Data Activation for Marketers:

Smart Ingest

hightouch ITERABLE

Agenda

01 Evolving martech landscape & impact to brands

02 Rise of Data Warehouses

03 Data unlocks personalization and AI

04 Iterable & Hightouch: Smart Ingest

05 Demo: faster migration, easier data activation, and simplified troubleshooting

Alec Haase

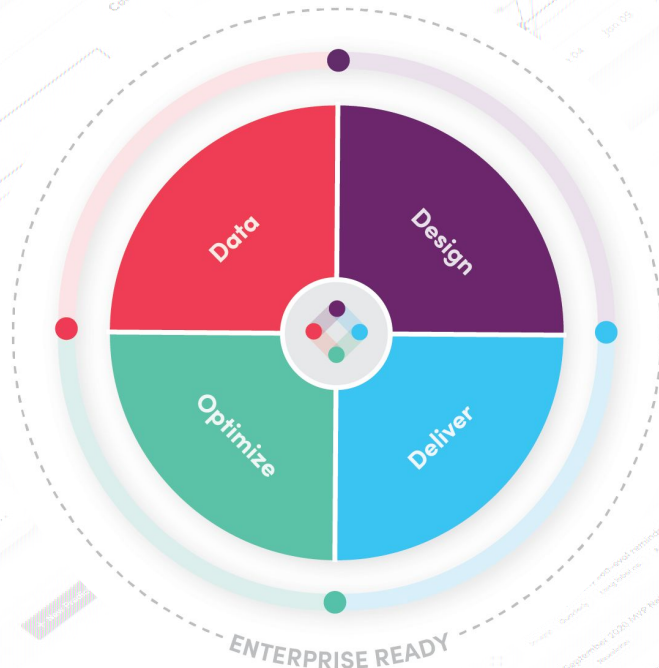Head of MarTech

hightouch

Carlos Lopez Nai

Product Marketing

ITERABLE

Jonathan Moses

Sr. Solutions Consultant

ITERABLE

Top Rated AI Powered Cross-Channel Communication Platform

Data

Design

Optimize

Deliver

ENTERPRISE READY

Built for Data

Ease of Use
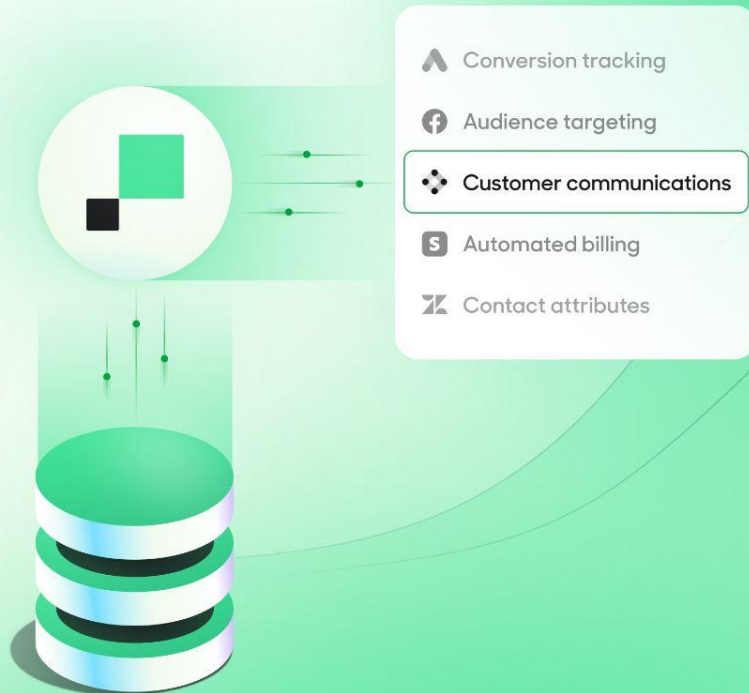
Open & Flexible

AI Powered

100B+
User Entrances
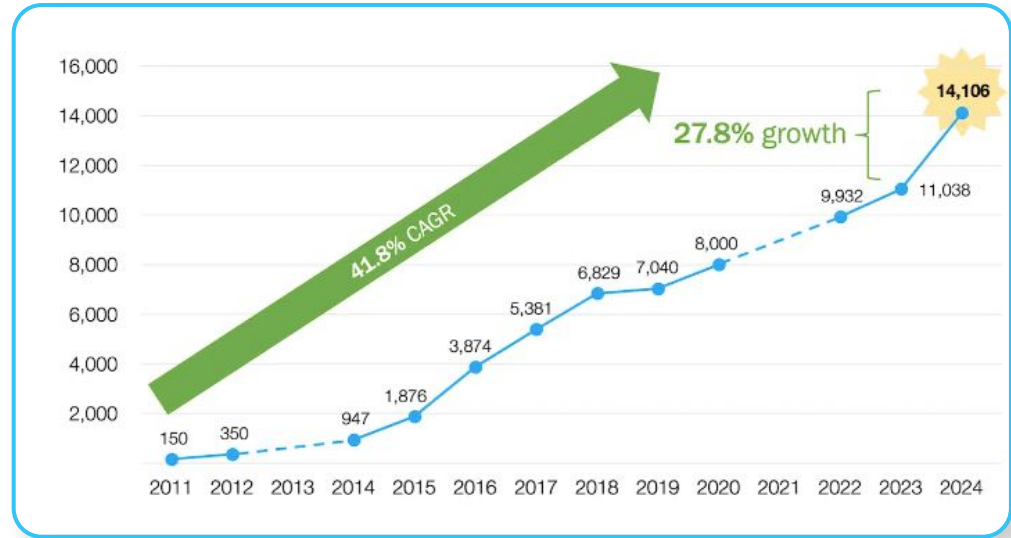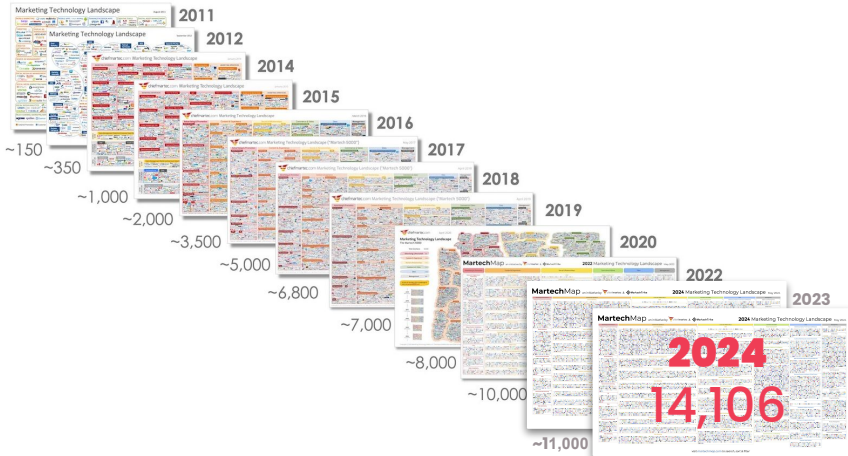into Journeys

30B+
Messages
Sent

EVERY SINGLE MONTH

Hightouch is the leader in Composable CDP

Hightouch makes it easy to collect, prepare, and sync your data into any advertising or marketing platform. No engineering, manual work, or costly traditional CDP required.

Spotify

WARNER MUSIC GROUP

Betterment

NBA

PETSMART

WeightWatchers

Tripadvisor

ramp

PLAID

GitLab

Conversion tracking

Audience targeting

Customer communications

Automated billing

Contact attributes

The MarTech Ecosystem is BOOMING

ANNUAL BUDGET

37%

Brands are wasting budget on poor quality data

Forrester

TEAM RESOURCES

50%

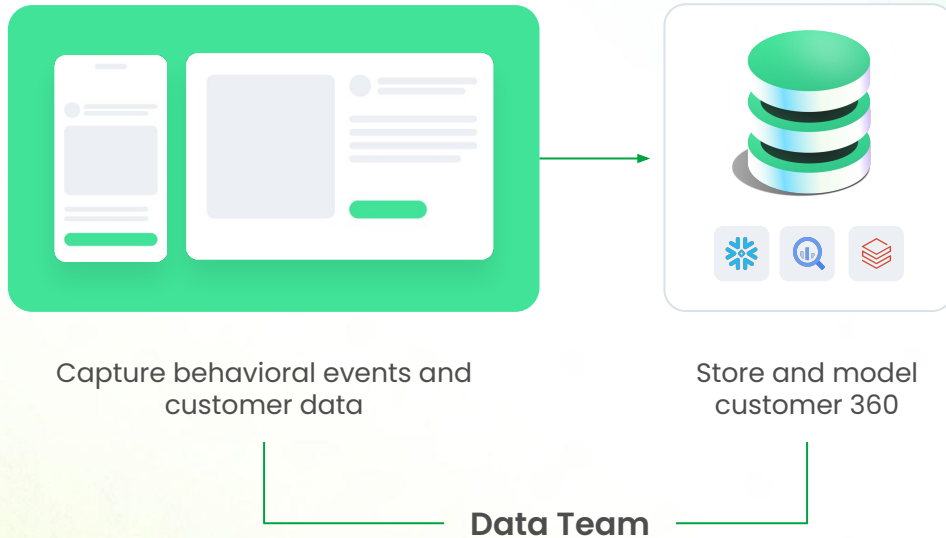Of marketer time is spent dealing with bad data

MIT Sloan
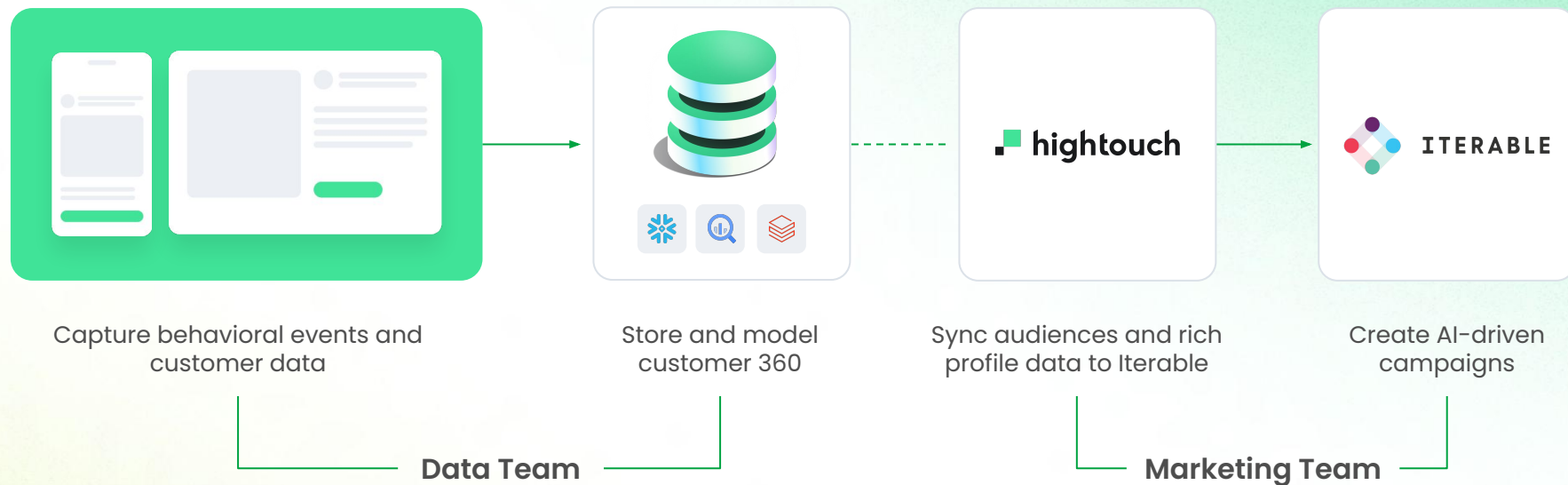
DATA APPLICATION
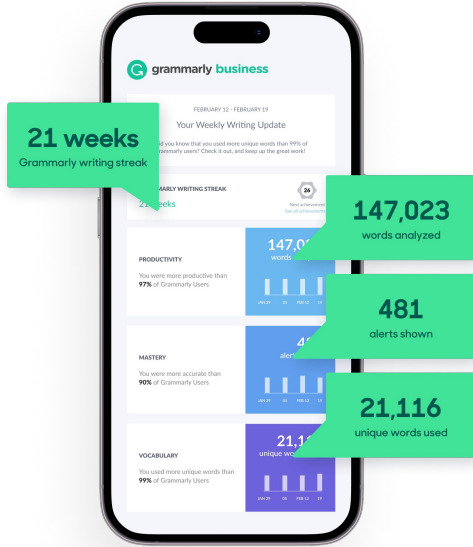
73%

Of acquired data goes unused

Forrester

Data Warehouses are quickly becoming the single source of truth for organizations

Capture behavioral events and customer data

Store and model customer 360

Data Team

Hightouch Sets Your Data Free

Capture behavioral events and customer data

Store and model customer 360

Sync audiences and rich profile data to Iterable

Create AI-driven campaigns

Data Team
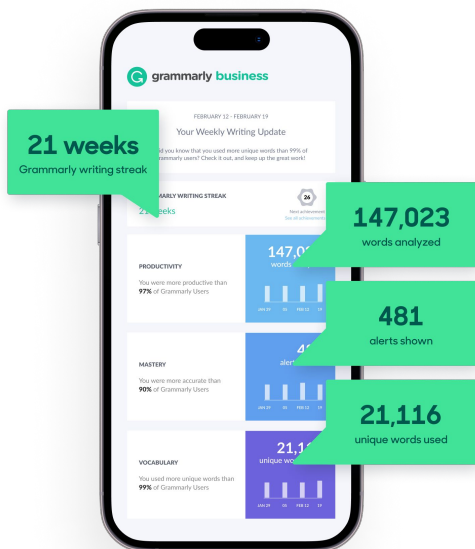
Marketing Team

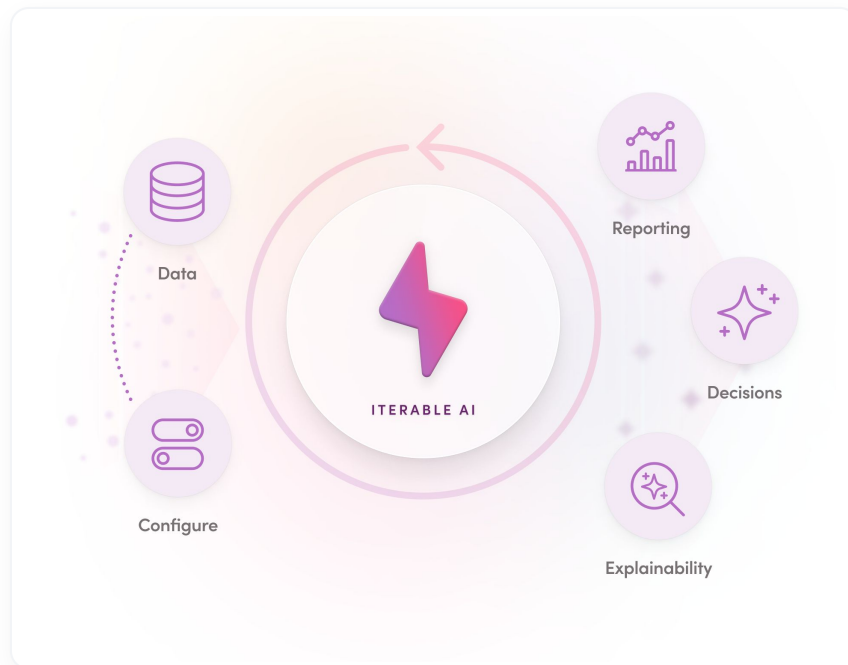# Data Unlocks Personalization

Hyper-Personalized Experiences

Data Unlocks Personalization and AI

Hyper-Personalized Experiences

AI-Powered Optimization

Smart Ingest

co-developed with Hightouch

Easily activate your cloud data warehouse directly on Iterable, **no engineers required.**

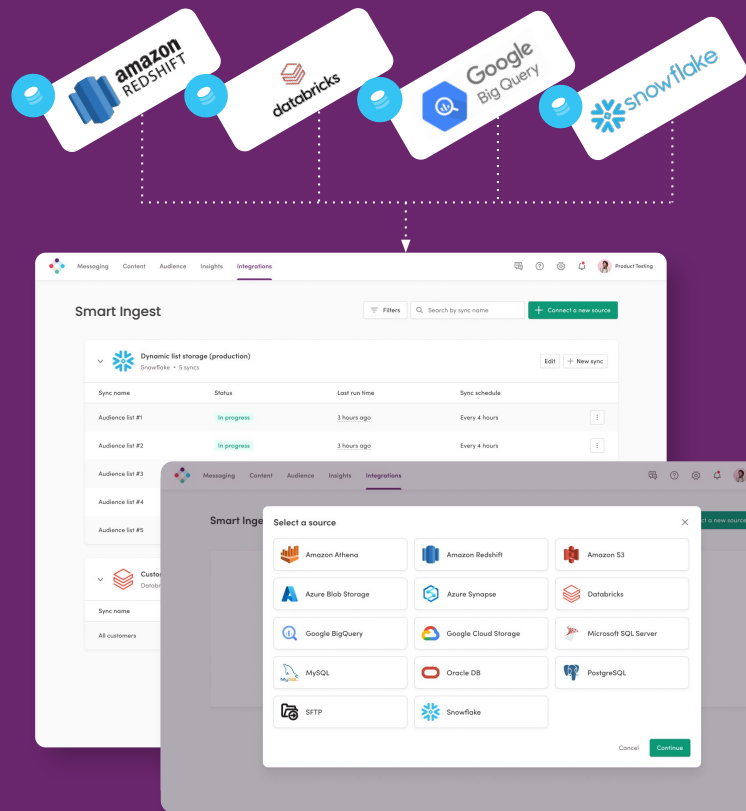### Reduce your dependence on tech teams
Power your cross-channel communications with your Snowflake, BigQuery, Databricks, Redshift and 10 + sources in a free-to-use visual experience

Data at your fingertips
Add new data points to Iterable from your cloud data in minutes

Data is processed securely
No data is stored in transit and is fully encrypted

Smart Ingest
Demo

Goal: *Communicate more personally*

01

Migrations
Easily connect and sync your data warehouse to Iterable via Smart Ingest

02

New Data
Experiment or add a new data point to your campaigns

03

Troubleshoot
Provide your tech team with the right information to solve data sync errors

Learn more at Iterable.com/data

Connect with us

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Thank you!

ITERABLE