



# **Engage More And Save Time**

Easily Craft Native Embedded Messaging  
to Drive Customer Engagement

## About Me

# Jeremiah Runser

Head of Marketing, Sandboxx

For the past 13 years, I've been driving revenue and building brands people love. My career has spanned everything from brand to demand including creative projects, marketing ops, product marketing, revenue operations, lifecycle marketing and more.





## Agenda

- 01** Intro & Overview *(5 min.)*
- 02** The Sandboxx Journey *(10 min.)*
- 03** Take Back Control *(5 min.)*
- 04** Q&A *(10 min.)*



# 96%

of marketers say messaging personalization  
leads to repeat business



94%

say it increases sales...

## The Disconnect

Yet, only **35%** feel customers get a personalized experience with their brand.

Email is the OG

**87%** of marketers plan to maintain or increase email usage in 2024. But, *email is not enough.*

The Struggle is REAL

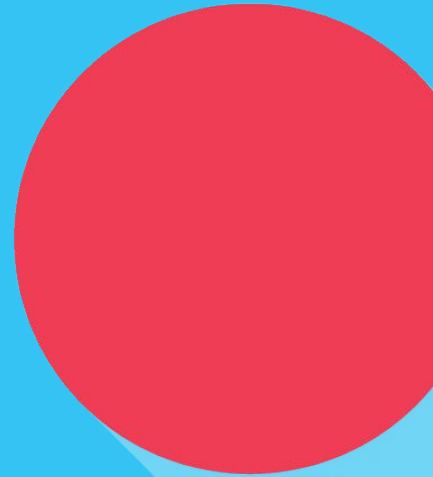
And we, as marketers, need (want?)  
**ownership** of each channel.





Meet your  
new *best friend*.

**Embedded Messaging.**



What is it?

# Embedded Messaging

## In a Nutshell

Populate native, personalized content (created in Iterable) embedded directly into your product.

Target multiple locations of your app.

Fully dynamic messages are displayed or removed based on relevance to individual users in real-time.

- Hero banners
- Scrolling Carousels
- Scrolling Feeds
- Info Boxes

Media layout ⓘ  Right

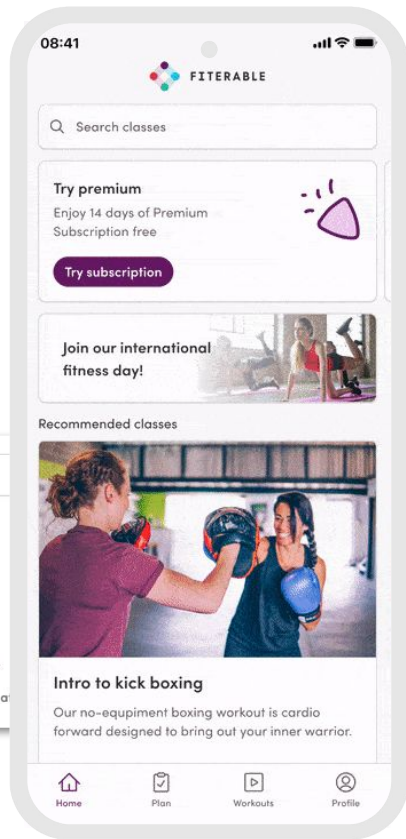
Type

Banner  
Only one message will display at once

Carousel or feed  
Multiple messages display at once

Campaign limit

Up to  campaigns at a time  
The number of campaigns this placement can display at once





**29,384,042**

Messages sent in 2023



## Email Results (2023)

**Sends**

**11.2m**

uniques

**Delivery Rate**

**98.4%**

average

**Click Rate**

**2.48%**

average



## Embedded Messaging Results (2024)

**Retrieved**

**4.55m**

uniques

**Impressions**

**2.71m**

average

**Click Rate**

**15.82%**

average

A little louder for the people in the back...

15.82%

**538%**

Improvement vs. email only



## How is Sandboxx using Embedded Messaging?

### 1 **Onboarding & Activation**

Promoting first purchase to decrease TTV and optimize for higher LTV

### 3 **Targeted Promotions**

Cross-sell and upsell campaigns defined by user purchase behavior

### 2 **Sequential Content**

Unlocking weekly training updates based on user field updates

### 4 **Partner Advertising**

Monetizing a specific content modal for promoted content with advertisers

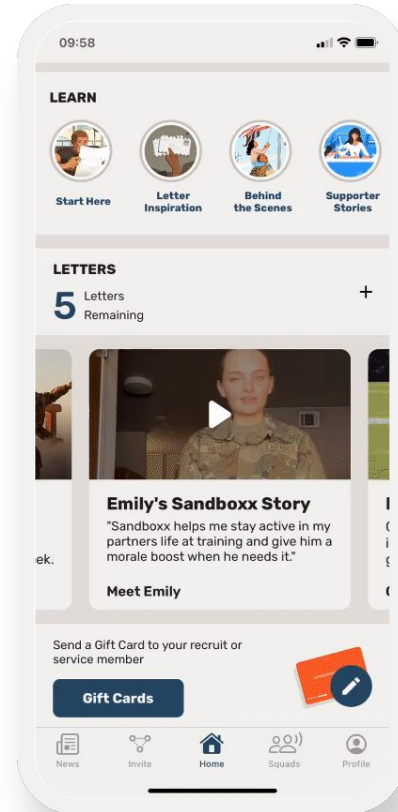


## Use Case

# Onboarding & Activation

## Social Proof & How-to's

This is used to expand product knowledge and increase advocacy through social proof.



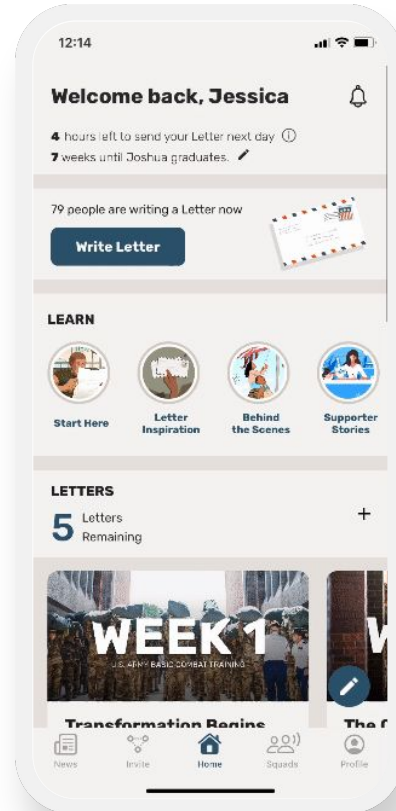
## Use Case

# Sequential Content

## Weekly Training Updates

This content is hosted on web, and parsed from a data feed to display across all devices in real-time. It's unlocked by changes to:

{{*etterRecipient.trainingWeek*}}



## Use Case

# Promotions

## Targeted & Timely

Meet your customers where they are.  
No need to send a promotion and hope that the 2-4% that click will make a purchase.

They're already in the app—make it SUPER easy for them to convert.



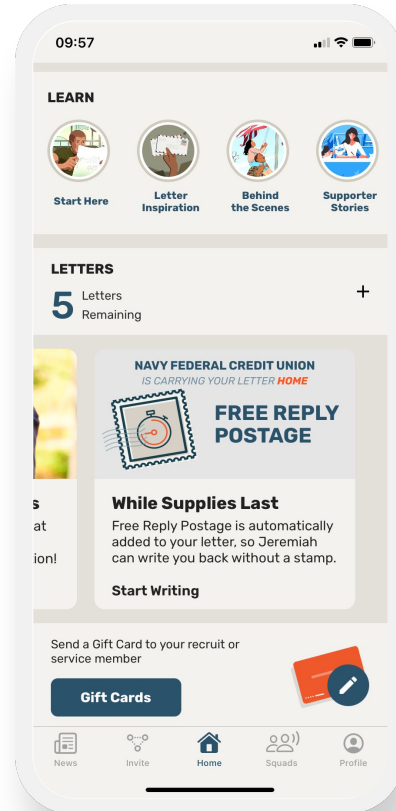
## Use Case

# Partner Advertising

## Promoted Content

WAY better than traditional “sponsored content”. Delivered natively, this can easily mimic the look and feel of your brand and help meet advertiser impression goals.

Set the display priority based on the campaign goals.

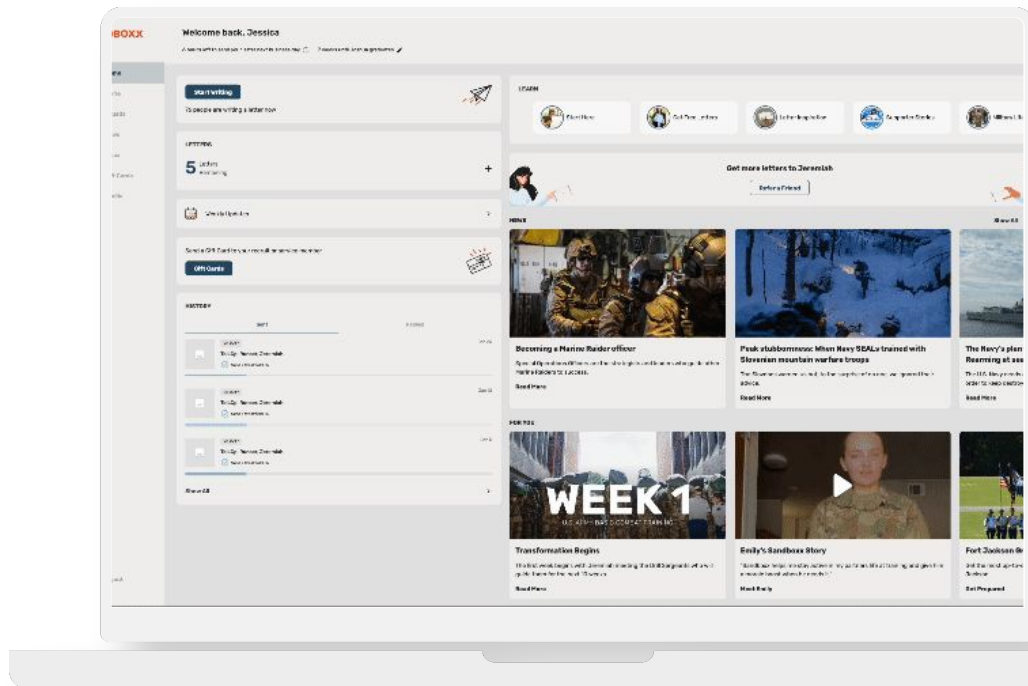


## Use Case

# And, On Web!

## All Clients, All At Once

No more waiting for the next release to get something in front of customers. When you update the message, the content updates in real time.



But, what about  
implementation?



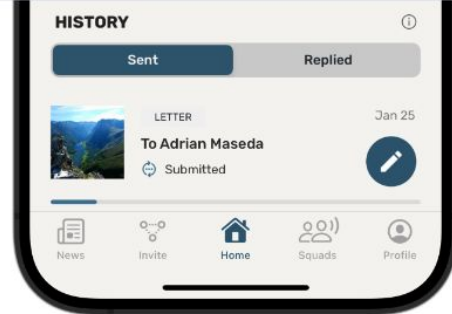
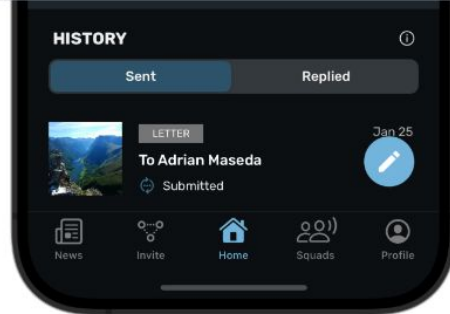
## Implementation

# Simple, and Seamless

Even for beta.

You're the guide—*engineering is the hero*.

And I'd be remiss to leave out the support team. They were extremely helpful through the entire implementation.



|   |         |
|---|---------|
| <b>tguidon</b> added 11 commits <a href="#">3 months ago</a>      |         |
| >  Add embedded message table view cell                           | 1a1d28a |
| >  Working towards Iterable preview                               | ed43449 |
| >  Placeholder for taps and full width cards                      | d950f13 |
| >  Peaking cell layout  | a4dd764 |
| >  Fix button to bottom left                                      | 3c5f4f9 |
| >  Move Iterable calls to protocol                                | ea36250 |
| >  Split default and button action                                | afb8db6 |
| >  Handle event tracking in Iterable                              | 22638de |
| >  Styling updates  | da2e440 |
| >  Support deep linking and fix .letters deep nav                 | 56ea15a |
| >  Update CHANGELOG   | 7b19bc0 |
| > <b>tguidon</b> added the <b>Ready For Review</b> label on Feb 1 |         |
| >  Update to prod Iterable Embedded Message release               | 8b6c9e3 |



## Feedback from the Team

**“Iterable's Embedded Messaging was easy to integrate with their existing product features.**

**Implementing mobile embedded messaging with custom components took 1-2 days to implement by one iOS engineer and one Android engineer.”**

**Taylor Guidon**

Senior iOS Engineer, Sandboxx





## Key Takeaways

### **Integrated Solution**

Everything you're already doing with Iterable, just better.

Multi-channel and omni-channel campaigns just got much better—and don't forget about attribution.

### **Robust Segmentation**

All personalization and content is derived from a single source (Iterable) allowing you more control over messaging and content delivery.

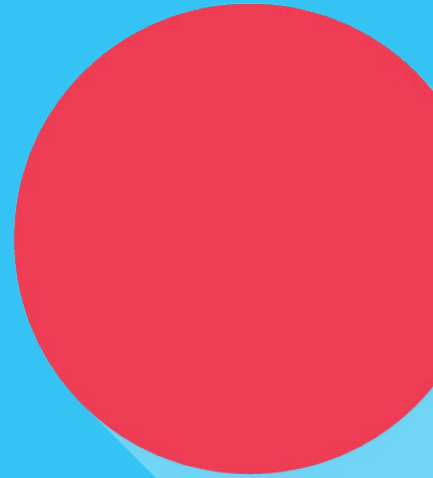
### **Easy to Implement**

The hard part was already done with the initial Iterable implementation.

Handling actions and URLs is a piece of cake since we already had that set up for In App Inbox.

It's API-driven, so we just ask for data, we get data, then we render it how we want.

**And most  
importantly...**





The background is a solid purple color. There are three large, semi-transparent circles: a cyan one at the top, a yellow one on the right, and a red one at the bottom. A diagonal line of a lighter purple shade runs from the top-left towards the bottom-right, passing through the center of the slide.

**Q&A**



ITERABLE

## Follow us!

Not everyone is a leader, be a follower.  
For marketing tips, tricks, and updates,  
scan to follow us on all social platforms.