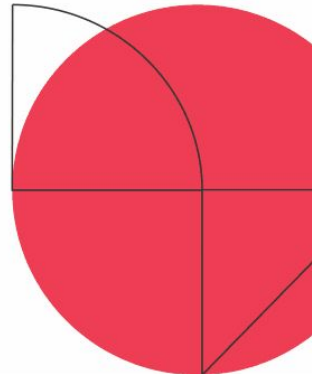
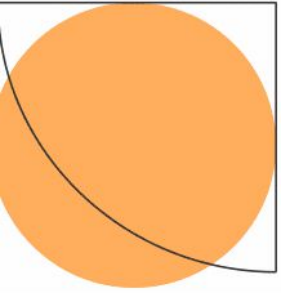


Demo

Scan the QR code to have a copy of the deck emailed to your inbox.



Thank you.





A Few Housekeeping Items

- Submit your session feedback in the mobile app by selecting this session and then click on **feedback** at the bottom. **Rate the session and click post your feedback!**
- All session recordings will be available at the end of September on iterable.com/activate
- Continue the conversation on social using **#Activate22**
- PSSST: some sessions will have QR codes to scan and earn points towards the raffle. **Keep your eyes peeled!**

