

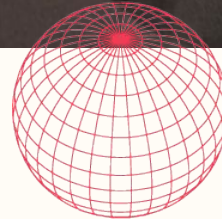


ITERABLE

+



MORNING **BREW INC.**



# Brewing a Strong Data Foundation: The Perfect Blend for Marketing Success

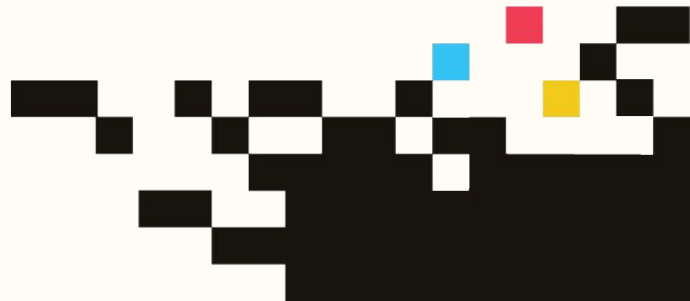
Erika Olsen | Senior Manager, Audience Operations



# Erika Olsen

Sr. Manager, Audience Operations

 **MORNING BREW INC.**



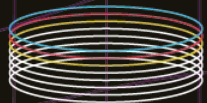
**Morning Brew Inc. is the most  
engaging business media  
company in the world.**

✕✕✕✕



Morning Brew Inc.

**We're the fastest growing media  
brand in our competitive set.**



*Listenfirst Feb. 2024 vs. Feb. 2023 (compared to Axios, Financial Times, WSJ, Forbes, Harvard Business Review, Reuters, and more).*





# Audience Team Goals & Objectives



**Driving Event  
Registrations**



**Growing  
Newsletters**



**Providing Value  
to Subscribers**



**Supporting  
Advertising  
Partners**



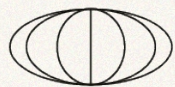
# Audience Team Goals & Objectives



**1. Who are we speaking to?**

**2. What are they interested in?**





**The answer is data.**







1

## User Profile Data



2

## Custom Events

# Standardized Profile Fields

Data points stored on user profiles in order to better understand who our audience is.

1

**Job Level**

2

**Job Function & Sub-Function**

3

**Company Name**

4

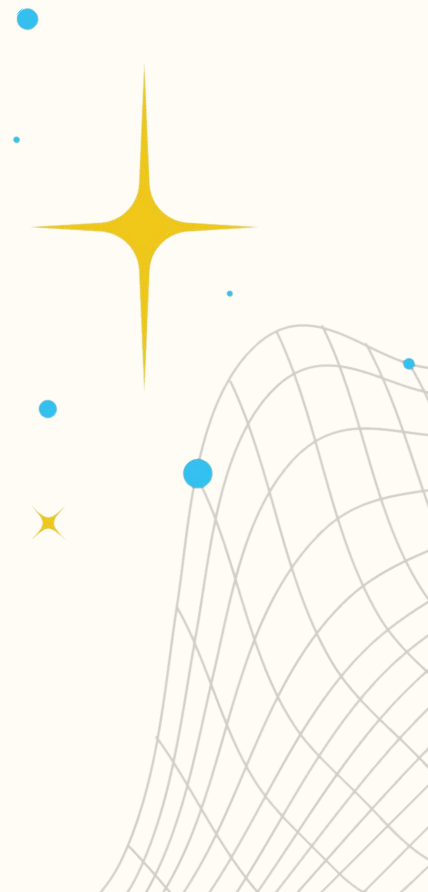
**Industry & Sub-Industry**

5

**Company Size**

6

**Zip Code**





# Erika Olsen

User Profile

1

**Job Level: Manager/Supervisor**

2

**Job Function & Sub-Function: Marketing, Marketing Ops/Tech**

3

**Company Name: Morning Brew Inc.**

4

**Industry & Sub-Industry: Media, Publishing**

5

**Company Size: Mid-Size: 100-499 Employees**

6

**Zip Code: 10011 → New York, NY**



A background image showing lines of PHP code on a dark screen, with a yellow border around the entire panel.

1

## User Profile Data

Who are we  
speaking to?

A background image of a smiling man in a blue shirt holding a smartphone, with a red border around the entire panel.

2

## Custom Events

What are they  
interested in?





# What's a Custom Event?

**Custom Events are the actions your users take outside of your marketing communications.**

- Events that you want to track and use in your marketing automations that aren't already captured by Iterable
- Can be sent to your project via API, Smart Ingest, or from an integration.
- Can be used to trigger journeys, create audience segments, and more.
- Allow for nested fields to provide more detail about the action.





**hightouch**





# Erika Olsen

Custom Events

1

**Newsletter Subscriptions: Morning Brew since June 2022, Marketing Brew since June 2022**

2

**Newsletter Engagement: Clicked in Marketing Brew 3/31/25**

3

**On-Site Pageviews by Topic: Viewed 3 articles tagged Data & Tech on marketingbrew.com in the last 7 days**

4

**On-Site Ad Engagement: Clicked a sponsored content ad on a Sports Marketing article**

5

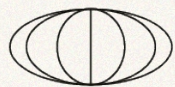
**Event Registrations: Registered for the upcoming Marketing Brew Sports Marketing Morning Event**

# Audience Team Goals & Objectives



- 1. Who are we speaking to? → User Profile Fields**
- 2. What are they interested in? → Custom Events**





**So, now what?**





# We all have to start somewhere.

## Before Iterable...

- Used Hightouch to move individual audiences from our warehouse to activation platforms
  - Needed to bug the Product team every time we wanted to add an attribute to segment on.
- Minimal email-automation capabilities.
- On-site activations were custom one-offs, meaning more work on the Product team's plate.
- Working in multiple platforms and accounts that couldn't communicate with each other.



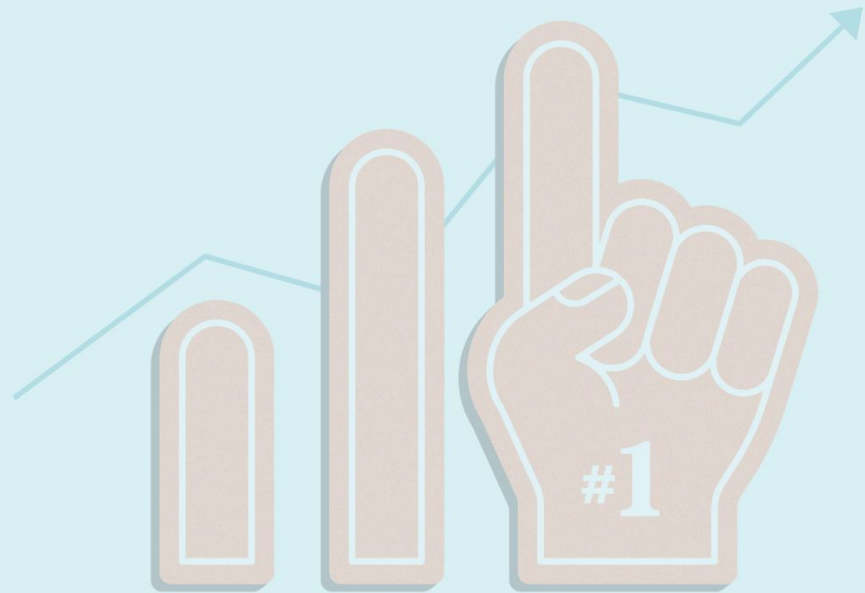


# Using Iterable to achieve our goals and objectives





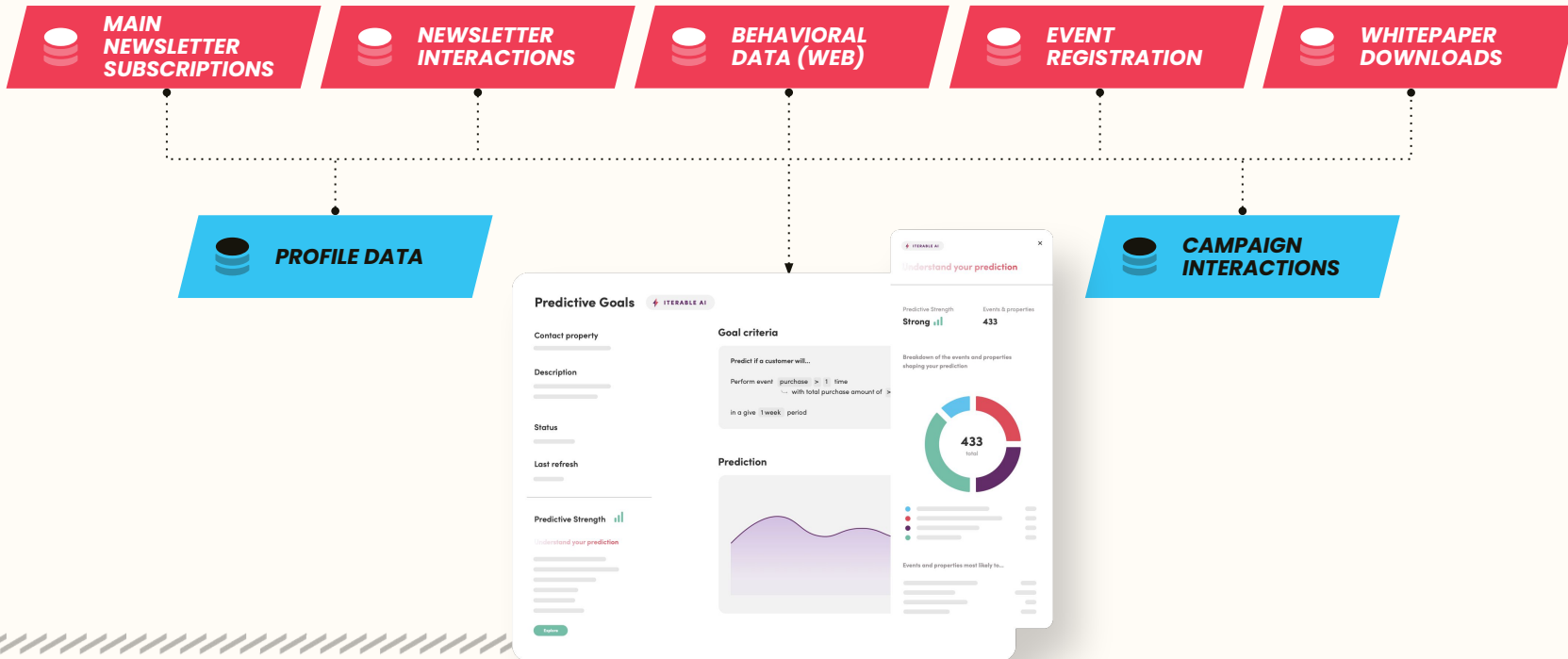
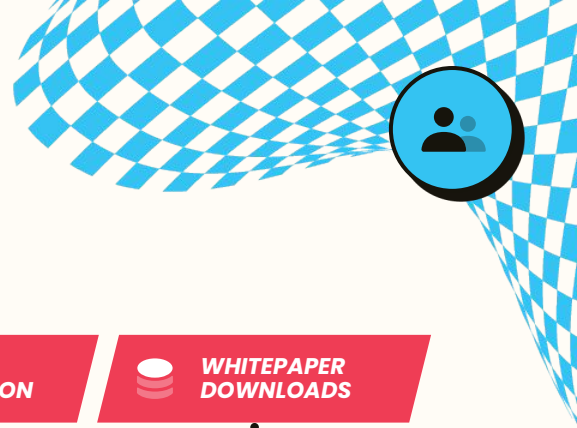
# **Driving Event Registrations with Predictive Goals and User Journeys**





# Establishing Predictive Goals

Unlock the power of Iterable AI.



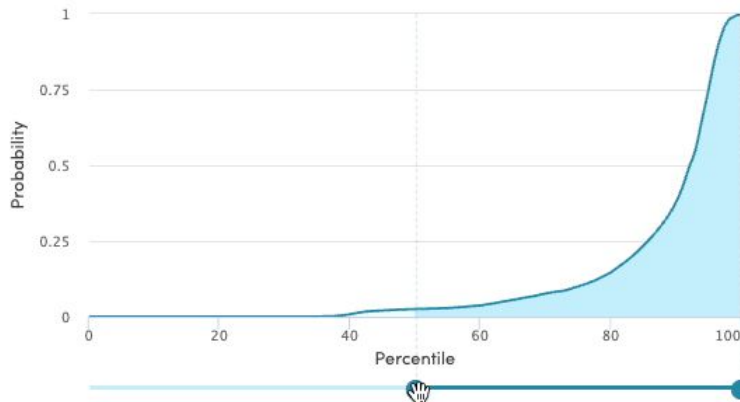
# Utilizing Predictive Goals

Explainable AI that improves outcomes.

## Prediction

### User Selection

☐ Most likely to convert (Top 10%) ☐ Least likely to convert (Bottom 10%) ☒ Custom Range 50 % - 100 %



5,000 users selected

1.95x more likely to convert than avg.

Approx 1.2K conversions predicted

[View selection in segmentation](#)

### Events and user fields most likely to...

[Increase goal outcome](#) ?

AccountCreated Custom Event

Purchase Purchase Event

BlogViewed Custom Event

[Decrease goal outcome](#) ?

CancelledOrders Custom Event

Unsubscribed Custom Event

MARKETING BREW

# The Sports Marketing Playbook: Mastering Fan Engagement and Experiences



April 8, 2025 • New York NY  
IN PERSON + LIVESTREAM

## Using Iterable AI to drive event registrations.



### Before Launch:

Create a Predictive Goal optimizing for event registrations.

### Build the List:

Use the registration propensity scores to create a target audience.

### Journey Start:

Identify if subscriber is local to NYC.

### Email 1:

Send an email promoting either the livestream or in-person event  
using **Send Time Optimization**.

### On-Site Retargeting

Follow up with readers who haven't registered yet via Embedded Messaging

### Email 2:

After 2 days, send a final email with a discount offer  
using **Send Time Optimization**.

MARKETING BREW

# The Sports Marketing Playbook: Mastering Fan Engagement and Experiences



April 8, 2025 • New York NY  
IN PERSON + LIVESTREAM

## Using Iterable AI to drive event registrations.



### Email 1:

Send an email promoting either the livestream or in-person event **using Send Time Optimization.**



Hi there marketing fanatics,

Sports marketing is changing faster than a buzzer-beater three, and if you want to stay ahead of the game, you need the right playbook.

Join **Marketing Brew** in NYC for [The Sports Marketing Playbook: Mastering Fan Engagement and Experiences](#) —a live, in-person deep dive into how brands, teams, and leagues are winning over fans in 2025 and beyond.

[Reserve Your Seat](#)



Hi there game changers,

The rules of sports marketing are changing faster than a star athlete in free agency. The best game plan for staying ahead? Joining Marketing Brew for [the biggest sports marketing event](#) of the year (that you can attend from literally **anywhere**).

On **April 8**, tune in virtually (or in-person) for [The Sports Marketing Playbook: Mastering Fan Engagement and Experiences](#), where top brands, league execs, and industry pros will break down the strategies shaping the future of sports marketing.



MARKETING BREW

# The Sports Marketing Playbook: Mastering Fan Engagement and Experiences



April 8, 2025 • New York NY  
IN PERSON + LIVESTREAM

## Using Iterable AI to drive event registrations.



### On-Site Retargeting

Follow up with readers who haven't registered yet via  
Embedded Messaging



#### Lock in Your Spot!

You wouldn't leave a game before the final buzzer  
—so why miss out on The Sports Marketing  
Playbook event on April 8th? Bring your A-game  
and hear how top brands, league execs, and  
marketing pros view the future of fan engagement.

[Join the Roster](#)

### Email 2:

After 2 days, send a final email with a discount offer  
using **Send Time Optimization**.

MARKETING BREW

# The Sports Marketing Playbook: Mastering Fan Engagement and Experiences



April 8, 2025 • New York NY  
IN PERSON + LIVESTREAM

## Using Iterable AI to drive event registrations.



### Email 2:

After 2 days, send a final email with a discount offer  
using **Send Time Optimization**.



Hi there,

Elite teams adjust their strategy to win—consider this your play call. Streaming, NIL, and fan engagement are rewriting the sports marketing playbook in real time. If you want to stay ahead, you need the right game plan.

Good news: We're giving you **20% off** to make sure you don't miss out on *The Sports Marketing Playbook: Mastering Fan Engagement and Experiences*.

Use code **GAMEON20** at checkout to save on your **in-person or virtual ticket**.



Don't miss your shot—this offer won't last!

MARKETING BREW

# The Sports Marketing Playbook: Mastering Fan Engagement and Experiences



April 8, 2025 • New York NY  
IN PERSON + LIVESTREAM

## Using Iterable AI to drive event registrations.



### Results:

- **Above average** open and click rates on both the initial and follow up emails
- Drove approximately **20% of registrations** while contacting **less than 10%** of our total Marketing Brew subscriber audience

CFO **BREW**

HEALTHCARE **BREW**

HR **BREW**

IT **BREW**

MARKETING **BREW**

RETAIL **BREW**

TECH **BREW**



## Growing Newsletter Audiences with Data Feeds and User Journeys



# HR BREW

Powered By  MORNING BREW INC.

Thanks for being a member of the Brew community!

Since you indicated that you work in human resources, we'd like to introduce you to **HR Brew**: your go-to source of essential HR news.

From industry trends to expert insights, HR Brew's free weekday newsletter delivers the information you need to excel in your role and drive impactful change within your organization.

Interested in subscribing? Just click below.

Show me HR Brew!

Check out the latest updates:



#### Legislative lowdown: EEOC seeks to drop transgender discrimination cases

The EEOC has indicated it won't prioritize workplace bias cases filed by transgender individuals, but discrimination against LGBTQ+ employees remains illegal.

Read More



#### What benefits leaders should know about Trump's executive order to expand IVF access

The EO leaves certain issues that may be on the mind of benefits leaders unaddressed, such as eligibility and the question of fetal personhood.

Read More



#### Employees care less and less about workplace relationships, new research finds

Glassdoor's Adam Grant is worried about the impacts to well-being and performance.

Read More

## Marketing across the Ecosystem.

Utilizing dynamic content and automated user journeys to point subscribers to relevant verticals.

- Identify engaged subscribers of our daily newsletter
- Match them to an industry vertical based on their profile fields
- Send them an introduction to the new vertical including the three latest stories
- **Drove 15,000 new subscriptions in first 6 months - saving over \$100,000 in acquisition costs**



CFO BREW presents

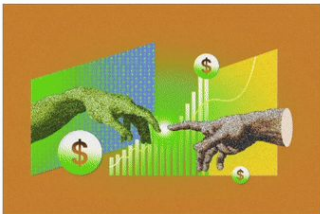
# THE ACCOUNTING EDITION

SPONSORED by



The weather isn't the only thing changing; the accounting profession is transforming at a fantastic pace. Take an exclusive first look below at three stories on navigating, and thriving in, accounting's evolution.

## What's Going On



### Building an accounting team's strategic chops

Edwine Alphonse, senior controller at Ramp, shares lessons from leading her team's transformation.

[Read the Article](#)

SPONSORED by BREX



### Under control

Old systems for planning, spending, and tracking company spend are disconnected and put accounting and finance teams on defense. But there's a better way. Brex is an AI-powered spend platform built to help accounting and finance teams [make every dollar count](#) with proactive controls, powerful automation, and high-value rewards.

[Learn more](#)



**Providing Subscriber Value by  
Giving Readers More of the  
Content They Love.**

MARKETING **BREW** presents

## THE SPORTS MARKETING EDITION

RETAIL **BREW** presents

## THE E-COMMERCE EDITION

CFO **BREW** presents

## THE ACCOUNTING EDITION

HR **BREW** presents

## THE INCENTIVES EDITION

RETAIL **BREW** presents

## THE STORES EDITION

MARKETING **BREW** presents

## THE INFLUENCER EDITION

IT **BREW** presents

## THE CYBERSECURITY EDITION

HEALTHCARE **BREW** presents

## THE TECH EDITION

TECH **BREW** presents

## THE AI EDITION

# Giving readers more of the content they love.



Automatic subscription to topic-specific publications, based on past engagement.

- Identify subscribers who have recently engaged with a topic based on our Pageview Custom Events.
- Utilize a user journey to check the engaged list on a weekly basis and add new subscribers to the Sub-Pub mailing list.
- Managed by our Audience team and sent via Iterable to allow for flexibility.
- Creates a new outlet for content and new advertising inventory.





# Promising Early Results

**9**

**Publications Launched  
in First 6 Months**

**45-55%**

**Average Unique  
Open Rate**

**4-5%**

**Average Unique  
Click Rate**

**2%**

**Average Unique  
Ad Click Rate**



## **Supporting Advertising Partners and Driving Revenue with Multi-Channel Products**



# Helping our advertising partners reach the right audiences.



## Audience Intent Journeys

- Retargeting readers who have engaged with a client's newsletter placement via on-site and social messaging
- Following up with potential leads with messaging tailored to their engagement level



## Target Audience Journeys

- Building awareness of the client within their target audience with activations across our ecosystem



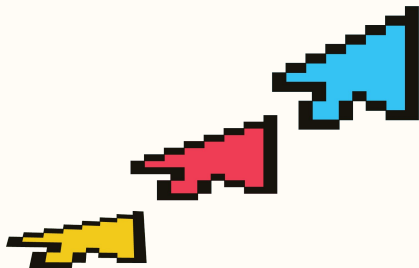
## Full Topic Ownership

- Allowing a client to align with our expert reporting to establish themselves as thought-leaders in a specific topic or field
- Retargeting readers who have engaged with the content on all channels to drive brand awareness for the client



# You're Ready!

Best practices to keep in mind on your data journey.



**Keep your data clean and consistent.**



**Avoid fragmentation for seamless campaign execution.**



**Take advantage of AI features and learnings**

# ***WE'D LOVE YOUR FEEDBACK***

Here's how to fill out the session survey:

1. Download/Open the Activate app
2. Toggle to the **Agenda** tab
3. Tap on this session
4. Scroll to **Engagement** and tap **Survey**

## **BONUS**

Complete the survey to earn points you can redeem for prizes at **The Market @ Activate!**



**RECORDING WILL BE  
AVAILABLE ON APRIL 10TH!**



**Thank you!**