



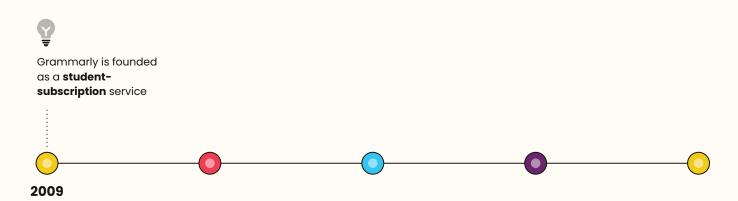






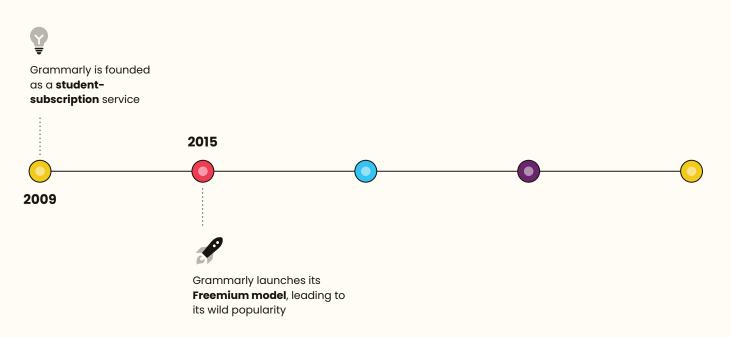


A walk down memory lane



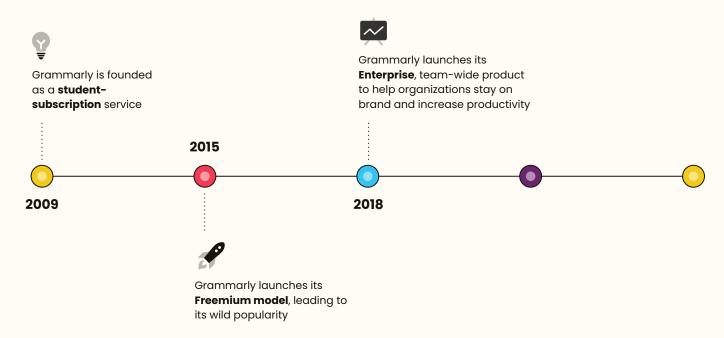


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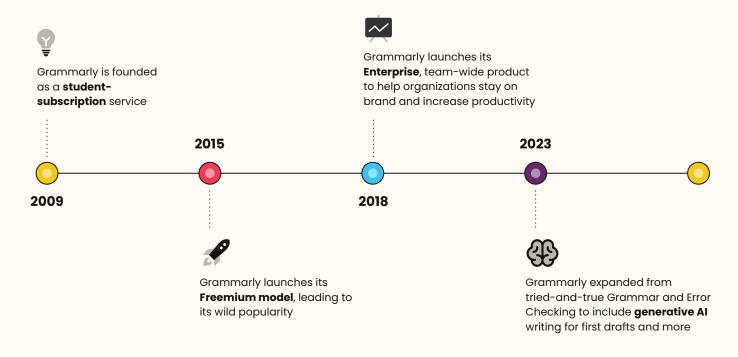


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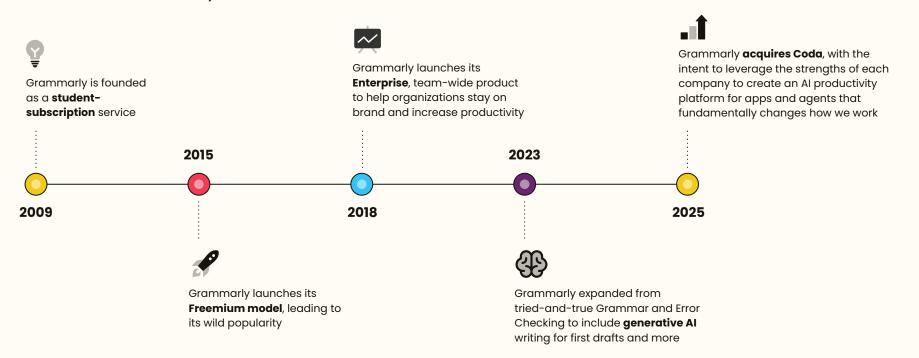


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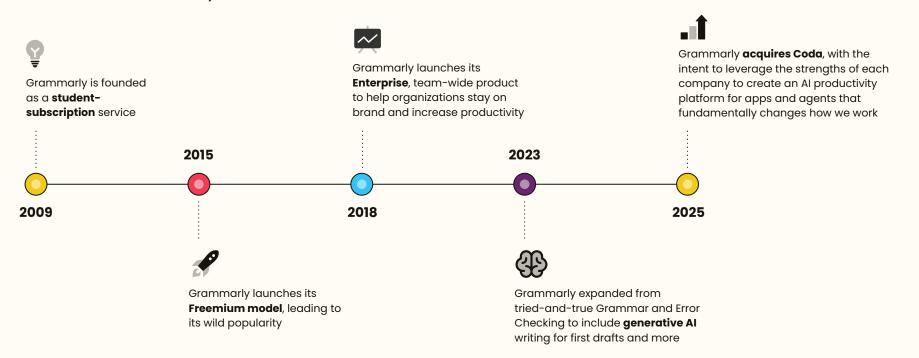


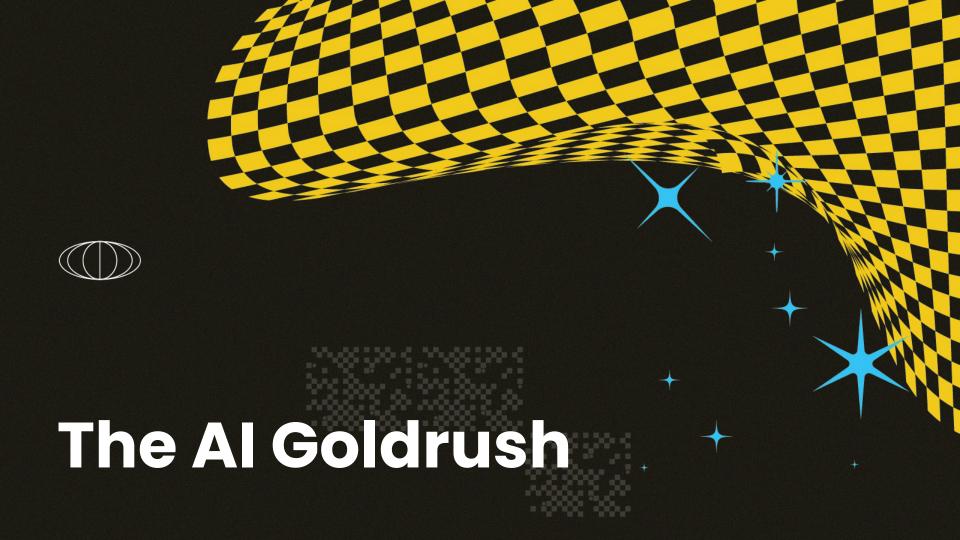


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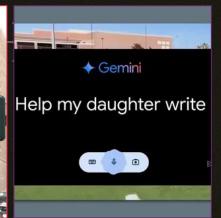














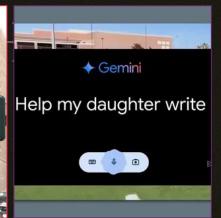












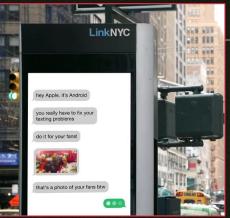


















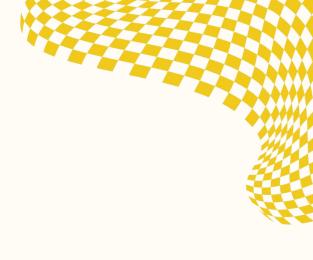




The Personalization Puzzle

1. Tech Complexity

A tangled web of tools made orchestration and automation difficult, slowing down our ability to move fast.



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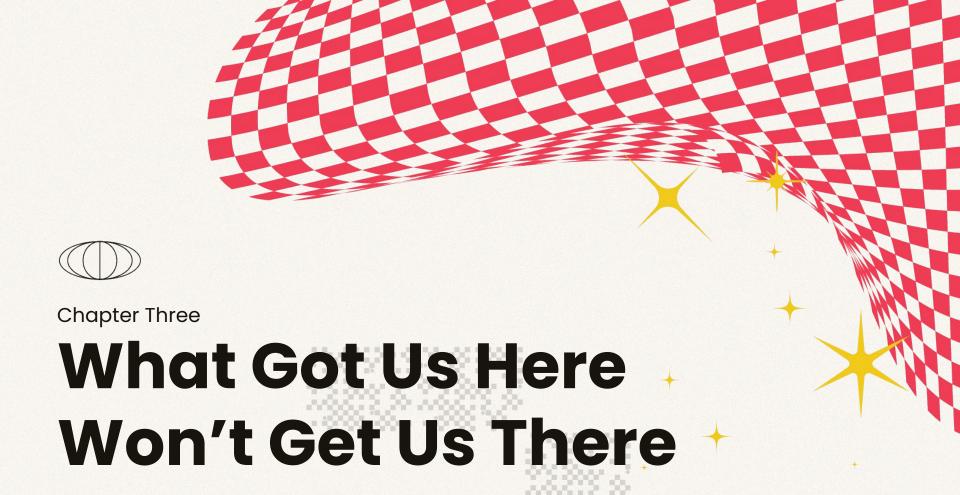
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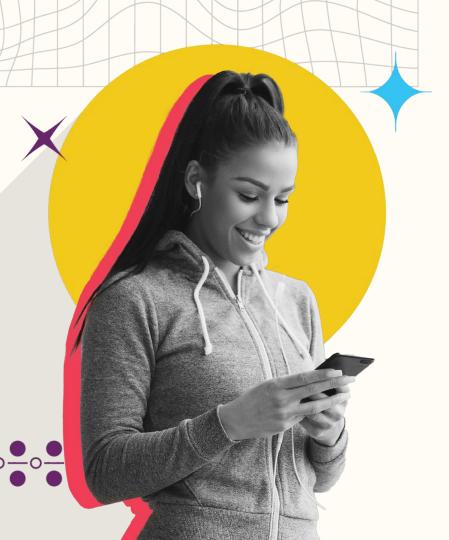
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4. Decentralized Ops

Without a dedicated marketing operations team, coordination was ad hoc and inconsistent across channels.





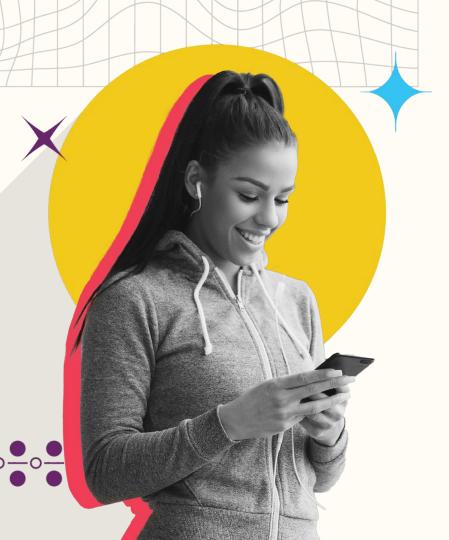


The Lessons

The systems, tools, and processes we relied on were built for a different era.

The same structure that helped us scale was now standing in our way.

To keep leading in the AI era, we needed more than tweaks—we needed...

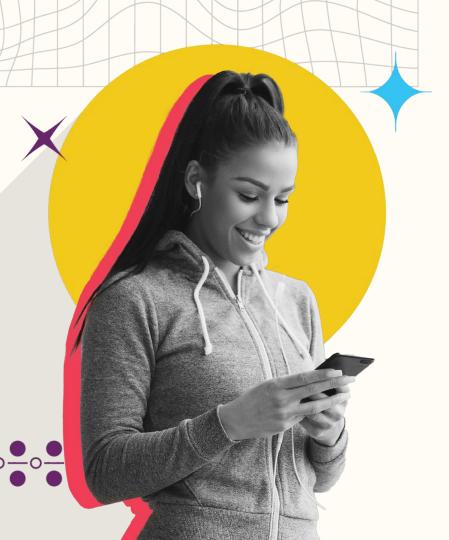


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Everything was on the table.

- Our well-oiled team structure
- Strong relationships with long-standing partners
- A tech stack that while archaic was **comfortable**
- Cost fearing opportunity cost and choosing to spend money
- Deploying our precious data and engineering resources away from experimentation and innovation to rebuild from zero



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Status Quo

Breakthrough

Comfortable team structure

Revised and reorged roles

Working 7+ year CRM relationship

Migrated to Iterable

Outsourced agency model

Began building an internal Operations function

Continue existing rhythm of experimentation and optimization

Chose to take the big swing

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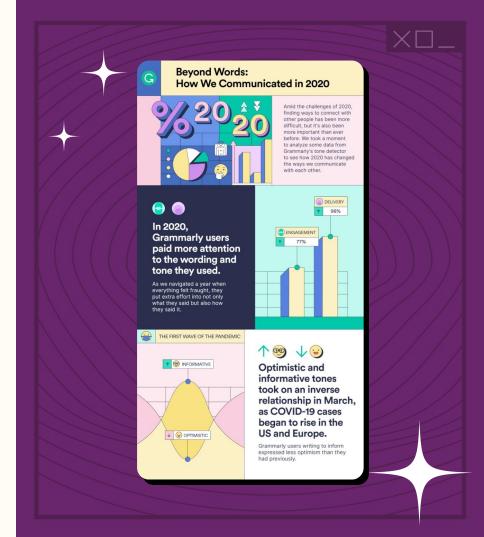
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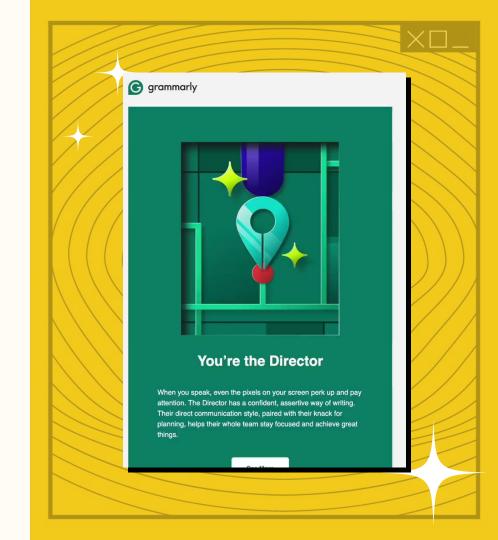
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From a static, generic one-size fits all stats email...



...to 13 dynamic, data-driven personas with personalized, relevant content

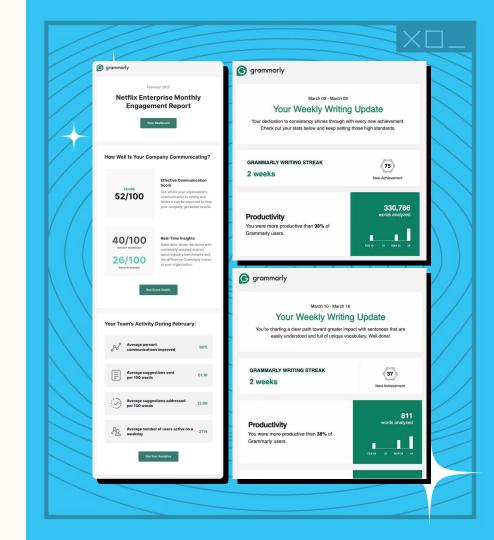


Began experimentation on our

Stats Emails

Beloved but stale for many years

- Personalized by SKU
- Experimenting with new stats, including an Effective Communication Score for enterprise customers



Streamlining Stats: Testing Compact Design, New Features, and Visual Enhancements



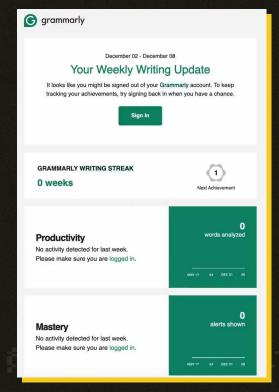


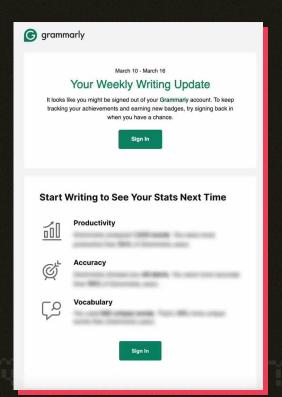




Teaser Content: Testing Blurred Stats To Drive Reengagement











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marketing team! This is genius marketing. It makes your customers feel special and will get people sharing, tagging and talking about the tool



Shelly Helgeson . 3rd+ Chief of Strat @ Connective Impact | Global development p...

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Nakeefa Cilicia Bernard . 3rd+ Community Development Scholar and Practitioner

+ Follow

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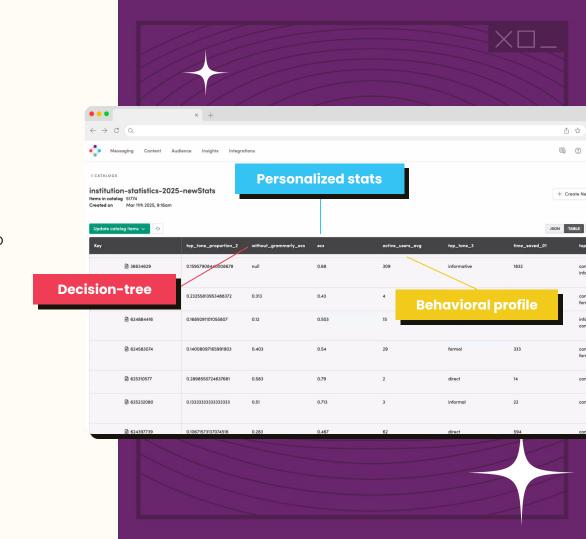
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The Game Changer for Grammarly

Catalog

Data Silos No More

Catalog allows us to store data directly in Iterable and marketers can easily use it to personalize our messages.









Your Template to Burn the Script

- If you started from scratch today, would you still do it this way?
- What would you try if you weren't afraid of breaking what's "working"?
- If you don't try something different now, what's the cost of staying the same?
- What's one small, bold experiment your team could run next quarter?





Mikko Westberg



Mamta Chaube



Conner Hartfield



Philippa Boyes



Emilie Vachon





Anna Enzminger







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!



About

Julie Foley Long

Director of Lifecycle Marketing at Grammarly

- 18+ years in tech
- Masters degree in Criminology and Inferential Statistics
- Grew Lifecycle function at
 Grammarly from an email team of 2
 to a highly strategic, multi-channel
 growth marketing team of 24
 - o 10 billion+ emails/year
- Responsible for \$MM outcomes
- Most important role: Being a mom



Chapter One

Once Upon a Startup





2009

Grammarly is founded as a **student-subscription** service



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2015

Grammarly launches its Freemium model, leading to its wild popularity



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Grammarly launches its Enterprise, team-wide product to help organizations stay on brand and increase productivity



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2023

Grammarly
expanded
from
tried-and-true
Grammar and
Error Checking
to include
generative Al
writing for first
drafts and
more



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2023

Grammarly today is an Al productivity suite that serves over 40M people, 50 thousand organizations, including a 3rd of the Fortune 500



2025

Grammarly
acquires Coda,
the maker of
trailblazing and
powerful Al
productivity
tools, creating
an Al
Productivity
Suite to
supercharge
productivity

Chapter Two

All Caps STRESS



The Personalization Puzzle

Why It Wasn't Easy



Why It Wasn't Easy

Tech Complexity

A tangled web of tools made orchestration and automation difficult, slowing down our ability to move fast.



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Chapter Three

What Got Us Here Won't Get Us There



The Lessons

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To keep leading in the AI era, we needed more than tweaks—we needed...

Transformation



Everything was on the table.

- Our well-oiled team structure
- Strong relationships with long-standing partners
- A tech stack that while archaic was comfortable
- Cost fearing losing business but choosing to spend money
- Deploying our precious data and engineering resources away from experimentation and innovation to rebuild from zero

We took the risk.

Status Quo	Breakthrough
Comfortable team structure	Revised and reorged roles
Working 7+ year CRM relationship	Pressed pause on innovation for 6 months and migrated to Iterable
Outsourced agency model	Began building an internal Operations function
Continue existing rhythm of experimentation and optimization	Chose to take the big swing

Chapter Four

The Moral of the Story? It Worked

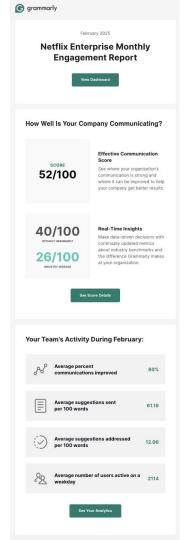


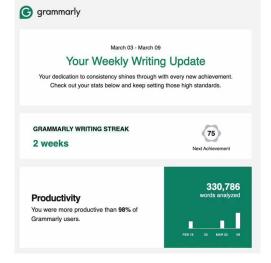
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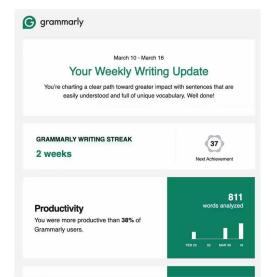
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Previously beloved but stale for many years

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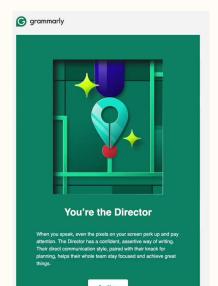


From a static, generic one-size fits all stats email





13 dynamic, data-driven personas with personalized, relevant content





...to 13 dynamic, data-driven personas with personalized, relevant content





You're the Director

When you speak, even the pixels on your screen perk up and pay attention. The Director has a confident, assertive way of writing. Their direct communication style, paired with their knack for planning, helps their whole team stay focused and achieve great things.





March 10 - March 16

Your Weekly Writing Update

Your consistent writing efforts are really paying off with each new badge and writing streak. Congrats on your persistence!

New achievement unlocked

4-Week Writing Streak



Wind at Your Back

Having "the wind at your back" likely comes from a Celtic expression of good wishes: "May the road rise to meet you / May the wind be always at your back." When the wind is at your back, you move forward with no troubles. Who knew writing could be such a breeze?



March 17 - March 23

Your Weekly Writing Update

You've been busy wrangling words like a pro and building a reputation for stellar productivity. Keep reading for more details on your progress.

Grammarly writing streak

5 weeks

Next achievement badge Week 41



Productivity

Grammarly analyzed 10.312 words. You were more productive than 74% of Grammarly users.



Accuracy

Grammarly showed you 65 alerts. You were more accurate than 71% of Grammarly users.



Vocabulary

You used 966 unique words. That's 62% more unique words than other Grammarly users.

Tone

These tones were detected in your writing last week:



grammarly

March 17 - March 23

Your Weekly Writing Update

Another achievement, another step toward consistently clear and precise writing. Your communication skills are getting sharper with every word!

Grammarly writing streak

20 weeks

Next achievement badge Week 26



Productivity

Grammarly analyzed 247,906 words. You were more productive than 97% of Grammarly users.



Accuracy

Grammarly showed you 224 alerts. You were more accurate than 98% of Grammarly users.



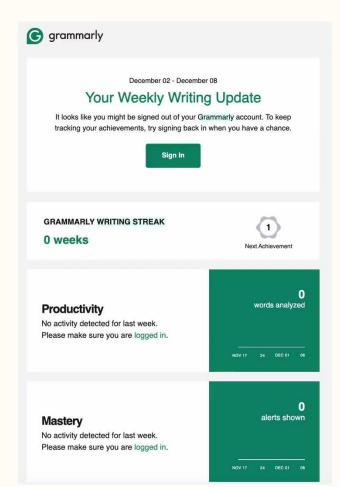
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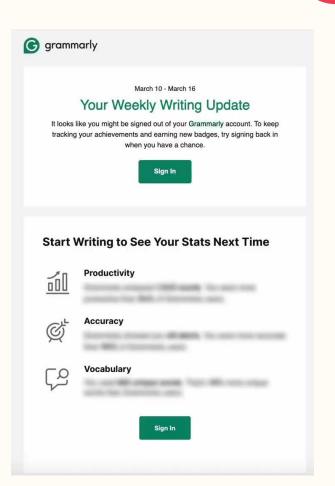
You used 3,092 unique words. That's 90% more unique words than other Grammarly users.

Tone

These tones were detected in your writing last week:

Teaser Content: Testing Blurred Stats To Drive Reengagement









April O. • 3rd+
Enrollment Coordinator I MBA...
Book an appointment
21h • Edited • •

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21h • ⑤

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Awww thanks @grammarl

+ Follow

Btw: congrats to the marketing team! This is genius marketing. It makes your customers feel special and will get people sharing, tagging and talking about the tool



Chapter Five

Ctrl + Alt + Rethink



Ask Yourself

- What would you try if you weren't afraid of breaking what's "working"?
- If you started from scratch today, would you still do it this way?
- If you don't try something different now, what's the cost of staying the same?
- What's one small, bold experiment your team could run next quarter?





Haley Edwards





Brianna Dolciné





Maggie Barnes



Mikko Westberg







Whitney Queisser



Sydney Marino









Mamta Chaube

















Alanna Ellis



Cathy Correa

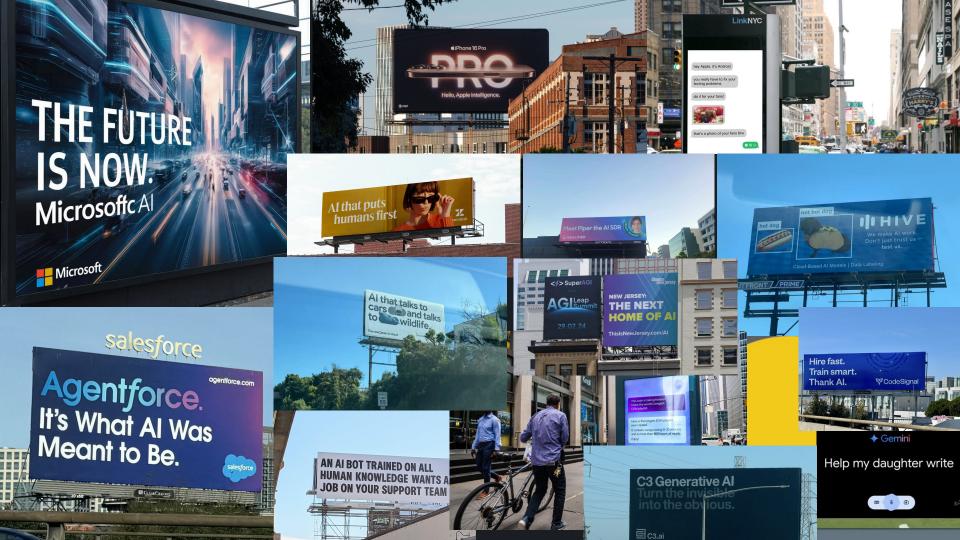






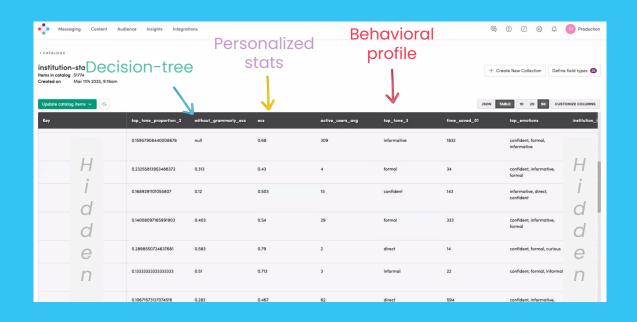


Max Bailey



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