ITERABLE

From Welcome to Winback:

A Mobile Marketing Lookbook of Lifecycle Campaigns

Introduction

Time and again, the research proves delivering joyful experiences is the key to strengthening brand loyalty. 95% of purchasing decisions are **influenced by emotions**, and emotionally connected customers have **2x higher lifetime value** than highly satisfied customers.

Brands are given the immense privilege of learning from their customers' specific preferences and behaviors, but the challenge is closing the gap between collecting this data and activating it for the purposes of customer engagement.

Every interaction is a cross-channel experience as customers use their smartphones to hop between email, text, and their favorite apps. Of all the devices we use, our phones are the most immediately accessible, so channels like SMS and push notifications offer opportunities to send timely and relevant marketing messages to every customer.

And, when it comes to standing apart from your competition, it's all about getting your messages in front of consumers in the most engaging ways possible. A comprehensive mobile marketing strategy, that complements all the other channels at your disposal, enables you to stay ahead of the curve—and keep customers coming back for more.

In this guide, we'll dive deep into how to gain a competitive advantage by putting joy at the center of your cross-channel strategy while paying special attention to the most popular mobile channels.

Along the way, we'll shine a spotlight on four core campaigns across the customer lifecycle:

- **Welcome and onboarding**
- **Nurture and loyalty**
- **Abandonment**
- **Re-engagement and winback**

And because this is a lookbook, within each core campaign, we'll feature examples from today's leading brands and how they use Iterable to close the activation gap and bring their joyful experiences to life.

Let's get started.

The 4 Core Campaigns Across the Customer Lifecycle

The customer lifecycle, while not strictly linear as engagement ebbs and flows over time, has several crucial stages in which you can maximize your brand's ability to unlock growth with joy.

In the following section, we'll walk through each of these stages and how you can leverage mobile marketing channels to achieve your campaign goals.

We'll also provide examples from Iterable's own customers and reveal the specific product features you can harness to close the activation gap and bring your uniquely joyful experiences to life.

1. WELCOME AND ONBOARDING

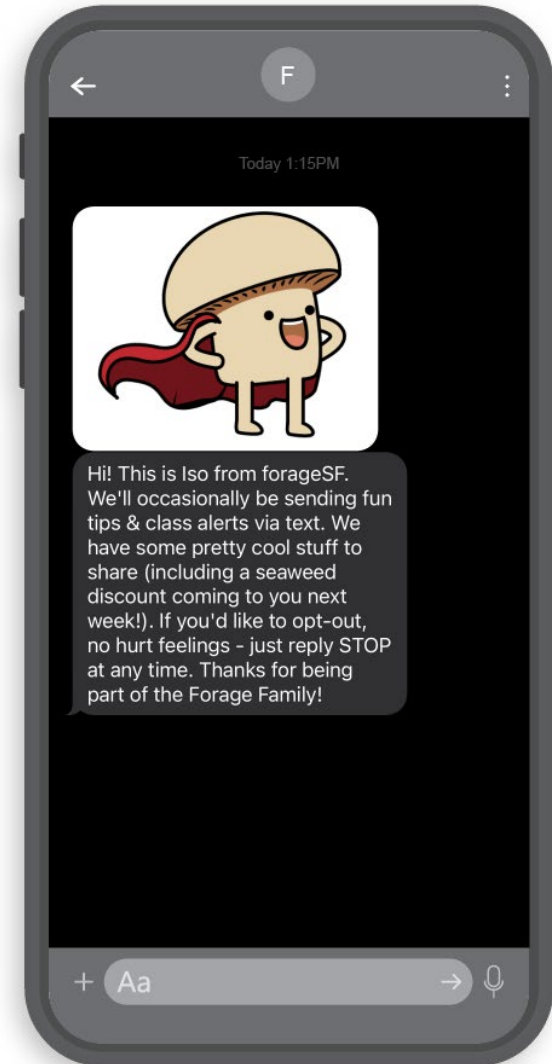You only get one chance to make a fantastic first impression.

Your mission with a mobile welcome and onboarding campaign is to start your relationship with a new customer on the right foot and keep those good times going.

GOALS FOR THIS CAMPAIGN:

- Introduce and educate new users

- Maintain high customer satisfaction

- Streamline the purchase process

- Decrease potential support issues

- Learn more about user preferences issues

QUESTIONS TO ASK:

- How can you make your first messages feel more personal, even when facing a lack of new customer data?

- What steps must your users take to get the most out of their experience with your brand?

- What incentives can you offer to encourage future engagement?

Today 1:15PM

Hi! This is Iso from forageSF. We'll occasionally be sending fun tips & class alerts via text. We have some pretty cool stuff to share (including a seaweed discount coming to you next week!). If you'd like to opt-out, no hurt feelings - just reply STOP at any time. Thanks for being part of the Forage Family!

SUCCESS STORY: GEORGIA AQUARIUM

If any organization were in the business of delivering joy, it would be [Georgia Aquarium](), the most-visited non-profit aquarium in North America, with more than 2.2 million visitors in the past year.

SMILING FACES WITH SMS

It was impossible for Georgia Aquarium's previous unreliable email service provider to guarantee ticket delivery to guests. By integrating Iterable to the ticketing system via API, guests can now choose to have their tickets delivered via email or SMS.

Now guests instantly receive a ticket barcode that's scanned at the door, making it easier and faster to enter the aquarium, book in-person experiences and see their favorite animals. Waiting lines are a thing of the past, and customers are happier because of it.

QUESTIONS TO ASK:

- 200% higher revenue through more personal, timely communications

- 96% fewer support issues by improving ticket delivery with SMS

- Increases in customer transactions and average order value with consistent, cross-channel branding

Welcome to the Georgia Aquarium! Your ticket is confirmed. Click here to learn before your visit. www.georgiaaquarium.org

"

The power of providing an SMS channel for our guests is immense. It allows us to engage the guests when and how they would like to receive information, while providing a seamless experience for them to enjoy the aquarium without having to navigate through multiple channels.

Josh Cherfoli
*Senior Director of Marketing and Digital Engagement*

THE RISE OF SMS

As Georgia Aquarium proves, SMS can be an immensely powerful channel for a successful welcome campaign.

But despite the fact that **75% of U.S. consumers** are now opting in to receive SMS marketing, less than 30% of brands are using the channel. Why?

❯ **Cost.** SMS generally comes with a higher cost per send than email or push, so the budget can be tough to justify when you're spinning up a new channel.

❯ **Complexity.** Compliance and deliverability can be difficult to navigate, so your texts are delivered effectively, legally and at scale.

❯ **Data gap.** Point solutions inherently cause fragmentation of customer data across channels, making it tough to integrate.
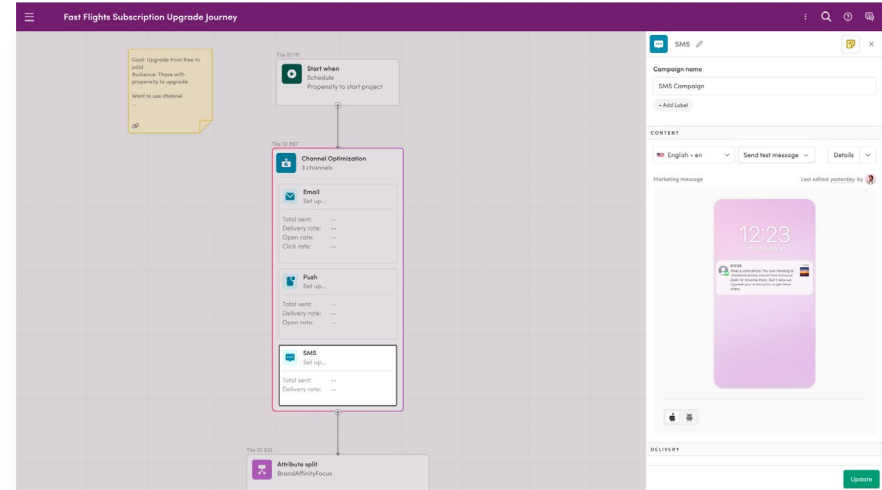
HOW ITERABLE CAN HELP

Iterable SMS unlocks the full potential of your welcome and onboarding campaign with a modern suite of SMS and MMS tools and services—all at a cost that doesn't break the bank.

❯ **Proven ROI with native revenue tracking.** Iterable SMS comes with a native shortlink builder, enabling you to easily attribute conversions and revenue to SMS campaigns.

❯ **Advanced SMS compliance and acquisition tools.** Iterable SMS helps you supercharge the growth of your subscriber base while staying on the right side of regulations, like TCPA, CTIA and CAN-SPAM.

❯ **Dynamic audiences for deeper personalization.** Create dynamic segments based on real-time SMS engagement and behavioral data as customers move seamlessly between channels.

2. NURTURE AND LOYALTY

Once you've properly welcomed a new customer and onboarded them through your sign-up process, it's time to strengthen their trust in your brand.
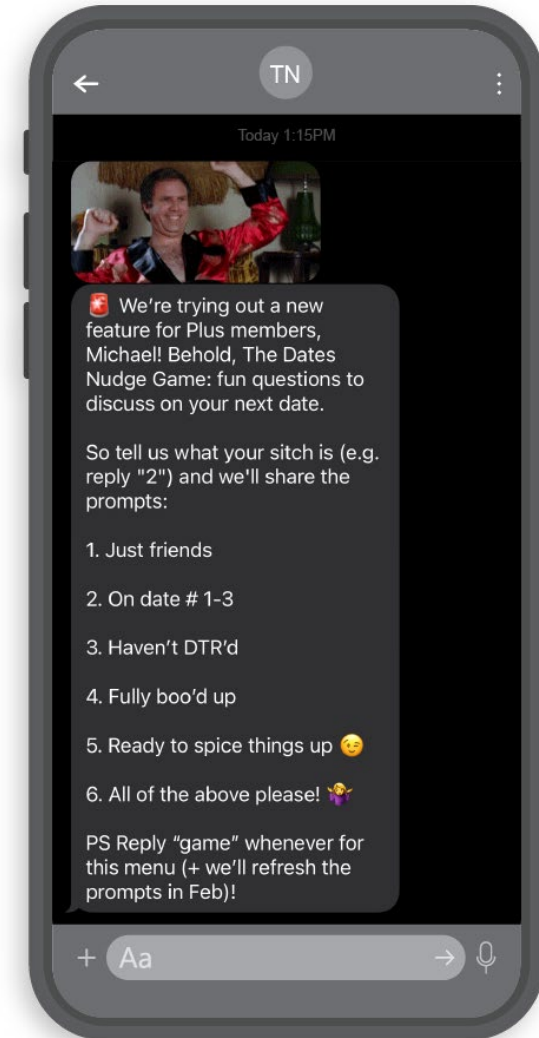
Whether you're nurturing to entice repeat purchases or launching a loyalty program, your mission with this type of campaign is to create an immersive experience that retains customers for the long term.

GOALS FOR THIS CAMPAIGN:

- Improve user engagement
- Boost average order value
- Convert paid subscribers
- Increase in-app purchases
- Expand community reach

QUESTIONS TO ASK:

- How can you keep your brand top-of-mind without risking subscriber fatigue?
- How can you better coordinate messaging across all channels?
- What tangible moments of joy can you offer to make every customer feel like a VIP?

Today 1:15PM

🎰 We're trying out a new feature for Plus members, Michael! Behold, The Dates Nudge Game: fun questions to discuss on your next date.

So tell us what your sitch is (e.g. reply "2") and we'll share the prompts:

1. Just friends

2. On date # 1-3

3. Haven't DTR'd

4. Fully boo'd up

5. Ready to spice things up 😉

6. All of the above please! 💃

PS Reply "game" whenever for this menu (+ we'll refresh the prompts in Feb)!

SUCCESS STORY: OBRIO

OBRIO develops apps and web products to inspire people to find their way to happiness. Its flagship application, Nebula, is a one-stop shop for astrology lovers that reaches over 17 million users in 50 countries.

A STELLAR MOBILE MARKETING SOLUTION

Without centralized data, Nebula's previous tech stack made it difficult to effectively connect with its mobile users. Iterable provided the marketing automation tools needed to capture more long-term retention.

To celebrate Nebula's third anniversary, the team launched a loyalty campaign to increase premium subscriptions. Iterable's push and in–app experimentation capabilities made it easy to test special offers that would resonate best with their mobile audience.

With Iterable's real-time data ingestion, behavioral tracking, and A/B testing, the Nebula team can now individualize messaging for each user and drive more meaningful engagement.

RESULTS:

- 24x revenue increase compared to previous global campaigns
- Up to 9x higher subscription conversions across push and in–app
- 8 hours saved per week with Iterable's automation capabilities consistent, cross–channel branding
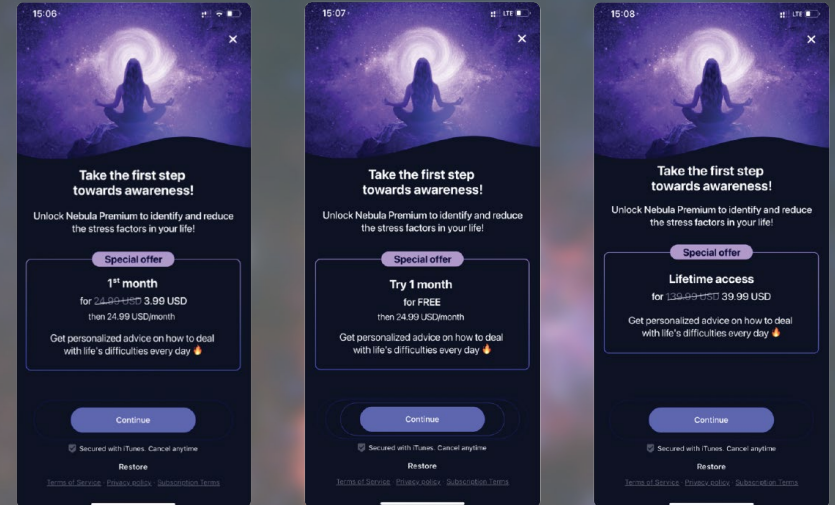
The winning "special offer" variations resulted in a 9x higher subscription purchase rate compared to other offers on iOS, and 5x higher on Android.

> "
> Iterable's A/B testing tool is very useful. It allows you to test various parts of a message with a user-friendly interface—and can automatically calculate the test's results and determine the winner. It's a potent tool to boost campaign performance.

Anna Khoma
Chief Marketing Officer

OBRIO

AI THAT'S ACTUALLY EXPLAINABLE

It can be overwhelmingly difficult to know which mobile channels to use, when to send messages through these channels, and how often you should communicate with your customers.

Fortunately, modern, AI-powered platforms enable you to easily and automatically optimize by:

- **Channel.** Consumer behaviors naturally change over time, so knowing which channels your customers prefer allow you to reach them where they're most likely to engage.

- **Time.** Whether it's time of day or frequency of communications, the timing of your messages can make or break a customer relationship. AI can keep a customer's attention at scale.

- **Affinity.** Knowing when and where your customers engage is not enough to connect at a personal level if you don't know how your customers feel about your brand. Interpreting this sentiment creates deeper, more meaningful customer relationships.
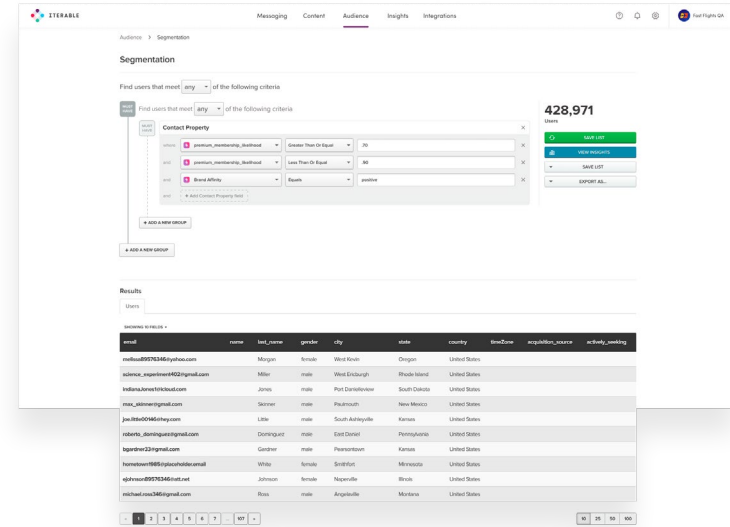
HOW ITERABLE CAN HELP

Iterable's AI Optimization Suite transforms insights into smarter marketing decisions. Automate routine tasks, accelerate growth, and forge deeper customer connections at every step of the journey.

- **Channel Optimization.** Leverage historical data to determine whether to use email, push, or SMS based on each user's likelihood to engage with the channel.

- **Send Time Optimization.** Send with confidence and deliver with data by automatically analyzing past interactions and predicting the best time for optimal engagement.

- **Brand Affinity.** Translate cross-channel engagement into dynamic user labels reflecting your customers' sentiment to individualize content and boost lifetime value.

3. ABANDONMENT

Regardless of how effectively you nurture customers and win their loyalty, cart or browse abandonment is common. After all, even shoppers with the highest intent to purchase occasionally get distracted before they can finish checking out.

The mission with this campaign is to learn why abandonment occurs and how best to re-capture consumer attention, so you can drive conversions and recover lost revenue.

GOALS FOR THIS CAMPAIGN:

- Understand customer behavior
- Integrate data across devices
- Simplify checkout process
- Optimize timing of reminders
- Predict and prevent abandonment

QUESTIONS TO ASK:

- Which points along the customer journey are most likely to trigger abandonment, and why?
- What experiments can you conduct to test the success of your abandonment reminders?
- What role should discounts or incentives play to motivate customer conversion?
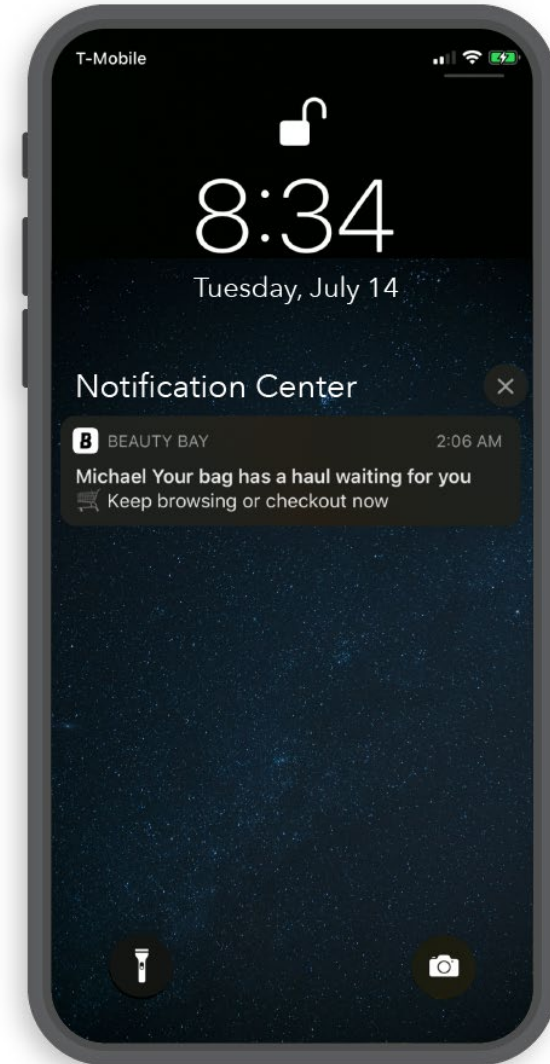
SUCCESS STORY: CARE.COM

Available in over 20 countries, Care.com is the world's leading platform for finding and managing high-quality family care. Care.com offers everything from payroll services to corporate benefits packages to cover the care needs of working families.

**SMARTER CAMPAIGNS WITH A MODERN TECH STACK**

Care.com's "Frankenstack" collection of platforms was inefficient and required too many workarounds to pass data and insights from one to the other. Now Iterable has replaced standalone tools for email, in-app, push, and SMS, giving Care.com the full picture of their customer experience.

Iterable has allowed the team to map the customer journey and track abandonment activity, so they can adjust their marketing efforts to fit customer needs. Care.com has launched dozens of new experiments with Iterable, such as determining the optimal sending order of email and push abandonment reminders.

Now Care.com has a system in place to reduce abandonment—all without adding more human or tech support. The impact has achieved higher conversions and a deeper understanding of user behavior across the customer journey.

RESULTS:

- Deeper understanding of customer behavior
- Faster testing and optimization
- Scaled operations without additional engineering support
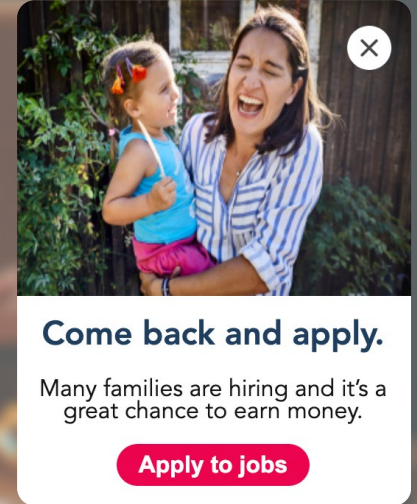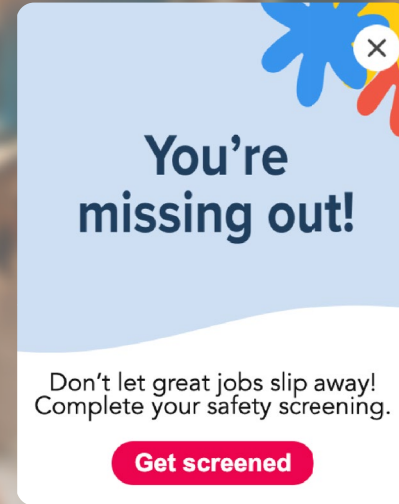
> I now spend less than five minutes pulling the data for my sites on a weekly and monthly basis. The rest of the time, I focus on actually understanding customer behavior. These tools save time in the long run and allow your team to create the best experiences for your customers.

Matthew Naturman
*Associate Marketing Manager, Lifecycle Marketing*

Care.com
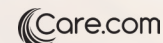
ADVANCED ABANDONMENT CAMPAIGNS

Once you've covered the basics of **cart abandonment** by triggering email and push reminders, consider other ways you can close the activation gap.

One oft-overlooked channel is in-browser messaging. Over **60% of all web traffic comes through mobile devices**, and that percentage continues to trend up.

Here are just a few benefits of in-browser messaging.

- **One channel, maximum coverage.** With both mobile and web applications, in-browser messaging transforms how you market to your website viewers, wherever they are.

- **Cross-channel orchestration.** In-browser messages can supplement a larger mobile strategy and work cohesively with other channels, like text, push, and in-app.

- **No barriers to entry.** Because no opt-in is required for in-browser messaging, it's the perfect avenue for encouraging SMS opt-ins.
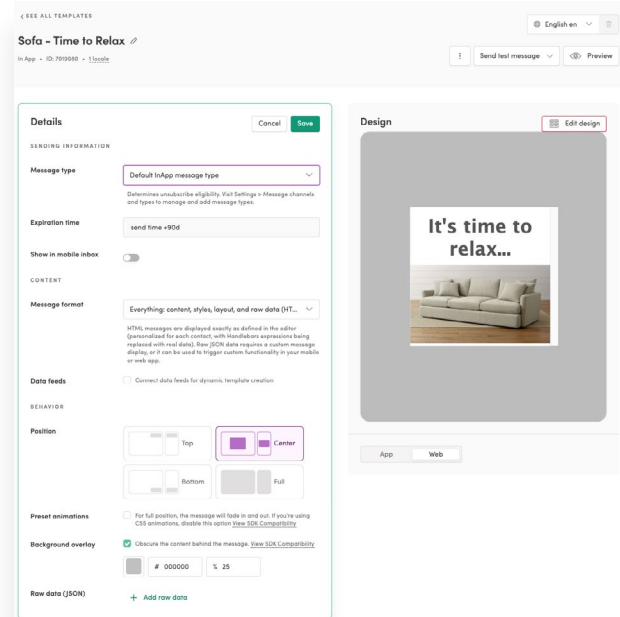
HOW ITERABLE CAN HELP

Iterable's in-browser messaging gives brands the ability to send personalized and highly stylized communications to web users across mobile and desktop—and ultimately drive business outcomes.

- **No more dead ends.** Convert casual web visitors into customers with data-rich messaging experiences.

- **Higher website conversion rates.** Encourage app downloads, SMS opt-ins, or email sign-ups with personalized promotions.

- **Improve web engagement.** Feature assets and calls-to-action based on known user data to enhance your mobile web browsing experience.

4. RE-ENGAGEMENT AND WINBACK

Of course, **cart or browse abandonment** is only one form of re-engagement, so it behooves marketers to have a variety of campaigns dedicated to winning back their customers—either in a single interaction or from disconnecting entirely.
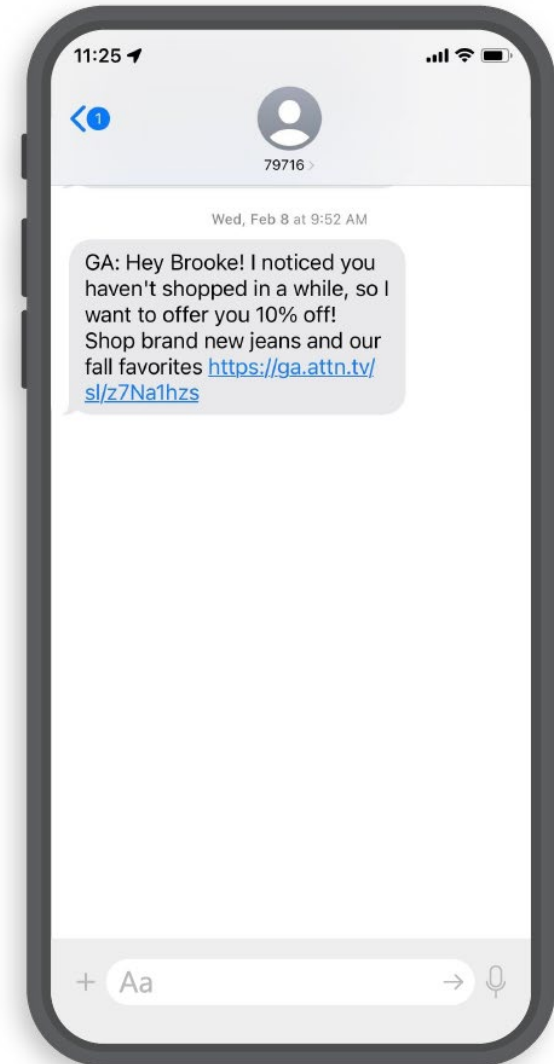
Your mission with a re-engagement or winback campaign is to drive customer habits in a more positive direction, whether it's returning to your website to shop the latest products or changing their mind on canceling their subscription.

GOALS FOR THIS CAMPAIGN:

- Identify dropoff points
- Increase active users
- Re-energize customer attention
- Improve open and click-through rates
- Decrease customer churn

QUESTIONS TO ASK:

- How can you switch up your content strategy to get customers excited about your brand again?
- How can you learn from customers at risk of churning and create a feedback loop?
- At what point do you sunset your dormant subscribers from marketing messaging?

11:25

79716

Wed, Feb 8 at 9:52 AM

GA: Hey Brooke! I noticed you haven't shopped in a while, so I want to offer you 10% off! Shop brand new jeans and our fall favorites https://ga.attn.tv/sl/z7Na1hzs

Aa

SUCCESS STORY: EVERNOTE

Founded in 2008, Evernote was one of the first apps offered in app stores and now serves over 250 million customers worldwide.

Its dedicated user base relies on Evernote to bring order to information chaos with solutions for note-taking, to-do lists, calendars and more, all in one place.

**SMARTER CAMPAIGNS WITH A MODERN TECH STACK**

After experiencing massive growth, Evernote faced a similar challenge as many leading brands—declining engagement. But without real-time communication and native in-app functionality, overcoming this challenge would be difficult.

The Evernote team consolidated all customer communication within Iterable to launch a "Driving Habit" campaign with unique monthly summary messages that recognized individual accomplishments in the app.

Now Evernote can re-engage existing customers, attract new users and demonstrate its value as a productivity partner.

RESULTS:

- Up to 20,000 incremental free weekly active users per week

- 40% higher revenue from campaigns using Iterable

- 14% increase in reactivation rates with consolidated communications
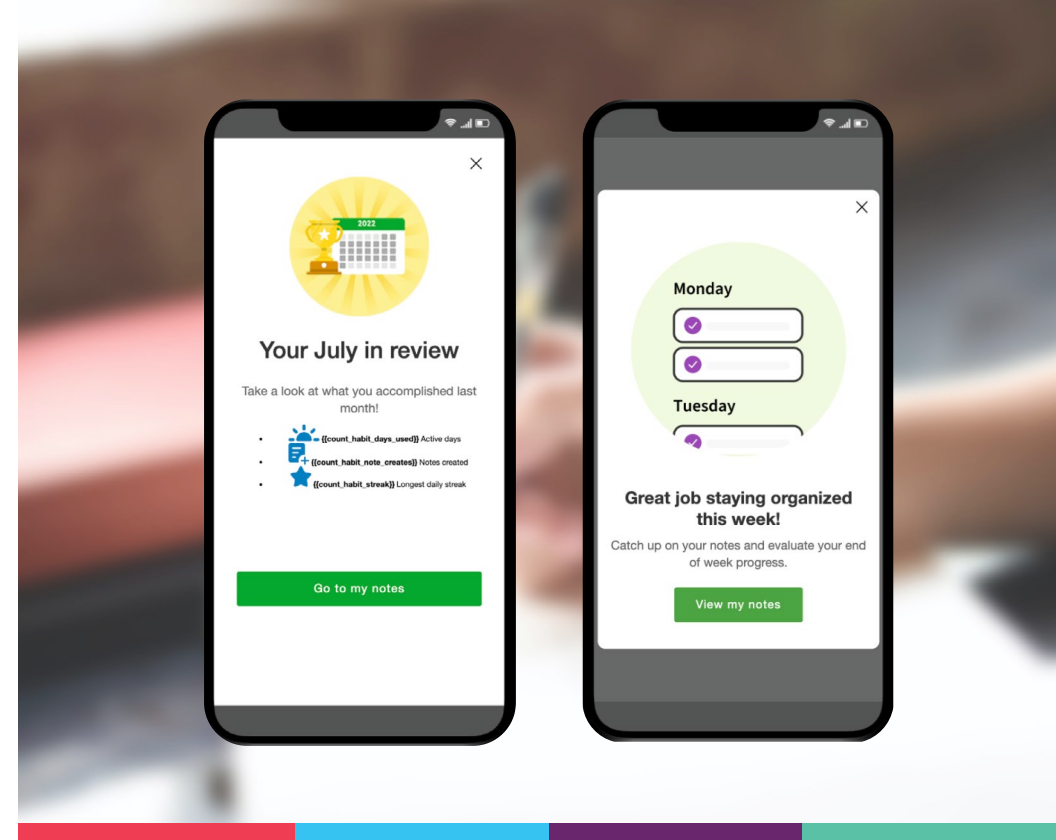
> With Iterable, you gain a side-by-side partner and a combination of powerful marketing resources to support greater speed to market and deeper customer relationships that result in increased business revenue.

Sterling Bailey
*Sr. Director, Marketing Infrastructure*

Evernote

DEVELOP SMARTER PERSONALIZATION STRATEGIES

AI sometimes gets a bad rap because too often technologies that leverage it are opaque by design. Iterable's Explainable AI, on the other hand, is built with transparency at the forefront and makes re-engagement much easier.

Here's how you can know you're getting an AI solution that offers a "glass box" experience, rather than the dreaded black box.

- **Understandable algorithms.** Identify the customer behaviors that drive AI predictions, ranked in order of importance.

- **Predictive strength.** Assess both the quality and reliability of your goal, as easily as evaluating the strength of the passwords you use.

- **Actionable insights.** Receive correlated data attributes that influence your predictions and make your outcomes more or less likely to occur.
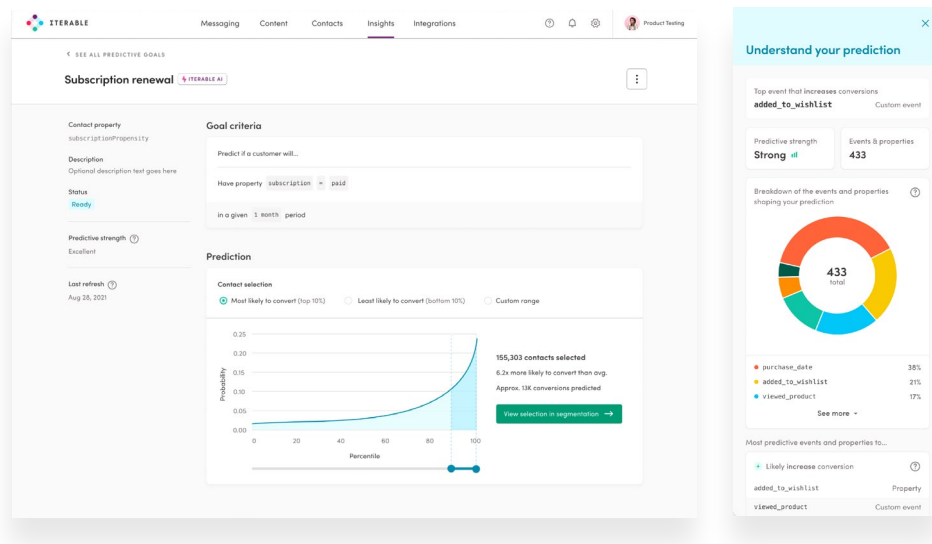
HOW ITERABLE CAN HELP

Iterable's Predictive Goals give brands the most versatile and intelligent way to gain new insights and intelligently create customer segments.

- **Customizable goals.** Set goals specific to your business—based on any stored custom event, system event, or user profile field—and forecast conversions.

- **Audience segmentation.** Identify users who are most likely to convert on your goals and tailor your marketing communications toward these audiences.

- **First-party data.** Consider all your historical data for more accurate predictions and better outcomes.

Bring Joy to Your Customer Experience With Iterable

Most marketing automation solutions were built before smartphones even existed. These legacy systems were not designed for the scale, velocity, and volume consumers produce, nor can they meet their rising expectations for experiences that spark joy.

As Georgia Aquarium, OBRIO, Care.com, Evernote, and over 1,000 other customers can attest, Iterable is different. We're the only future-proofed customer communication platform that can accelerate your brand's agility and drive ROI in record time—without draining your team's technical resources.

Iterable is easy to use, built for ultimate flexibility, and designed for the full lifecycle—from welcome to winback. By taking your mobile marketing campaigns to the next level with Iterable, you can achieve dramatic business growth and make each customer happier than ever before.

Sign up for a custom demo of Iterable today to get started.

About Iterable

Iterable is the powerful customer communication platform that helps organizations like Zillow, DoorDash, Calm, and Box to activate customers with joyful interactions at scale. With Iterable, organizations drive high growth with individualized, harmonized and dynamic communications that engage customers throughout the entire lifecycle at the right time.

If you want to learn more about Iterable, please request a demo.

Request Demo

Data Flexibility at Your Fingertips

Access real-time user, behavioral and event data to trigger personalized messaging at virtually unlimited scale. Support an audience of millions while appealing to each subscriber's unique preferences.

Unified Brand Experience

Orchestrate seamless customer engagement across email, mobile push, SMS, in-app, web push, direct mail and more throughout every lifecycle stage, from activation to re-engagement.

Agile Iteration & Optimization

Launch, measure and fine-tune campaigns with ease to deliver more relevant messaging faster than the competition. Experiment and iterate on-demand to determine the right content, channel and cadence for each user.

Customer Journey Mapping

Visualize the entire customer journey and build sophisticated, cross-channel segments and campaigns with Iterable's intuitive, drag-and-drop Workflow Studio.

Trusted By:

box

fabfitfun

Fender®

SEAT GEEK

STRAVA

Zillow®