



# **How to Build the Perfect Personalized Customer Journey**



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**care.**



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## Our Agenda

- 01** About Ellen
- 02** About Care.com
- 03** Journey Building in Iterable!
- 04** Live Q&A

## About

# Ellen Rockdale

Senior Manager, CRM and Lifecycle

## Professional Notes

- I'm currently leading the Marketing Operations team at Care.com
- Previously, I managed marketing operations teams at Lyft and Afterpay
- I've been a member of the Iterable Marketing Masters program for the past 2 years

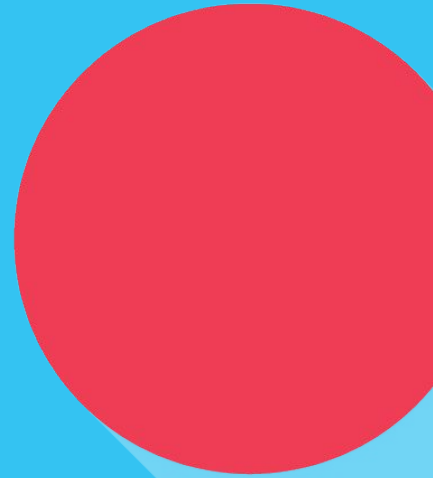


# About Care.com

- Care.com is a dual-sided marketplace where families can find background-checked caregivers like nannies, senior caregivers, and pet sitters, and caregivers can find one-time and long-term caregiving jobs.
- Over four million families trust Care.com, and a match is made every 10 minutes on our platform.

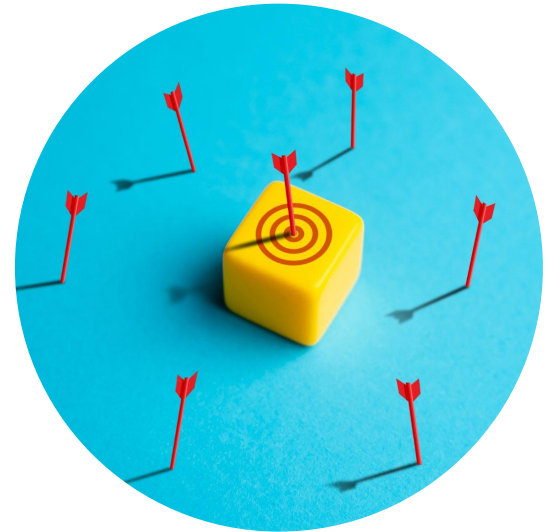


# About Our Instant Book for Pet Care Journey



# The Challenge

- We introduced Instant Book for Pet Care as a new product feature last year, but it had low awareness and adoption since it was a brand-new product
- Of the users who entered the Instant Book for Pet Care flow, we saw a 36% bounce rate after the first page, where users entered their booking details
- **How can we retarget these users who dropped off the request flow with a timely, targeted message to convince them to finish their booking?**





# The Solution

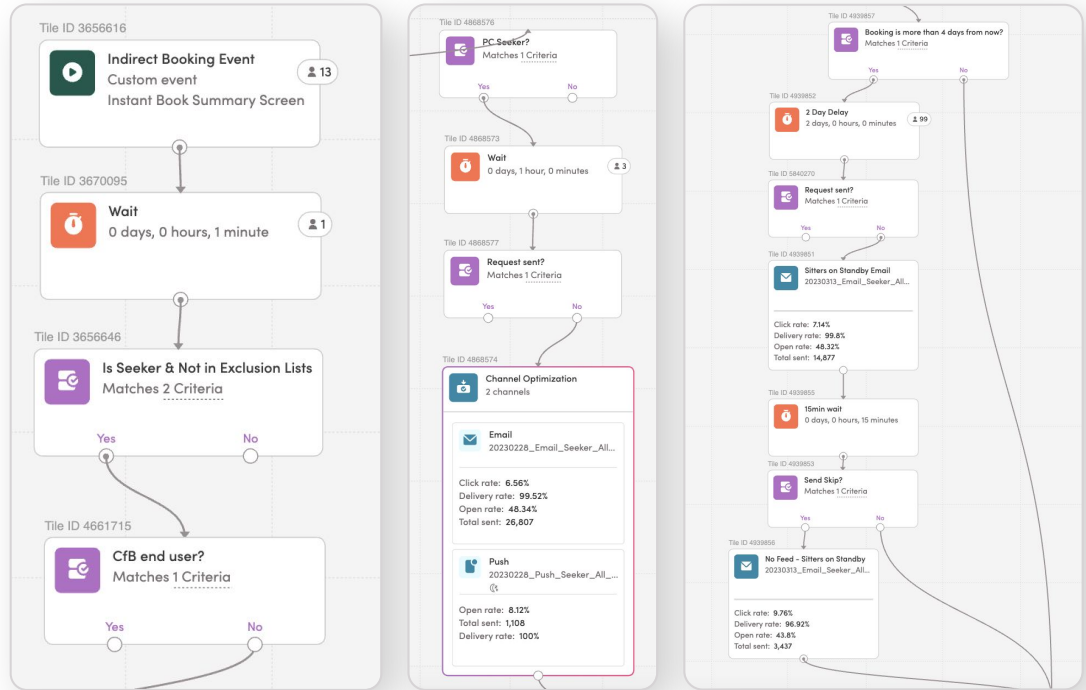
## Here's what we did...

- Worked with engineering team to create a new custom event in Iterable called 'Instant Book Abandon'
  - In order to personalize our messages, we made sure this event captured the user's request details, like booking date and pet's name
- We created a multi-touch and multi-channel journey that sent follow-up comms one hour post-abandon, two days post-abandon, and one day before booking start date



# The Solution

- New **Custom Event** as entry event for journey, so users enter as soon as they abandon
- Use **Yes/No Tiles** throughout journey to make sure these users fit our criteria, and to make sure they didn't complete their booking before we send them follow-up comms
- Use a combination of **Static and Dynamic Time Delays** to space out comms
- Use **Channel Optimization** to intelligently target these users on their most active channel





# Iterable + Care: Data Analysis

- Overall, the users in the test group that received our follow-ups had **10%+ higher conversion rate** than the holdout
- We saw a **31% increase** in push engagement rates after adding Channel Optimization to our Journey

**Let's have some  
fun with it!**



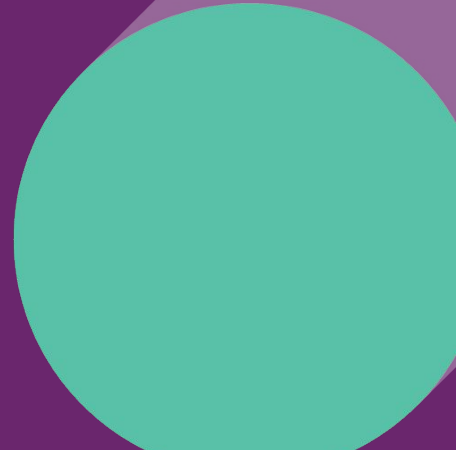


# New Journey Capabilities

Further enhancing a strong workflow

- Tilesets
- Hold Until Tile
- Channel Optimization
- Predictive Goals
- Experimentation with Copy Assist
- Exit Rules

# Live Demo





**THANK YOU!**



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