



Maximize Outcomes Using AI as a Multiplier

Speakers



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Group Product Manager



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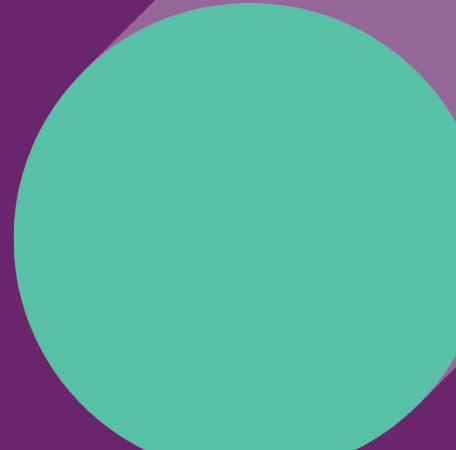
Product Marketing Manager

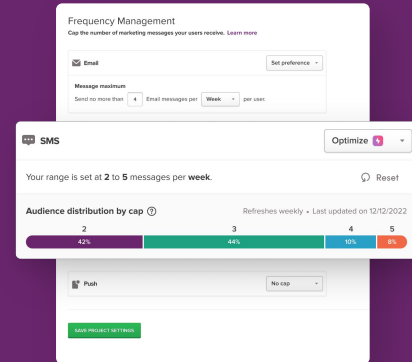
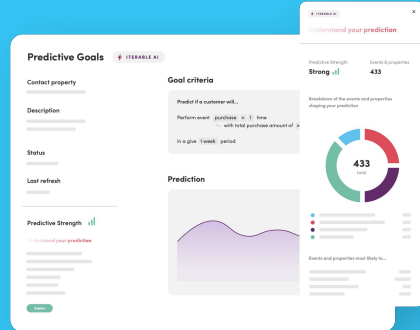
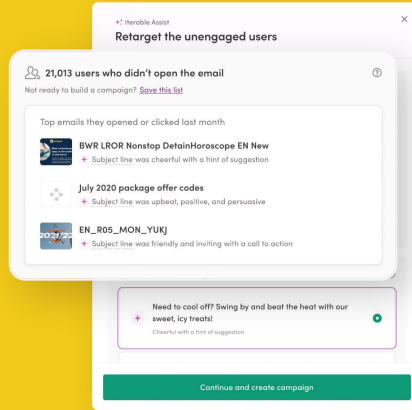
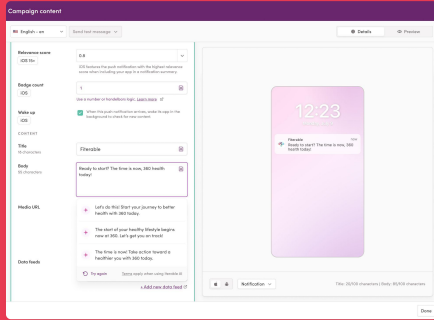


Agenda

- 01** Defining the AI Landscape
- 02** Multiplying Effects
- 03** Evaluating Impact

Defining the AI Landscape





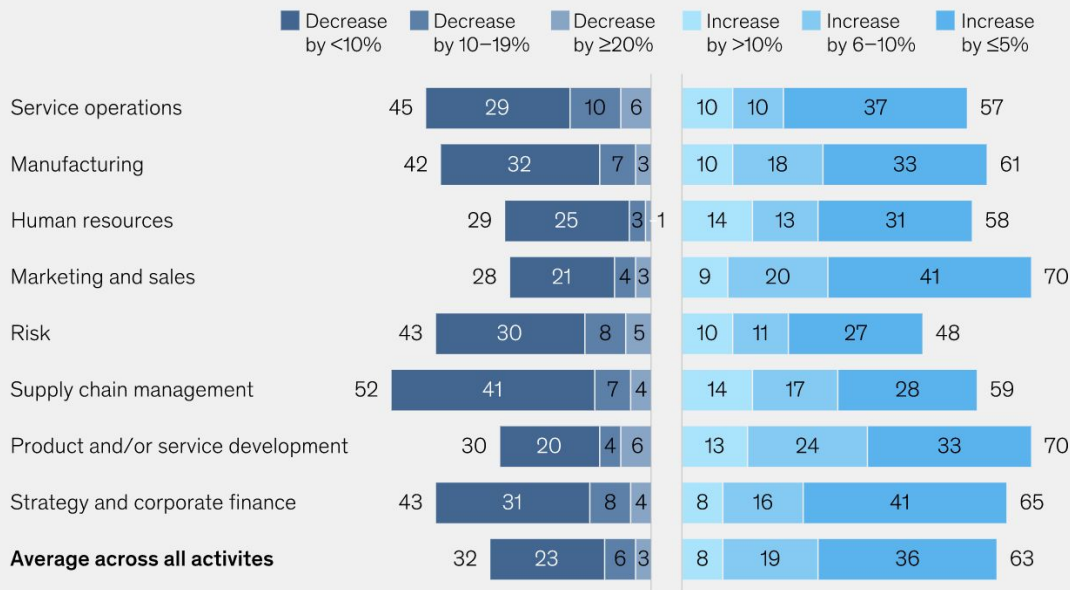
What is AI?

An Insight & Data Intelligence Tool

- 'AI' is defined as a (partially/fully) automated computing system that can take in external information and perform a task.
- Artificial intelligence doesn't need to mimic human behavior
- Multiplying effect requires a clear problem definition, strategy, and iterative evaluation

Emerging Trends & Outcomes

Cost decrease and revenue increase from AI adoption in 2021, by function, % of respondents¹



¹Question was asked only of respondents who said their organizations have adopted AI in a given function. Respondents who said "no change," "cost increase," "not applicable," or "don't know" are not shown.

Emerging Trends & Outcomes

AI is streamlining repetitive and time-consuming tasks – freeing time for Marketers to focus on high-level strategy and creative efforts.

47%

Of Marketers consider **working efficiently** as the top draw for using AI at their jobs
([Wakefield Research](#))

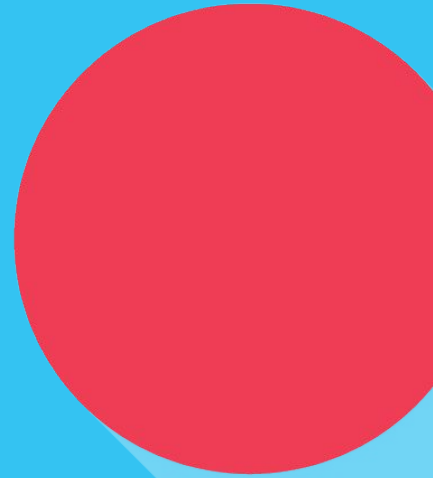
15%

Potential **increase in marketing productivity** due to gen AI
([McKinsey](#))

51%

Of Marketers identify efficiency improvements as a **top ROI metric for AI**
([Wakefield Research](#))

Multiplying Effects



Improve Decision-Making



Strategic Insights

Leverage AI-driven recommendations & guidance

- Prioritize your attention with differentiation between signal vs. noise
- Combine AI-driven recommendations with automation



Cost Saving

Spend money where it'll have the greatest impact

- Predict which audiences may have a higher likelihood of converting
- Assess which types of content resonate more/less with your user

The screenshot displays the Iterable 'Next Best Action' interface. At the top, it shows the campaign name 'Ice cream promo' and its status 'Finished'. Below this, there are buttons for 'View campaign', 'Export events', and 'Share'. A dropdown menu indicates 'Viewing metrics recorded From the start of the campaign'. The main section is titled 'Next Best Action' and contains a card for 'Retarget unengaged users with a new campaign'. This card includes a 'Create campaign' button and a list of top emails opened by unengaged users. The list includes:

- 21,013 users didn't open the email**
- Top emails they opened or clicked last month:**
 - BWR LROR Nonstop DetainHoroscope EN New**: Subject line was cheerful with a hint of suggestion.
 - July 2020 package offer codes**: Subject line was upbeat, positive, and persuasive.
 - EN_R05_MON_YUKJ**: Subject line was friendly and inviting with a call to action.
- Recommended subject line:** 'Need to cool off? Swing by and beat the heat with our sweet, icy treats!' (Cheerful with a hint of suggestion).

At the bottom of the interface, there is a green button labeled 'Continue and create campaign'.

Located in Campaign Analytics

Improve Decision-Making

Strategic Insights



Next Best Action

- **What It Does:**
 - Surfaces Audience-Content Insight
 - Simplifies retargeting efforts for blast campaigns
- **Key Benefits:**
 - Increased campaign engagement & retention/re-engagement
 - Automated campaign creation

REDFIN.

+72% lift in seller reactivation, +15% lift in buyer activation, and +9% lift in conversion for agent meetings booked through Predictive Goals

Goal criteria

Predict if a customer will...

Have property **select contact property**

in a given 1 month period

Search contact properties...

Age	Long
Email address	String
First name	String
Last name	String
Subscriber	Boolean
Total purchases	Long

Prediction

Contact selection

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

Probability

Percentile

155,303 contacts selected
6.2x more likely to convert than avg.
Approx. 13K conversions predicted

[View selection in segmentation](#)

Improve Decision-Making

Cost Saving



Predictive Goals

- **What It Does:**
 - Utilizes valuable, first-party data to identify and predict each customer's likelihood to achieve a specific goal.
 - Build audiences based on their likelihood to convert on your goals.
- **Key Benefits:**
 - Outcomes driven by conversion and action
 - Optimize consumer lifecycles
 - Personalization to influence future behavior

Streamline Orchestration



Optimized Delivery

Make each send count and provide personalized orchestration to improve performance

- Reach users on the channels that matter most - avoid over messaging & avoid unsubscribes
- Automate decisions like send times and frequency to reduce level of effort



Reduce Level of Effort and Time

Automate repetitive tasks and iterate quickly

- Reduce time with repetitive tasks like journey building
- Support for creative efforts with copy suggestions

Streamline Orchestration

Optimizing Delivery



Frequency Optimization

- **What It Does:**

- Identifies the ideal frequency limit for each user, per channel. Marketers can provide their preferred capping range, Iterable AI identifies the optimal limit.

- **Key Benefits:**

- Frequency personalization on the user level
- Reduce unsubscribes and avoid over messaging

Frequency Management
Cap the number of marketing messages your users receive. [Learn more](#)

Email Set preference ▾

Message maximum
Send no more than Email messages per per user.

SMS Optimize ⚡ ▾

Your range is set at **2** to **5** messages per **week**. Reset

Audience distribution by cap ? Refreshes weekly • Last updated on 12/12/2022

Cap	Percentage
2	42%
3	44%
4	10%
5	8%

Push No cap ▾

[SAVE PROJECT SETTINGS](#)

Frequency Optimization details are surfaced in the User Profile field.

Reduce Time & Effort



Journey Assist

● What It Does:

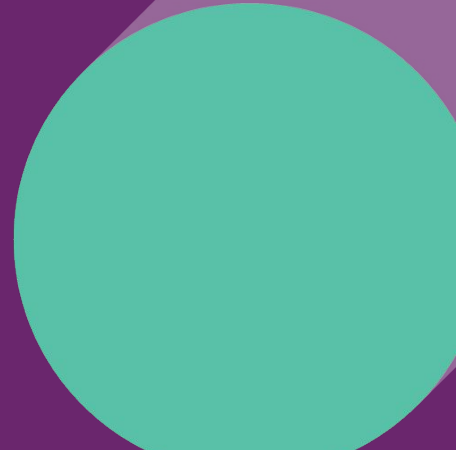
- Provides time-strapped marketers with an unrivaled level of AI-powered assistance to simplify journey creation.

● Key Benefits:

- Reduce level of effort with AI-generated journey builds and go from prompt to journey tiles in seconds
- Edit existing journeys with AI recommended journey tiles

The screenshot displays a user interface for creating a marketing journey. The main workspace shows a flowchart with several tiles: 'Start when API call', 'Delay 1 day', 'Got a subscription?', and two 'Email' tiles. A 'Generate journey' panel on the right contains a text prompt: 'Create a journey for a welcome series that' followed by bullet points: 'Triggered via API', 'Delay 1 day', 'Splits subscribed users', 'Sends a welcome email after 24 hours', and 'Sends a follow-up after 2 days'. Below the prompt are buttons for 'Send follow-up', 'Split users', and 'After delay', along with a character count '162/200 characters' and a 'Generate & replace' button. The interface also includes a sidebar with various action buttons like 'Note', 'Tiles', 'Messages', 'Email', 'Push', 'SMS', 'Web Push', 'In-App', 'Channel Optimization', 'Delay', 'Time delay', 'Hold until', 'Filters and flow', 'Yes/no split', 'AB split', 'Attribute split', 'Send to workflow', 'User updates', 'Add to List', 'Remove from List', 'Update user', and 'User profile'. At the bottom, there are buttons for 'Exit rules', 'Test journey', 'Publish', and 'Save draft'.

Evaluating Impact

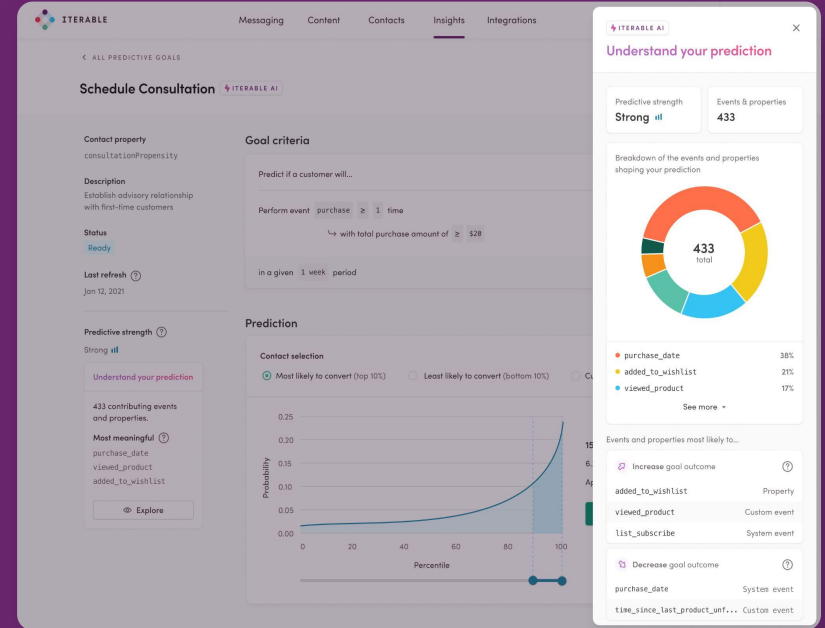


Understanding AI Outputs

Explainable AI

Explainable AI (XAI) is a set of tools and frameworks to help users understand and interpret AI outputs.

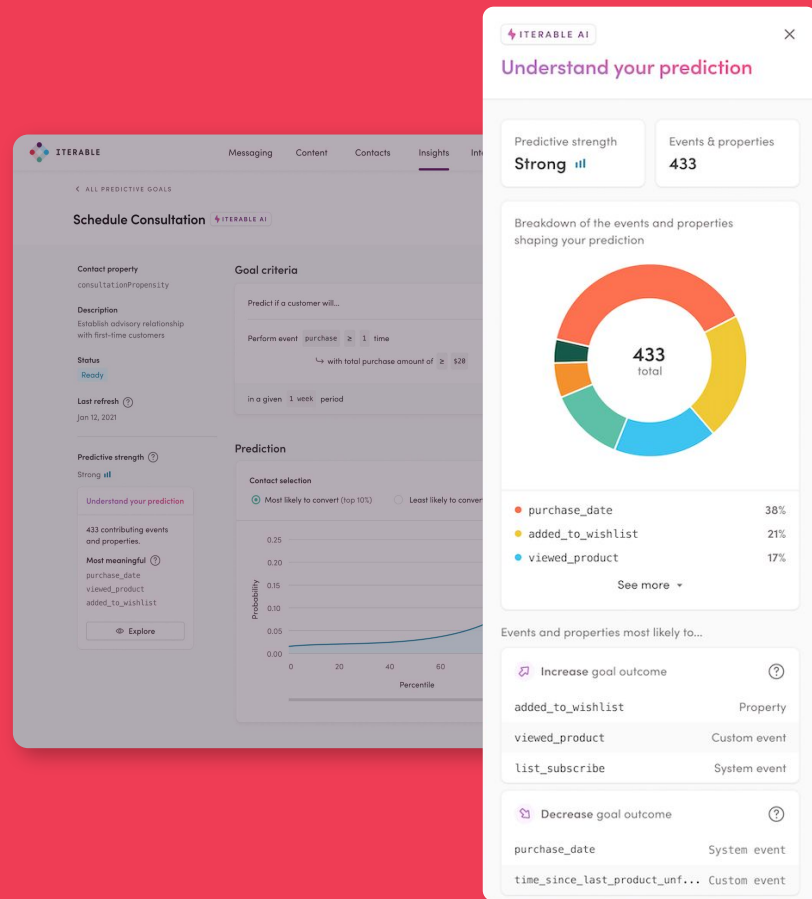
With the number of areas AI continues to integrate into a variety of products and services, it's critical to use XAI to debug, understand performance, and help end users to recalibrate usage along with the criterias configured.



Explainable AI For a More “Glass-box” Experience

Go beyond prediction and get actionable insights into your goals

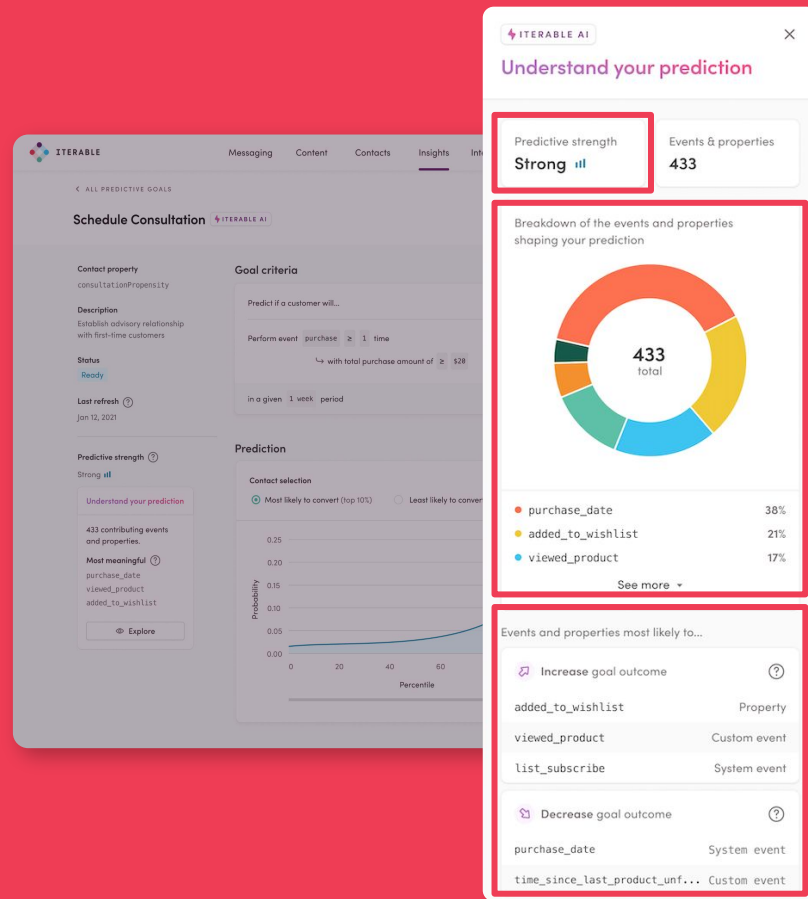
- Assess the quality and reliability of your goal using **Predictive Strength**
- **Gain insights and understand the behaviors that drive** your prediction, ranked in order of importance
- **Receive Actionable Insights** into correlated variables that make your outcomes more or less likely to occur
 - **Uncover new data relationships** and utilize these insights for experimentation



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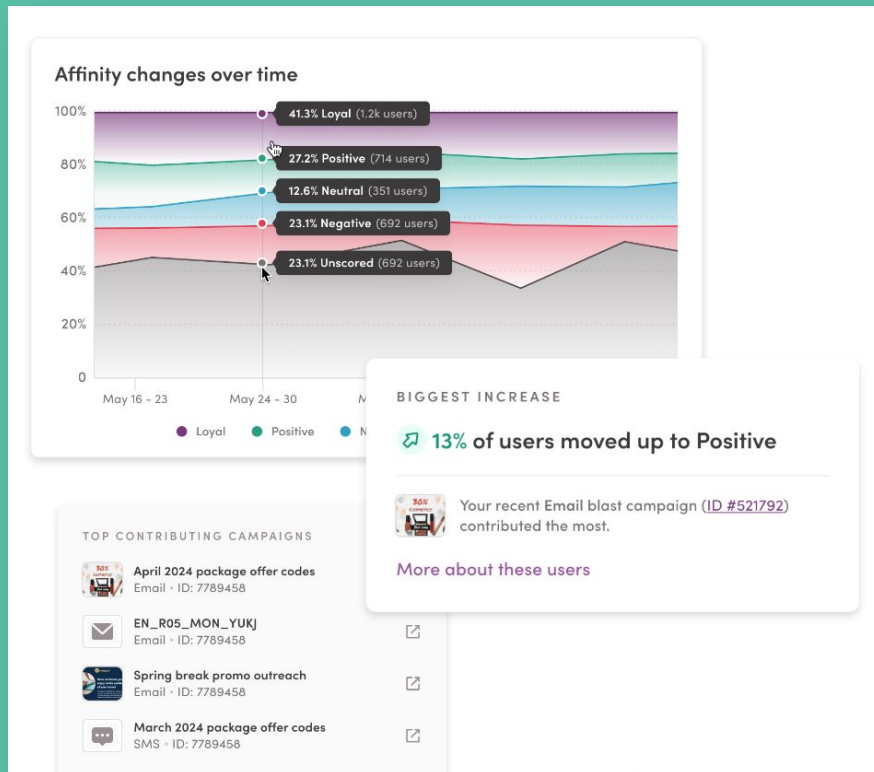
Visibility into AI Impact and Outcomes

AI Reporting

AI reporting shows how AI affects outcomes, making it crucial for evaluating AI products.

It helps track performance over time, linking to key indicators and business metrics.

It can also serve as a communication tool to ensure that stakeholders understand the value of AI and where it aligns with business goals.

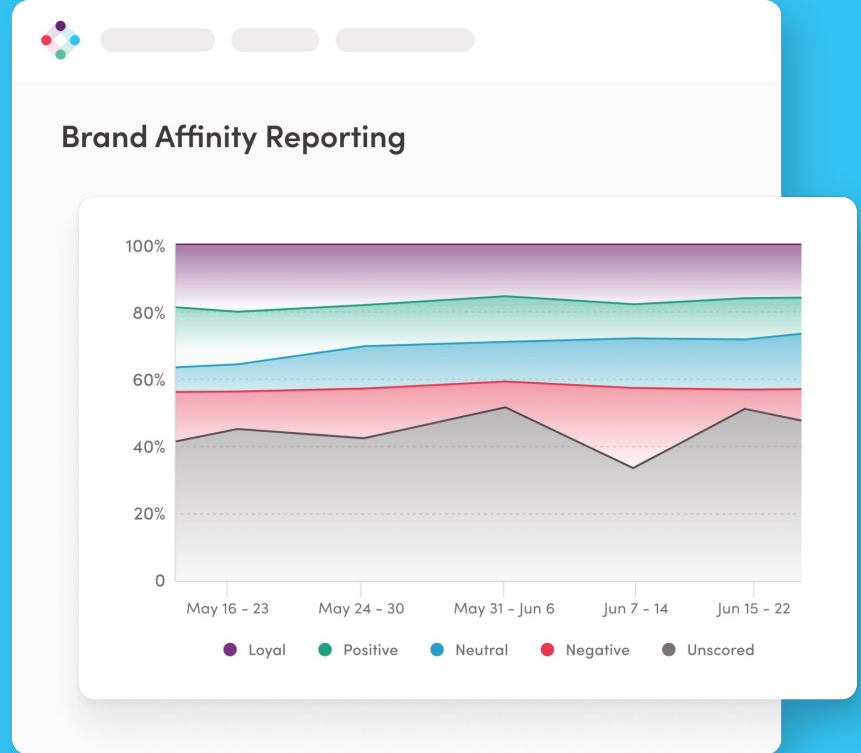


Brand Affinity Reporting

Measure, Understand, Act with strategic insights on Affinity

Brand Affinity automatically determines a customer's engagement and affinity labels based on brand sentiment. With **reporting for Brand Affinity**, marketers will unlock deeper insights and analysis across their users at an aggregate level.

- Understand **Brand Affinity at an aggregate, campaign level**
- **Visualize changes** over time, and what **campaigns signal influence** on these shifts and changes
- Reporting will be available in Iterable and **exportable as a CSV**



Continuous Learning & Iteration

Experiment

While it's widely understood that experimentation is crucial in AI, there's more to share with how AI can multiply the effectiveness of experiments.

AI and experimentation seamlessly complement each other in analyzing data, optimizing processes, personalizing interventions, and fostering iterative learning.

For this section, we look to explore ways in which AI can facilitate more efficient experiments, enable you to gain deeper insights, and accelerate discovery.

The screenshot displays a user interface for configuring an experiment. It is divided into two main sections: 'Variant setup' and 'Settings'.

Variant setup: This section contains two variant cards. The first card, labeled 'A', is titled 'Fall into savings (Control)' and has a subject line 'Fall Into Savings 🍂🌟 Up to 50% off all footwear'. The second card, labeled 'B', is titled 'Variant B' and has the same subject line. A dropdown menu is open over the 'Variant B' card, showing three options, each with a plus icon and a leaf emoji: 'Celebrate autumn with up to 50% off all footwear 🍂', 'Step into fall with up to 50% off all footwear 🍂🌟', and 'Autumn sale! Up to 50% off all footwear 🍂🌟'. Below these options are buttons for 'Add all 3 as variants', 'Try again', and 'Terms apply when using Iterable AI'.

Settings: This section is partially visible and includes an 'AUDIENCE' section with a table showing a test group 'A' with '100%' and '~532k' members. Below this is a 'Holdout' section with a checkbox and the text 'Add holdout group (?)'.

Copy Assist in Experiment

Copy Assist for Experimentation:

- **Generate new copy suggestions** based on control or marketer created content
- **Select an alternative** suggestion to further refine the content you are testing
- Test multiple copy suggestions through **automated variant creation**

The screenshot displays an experiment configuration interface. At the top, under 'Variant setup', there is a control variant 'A' with the subject line 'Fall into savings (Control)' and the text 'Fall Into Savings 🍂🌟 Up to 50% off all footwear'. Below this is 'Variant B', which currently has the same subject line as the control. A dropdown menu is open over Variant B, showing three alternative suggestions, each with a plus icon and a star icon: 'Celebrate autumn with up to 50% off all footwear 🍂🌟', 'Step into fall with up to 50% off all footwear 🍂🌟', and 'Autumn sale! Up to 50% off all footwear 🍂🌟'. Below the suggestions is a button 'Add all 3 as variants' with a plus icon. At the bottom of the dropdown is a 'Try again' button with a refresh icon and a link 'Terms apply when using Iterable AI'. In the background, the 'Settings' section is partially visible, showing 'AUDIENCE' with a table for 'Test group' (100% ~532k) and a 'Holdout' section with an 'Add holdout group' button and a help icon.

Recap

Defining the AI Landscape

- An Insight & Data Intelligence Tool
- To achieve multiplying effect lies in the evaluation of where / how this technology fits into process and strategy.

Multiplying Effects

- Improved Decision-Making
 - Cost Saving
 - Strategic Insights
- Streamline Orchestration
 - Optimized Delivery
 - Reduce Effort & Time

Evaluating Impact

- Explainable AI
 - Understanding AI Outputs
- AI Reporting
 - Visibility into AI Impact and Outcomes
- Experimentation x AI
 - Continuous Learning & Iteration



ITERABLE

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