



ITERABLE



Heather Blank

SVP GTM Strategy
and Partnerships



Cliff Barrett

VP Product
Management

**Do you have more
projects than you
have time?**



**Do you have
engineering resources
readily available?**



**Do you wish you could
understand what drives
customer sentiment?**



THE CAST



Julia Erlandson

Group Product Manager



Marissa Azzara

Sr. Product Manager



Noman Hamrani

Product Manager



Connie Chan

Principal Product Designer



Evan Strater

Sr. Manager Product Design



Melissa Beyle

Sr. Product Designer



David Morrison

Product Manager

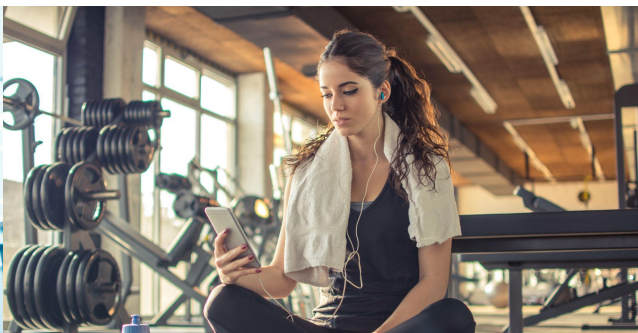
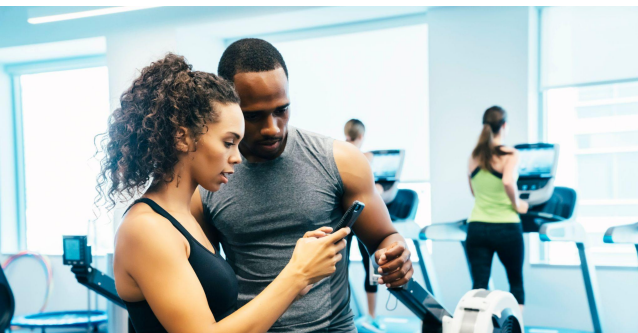


Helena Buckles

Sr. Partnerships Manager



FILTERABLE





FITERABLE



Heather Blank

“CMO”



Julia Erlandson

“Director of Marketing”

Fiterable Goals

1. Acquire new customers
2. Reach more mobile, international customers
3. Increase Customer Lifetime Value
4. Improve Customer Sentiment





Marissa Azzara

Sr. Product Manager



Connie Chan

Principal Product Designer

Onboarding to 1st Purchase

NEW FEATURES

The screenshot displays the Journey Assist interface. A central modal titled "Generate journey" is open, allowing users to "Create a journey" with pre-defined options: "Welcome series", "Abandoned cart flow", and "Win-back". A "Generate" button with a star icon is at the bottom of the modal. The background shows a complex flowchart with various nodes and transitions, including a "Time delay" node at the top and several "Add to Purchasers" nodes.

Smart Segmentation

The screenshot shows the Smart Segmentation interface with various filter options. The "Purchase" filter is selected, and the "at any time" option is chosen. Other visible filters include "viewed_latest_updates", "at any time", and "with all conditions...".

Journey Tracking & Conversions

The screenshot displays the Journey Tracking & Conversions interface. A flowchart node is highlighted, showing a "Yes/no split" with 3 criteria. The "Yes" path has a 65% conversion rate, and the "No" path has a 30% conversion rate. A summary table provides conversion statistics for the "Purchase" node.

Purchase	
Conversion rate:	30.1%
Users converted:	559,191
Journey conversion added 4/01/24	
Revenue	\$33,551,460
Purchases / M (email)	314



Melissa Beyle
Sr. Product Designer



Helena Buckles
Sr. Partnerships Manager

Fiterable Goals

1. Acquire new customers
- 2. Reach more mobile, international customers**
3. Increase Customer Lifetime Value
4. Improve Customer Sentiment



Expand Reach

NEW FEATURES

give you a big warm
Fiterable with this 10%
to be used with your
se!



WhatsApp

Ok, but WhatsApp is coming to
Iterable?!! HYPE

Sign me up!

11:55 PM ✓

WhatsApp Quick Replies

🧘 Yoga

🏃 Running

🏋️ Strength-training

🧘 Yoga

WhatsApp Templates

The image shows a grid of WhatsApp message templates. Each template includes a small image, a text preview, and a status indicator. The templates are:

- Yoga:** "Stretch regularly for every body! Let us know how you like these and we'll send you..."
- Site-wide sale:** "Site-wide sale! 20% off the entire site ONE DAY ONLY!"
- Shoe promotion:** "Next Best Traction™ shoes of your shoe!"
- Class offer:** "Templates class offer with our new hand..."

Each template also shows a user profile picture, a timestamp (e.g., "Edited 10 minutes ago"), and a location (e.g., "5 locales"). Some templates have a green "Approved" badge.

Fiterable Goals

1. Acquire new customers
2. Reach more mobile, international customers
- 3. Increase Customer Lifetime Value**
4. Improve Customer Sentiment





Noman Hamlani

Product Manager

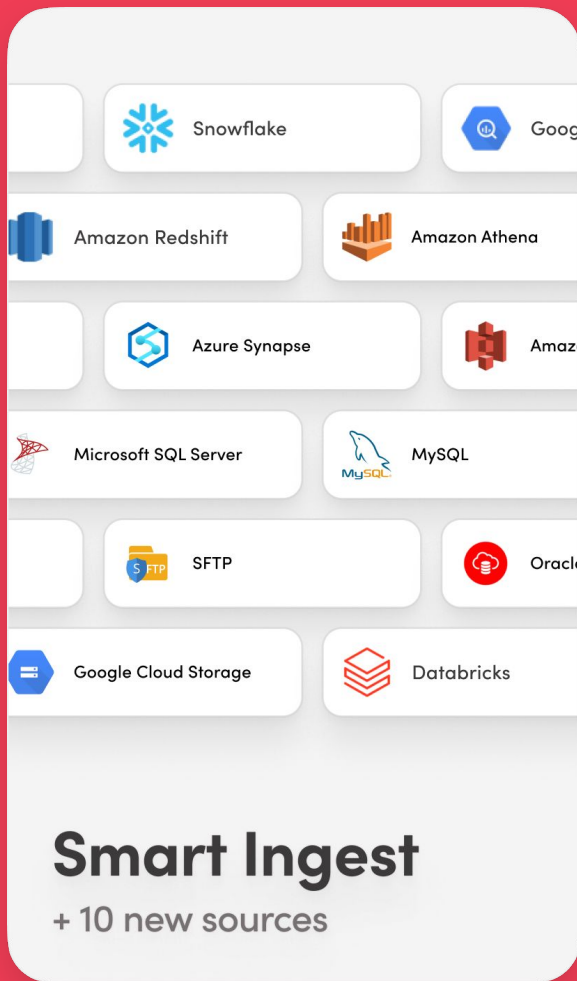


Connie Chan

Principal Product Designer

Optimize and Focus

NEW FEATURES



Smart Ingest
+ 10 new sources

The image shows a grid of data source tiles in the Smart Ingest interface. The tiles include:

- Snowflake
- Google Cloud Storage
- Amazon Redshift
- Amazon Athena
- Azure Synapse
- Amazon S3
- Microsoft SQL Server
- MySQL
- SFTP
- Oracle
- Google Cloud Storage
- Databricks

Embedded Enhancements



Message Type Frequency Management



Embedded in Journeys

Title ID 1673



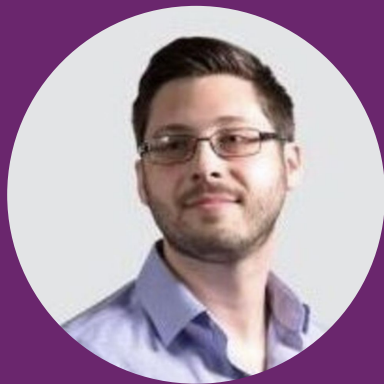
Embedded
Homepage Embedded Prod...
Display until journey is off

Total retrieved: 52,238

Fiterable Goals

1. Acquire new customers
2. Reach more mobile, international customers
3. Increase Customer Lifetime Value
- 4. Improve Customer Sentiment**





Evan Strater

Sr. Manager, Product Design

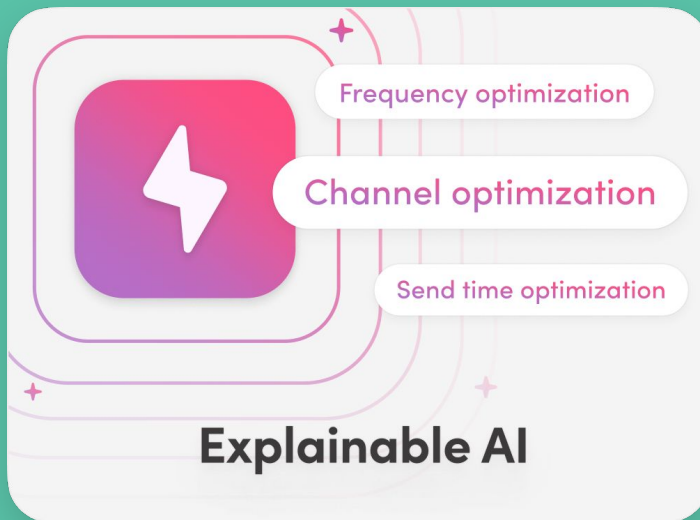


David Morrison

Product Manager

Understand and Iterate!

NEW FEATURES



Explainable AI

Frequency optimization

Channel optimization

Send time optimization

The graphic features a central purple square with a white lightning bolt icon. Three white rounded rectangular callouts point to the icon, containing the text 'Frequency optimization', 'Channel optimization', and 'Send time optimization'. The background consists of concentric purple and pink rounded squares with small plus signs at the corners.

Brand Affinity Sentiment Trends

BIGGEST INCREASE

📈 13% of users moved up to Positive

[View in segmentation](#)

TOP CONTRIBUTING CAMPAIGNS



Email Re-Engagement May 2...
Email - ID: 7789458



WEL: Welcome Fiterator! Chec...
Email - ID: 7713507

Brand Affinity Reporting



Fiterable Goals

- ✓ Acquire new customers
- ✓ Reach more mobile, international customers
- ✓ Increase Customer Lifetime Value
- ✓ Improve Customer Sentiment

Journey Goals & Metrics

<input checked="" type="checkbox"/> Purchase	
Conversion rate:	30.1%
Users converted:	559,191
Journey conversion added 4/01/24	
Revenue	\$33,551,460
Purchases / M (email)	314

Smart Segmentation

All Any None of...

first_name is set last_name is set

Journeys includes Select journeys Purchase at any time

viewed_latest_updates at any time with all conditions...

Journey Entrance at any time with all conditions... version_viewed equals vt

Generate journey

Create a journey

Welcome series

Abandoned cart flow

Win-back

+ Generate

Journey Assist

Embedded in Journeys

Title ID 1673

Embedded
Homepage
Display unit

Total retrieved: 52,
Impressions rate: 8
Click rate: 27.9%

Smart Ingest

+ 10 new sources

Brand Affinity Reporting

Neutral

Negative

Positive

Loyal

THE CAST



Julia Erlandson

Group Product Manager



Marissa Azzara

Sr. Product Manager



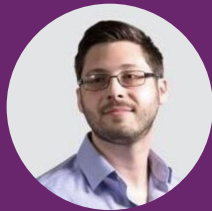
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Product Manager



Helena Buckles

Sr. Partnerships Manager

Brand Affinity Sentiment Trends

BIGGEST INCREASE
13% of users moved up to Positive
[View in segmentation](#)

TOP CONTRIBUTING CAMPAIGNS

	July 2020 package offer codes Email - ID: 7795455
	July 2020 package offer codes Email - ID: 7795455
	July 2020 package offer codes Email - ID: 7795455

Message Type Frequency Management



Smart Segmentation

All Any None of...

⊗ first_name is set ⊗ last_name is set

Journeys includes Select journeys Purchase at any time

viewed_latest_updates at any time with all conditions...

Journey Entrance at any time with all conditions... version_viewed equals

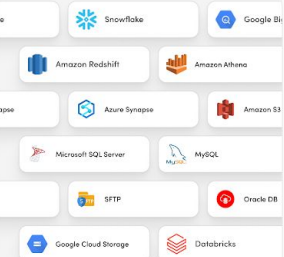
Explainable AI

- Frequency optimization
- Channel optimization
- Send time optimization



Smart Ingest

+ 10 new sources



Journey Tracking & Conversions

Node ID 896

Yes/no split
Matches 3 criteria

65% 30%

Purchase

Conversion rate: 30.1%
Users converted: 559,191
Journey conversion added 4/01/24

Revenue: \$33,551,460
Purchases / M (email): 314
Revenue / M (email): \$18,840

Generate journey

Create a journey

- Welcome series
- Abandoned cart flow
- Win-back

Generate

Journey Assist

Anonymous User Tracking



Embedded Enhancements



Embedded in Journeys

Tile ID 1673

Embedded Homepage Embedded Prod Display until journey is off

Total retrieved: 52,238
Impressions rate: 67.3%
Click rate: 27.9%

Data Schema Management

Custom events User profile fields

Name	Visibility	Type	Example value	Created
city	visible	string		24 days ago
country	visible	string		24 days ago

Open rate at 45.0% after 24 hours of sending

Click rate at 32.56% after 24 hours of sending

Total sends at 1,123,000 after 24 h

Campaign Performance Alerts

Brand Affinity Reporting



give you a big warm Fiterable with this 10% to be used with your se!

Ok, but WhatsApp is coming to Iterable?!?!! HYPE

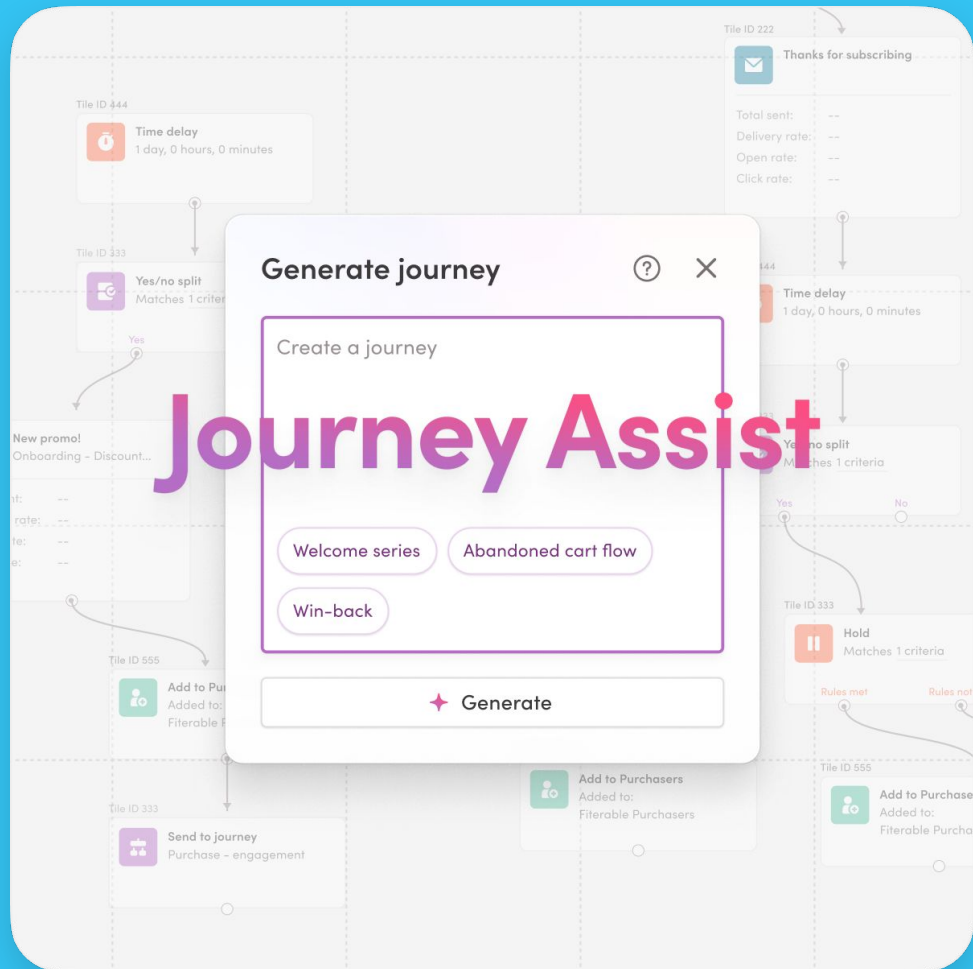


leggings for every activity! how you like to move and you a 20% code to

Yoga! Wow this is such cool way to reply

Increased Productivity

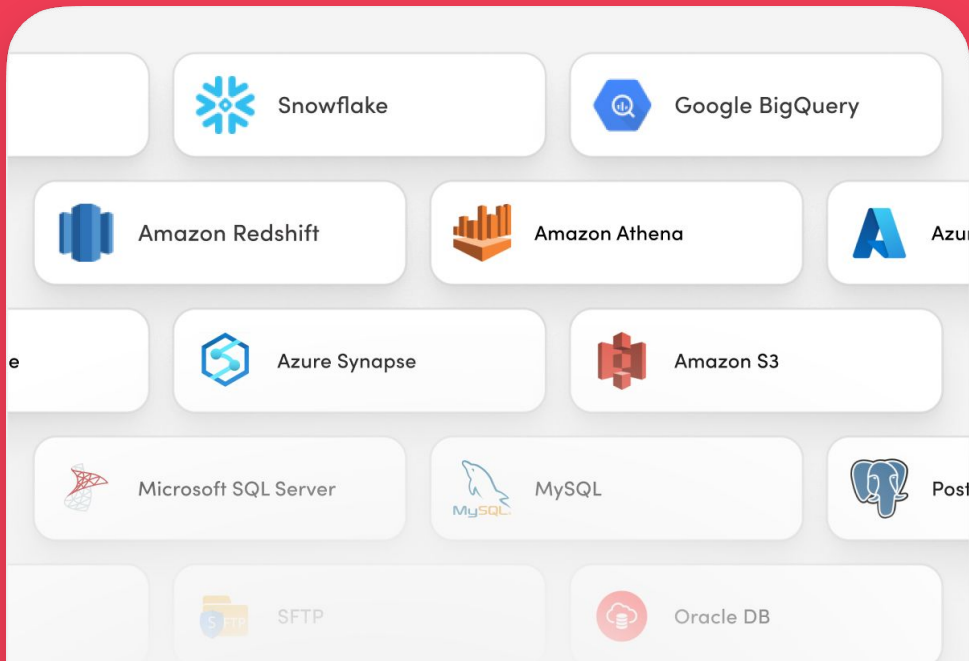
FALL 2024



Journey Assist

Easily Activate Data

TODAY



A grid of data source icons including Snowflake, Google BigQuery, Amazon Redshift, Amazon Athena, Azure Synapse, Amazon S3, Microsoft SQL Server, MySQL, Oracle DB, and SFTP.

Smart Ingest

+ 10 new sources

More Precise Segmentation

WINTER 2024

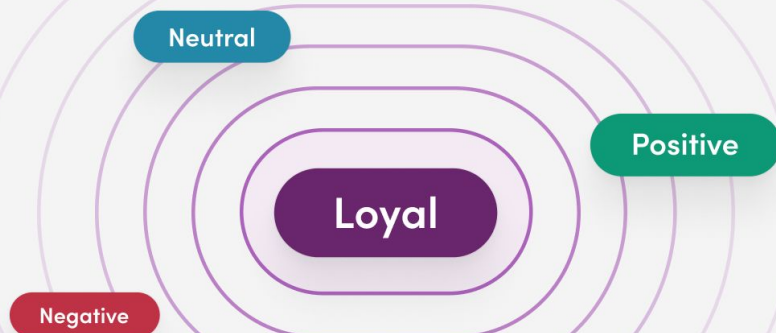
The screenshot displays a 'Smart Segmentation' interface with a drag-and-drop rule builder. At the top, there are filter options: 'All', 'Any', 'None', and 'of...'. The main title 'Smart Segmentation' is prominently displayed with a purple brushstroke underline. The rule builder consists of several segments:

- Segment 1: A shopping cart icon, 'Purchase', 'at any time', a person icon, 'last_name', and 'is set'.
- Segment 2: A document icon, 'viewed_latest_updates', 'at any time', and 'with all conditions'.
- Segment 3: 'Journeys', 'includes', and a dashed box containing 'Select journeys'.
- Segment 4: A person icon, 'first_name', 'is set', 'version_viewed', 'equals', and 'v1.5'.

**Understand
and Iterate!**

FALL 2024

Brand Affinity Reporting



Expand Audience Reach

WINTER 2024

t to give you a big warm
e to Fiterable with this 10%
on to be used with your
chase!

Ok, but WhatsApp is coming to
lterable?!? HYPE

Sign me up

11:55 PM



WhatsApp

leggings for every activity!
ow how you like to move
send you a 20% code to
e!

9.41 AM

Yoga! Wow this
cool way to rep

Session Tracks

Marketing Strategy and Leadership

Marketing is the function with the most diverse skillsets. There are strategists, creatives, engineers, data scientists, analysts, event planners, and so much more.

Putting It Into Practice

Marketing is the name; personalization is the game. The “Practice Makes Personal” track focuses on the “how” of marketing.

Community and Collaboration

We’re all in this together. Marketing is a vast, welcoming community of professionals experimenting and finding new, inventive ways to develop deep relationships with customers.