

Power cross-channel marketing with your full breadth of customer data.

Brands have made significant investments in channel technologies, with email oftentimes serving as the center of their first-party data strategy. With the limited data capabilities of end delivery platforms, their intentions of enhancing customer experience with next-level personalization can oftentimes fall short. As organizations refocus efforts on centralizing data, intelligence and orchestration, there is an opportunity to combine delivery tools with a CX Hub.

By replacing existing marketing cloud email capabilities and adding more channels from which to activate audiences, the ActionIQ CX Hub + Iterable integration enables organizations to act upon their entire breadth of customer data to drive growth through extraordinary customer experiences and develop deeper customer relationships.

Benefits

✔ Drive Loyalty Through Personalization

Drive improved 1:1 customer experiences through self-service access to your organization's full breadth of enriched data to orchestrate and activate more intelligent customer journeys.

✔ Increased Revenue & Cost Reduction

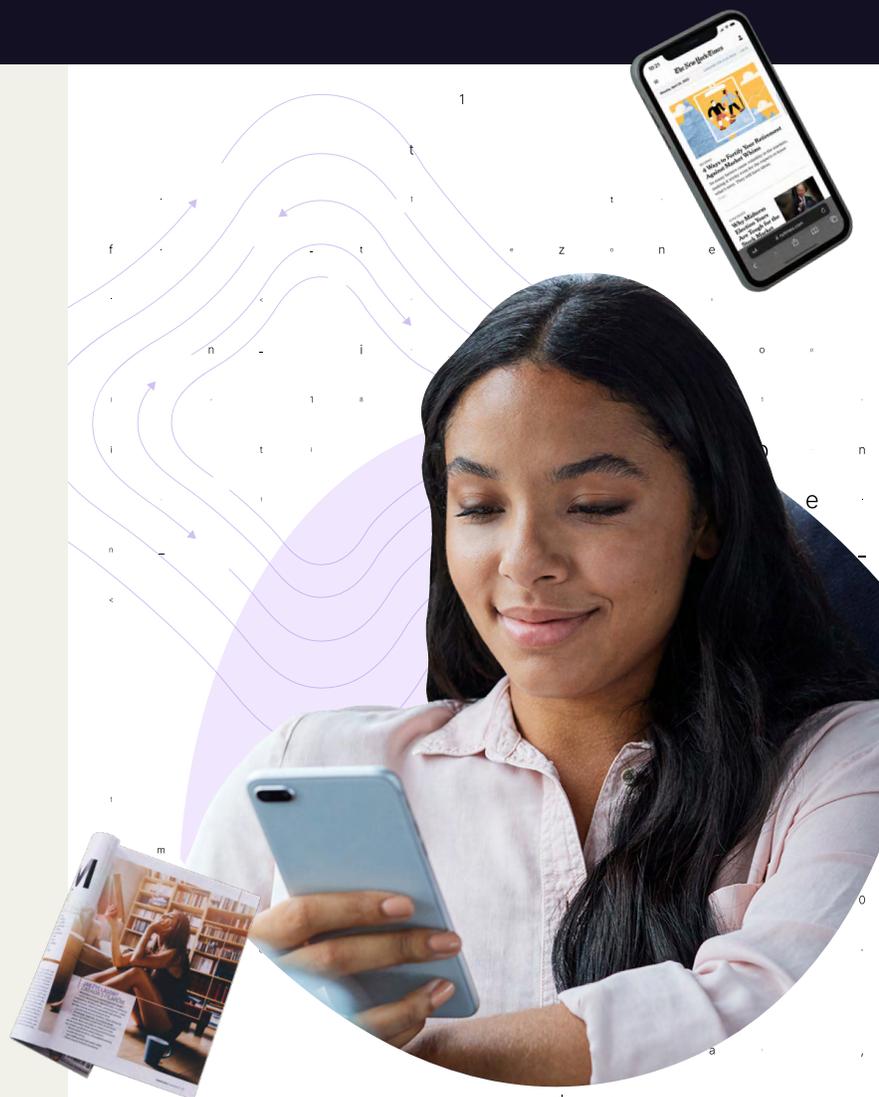
Leverage partner data to strengthen segmentation and target the right audience on owned and paid channels.

✔ Future-proof

With changing regulations, the integration solution enables flexibility to reduce reliance on third-party cookies and IDFA.

✔ Increased Security

Controlled access to data and how it's used to protect your customers and brand.



Why ActionIQ

The AIQ CX Hub gives all teams direct but controlled self-service access to customer data to discover audiences and orchestrate experiences at scale.

- Gain infinitely scalable performance while maintaining control of your data.
- Integrate with any system or channel to suit your unique business needs.
- Give business teams direct access to customer data to self-serve access to customer data for discovery and segmentation.
- Enable hyper-segmentation and model audiences for seamless personalization.

Why Iterable

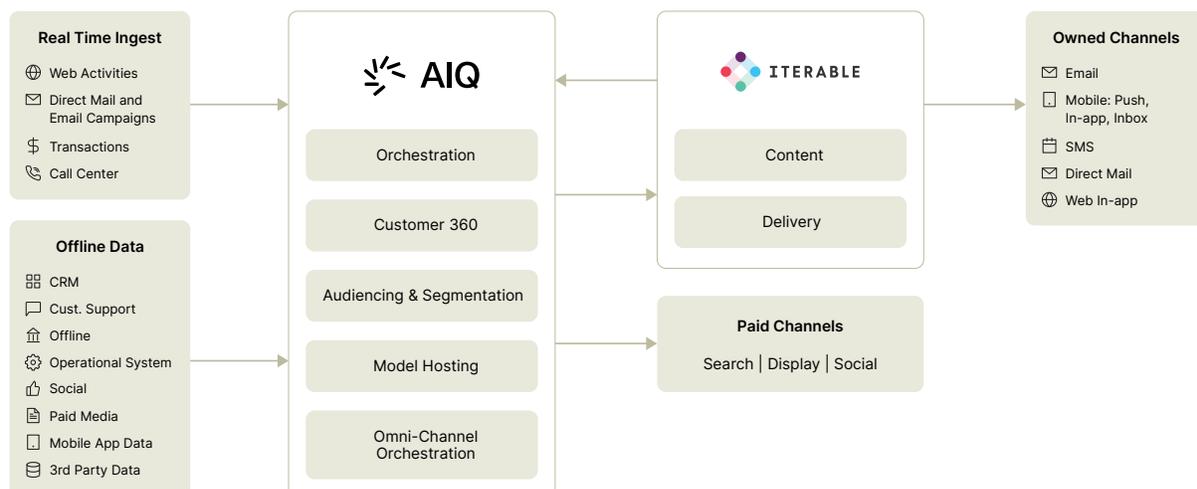
Iterable is the powerful communication platform that helps brands activate customers with joyful interactions at scale by transforming real-time data into individualized, harmonized, and dynamic communications.

- Make every interaction a multi-channel experience and bring together service and promotional experience.
- Leverage data and AI to craft 1:1 communications at mass scale.
- Transform point in time campaigns to always-on adaptive journeys that respond to customer needs.

Better Together

- Make every interaction a multi-channel experience and bring together service and promotional experience.
- Provide best in class segmentation capabilities for improved customer engagement from activation.
- Leverage owned channel insights in real-time to better optimize cross-channel customer experiences.
- Orchestrate 1:1 journeys based on the audience segment created by ActionIQ, and enable content management and delivery across owned channels via Iterable.

How it Works



Use Cases

USE CASE	DESCRIPTION	HOW IT WORKS
Omnichannel Welcome Journeys	Educate newly signed up customers on the brand with a series of personalized communications, to encourage continuous engagement.	<ul style="list-style-type: none"> • Identify new customers in ActionIQ using Attributes to build audience segments. • Create journeys that iterate on customer's behavior, encouraging them to continue their engagement right away via multiple channels: Iterable will manage and deliver the series of personalized communications via owned channels (e.g. email, SMS, in-app) leveraging the audience segment built in ActionIQ. For paid media channels, audience segments are sent to destinations directly from ActionIQ.
Growth - Upsells & Cross-Sells	Learn and leverage tactics that drive repeat purchases and larger order values.	<ul style="list-style-type: none"> • In ActionIQ, create audience segments based on product usage or spend level to be leveraged in up-sell journeys, utilize affinity models to personalize next-best-product to recommend for cross-selling at scale. • Create and orchestrate omnichannel journeys in ActionIQ - for owned channels, audience segments are pushed to Iterable to enable personalized content delivery and management; while for paid channels, audience segments are directly sent to respective destinations for activation.
Winback / Churn Prevention	Identify at-risk customers and mitigate churn by testing personalized journeys across owned and paid channels.	<ul style="list-style-type: none"> • In ActionIQ, create audiences of recent inactive customers and leverage models to personalize recommendations. • Orchestrate owned channel journeys in Iterable by activating on the audience segment built in ActionIQ to deliver proactive winback journeys and encourage renewals. • Launch campaigns across paid channels directly via ActionIQ targeting the at-risk customers.



About Iterable

Iterable is the powerful communication platform that helps brands like Zillow, DoorDash, Calm, and Glassdoor activate customers with joyful interactions at scale. Transforming real-time data into individualized, harmonized, and dynamic communications, Iterable empowers more than 1000 brands to build long-lasting relationships with their customers and meet their goals.



AIQ brings order to CX chaos. Our Customer Experience Hub empowers everyone to be a CX champion by giving business teams the freedom to explore and action on customer data while helping technical teams regain control of where data lives and how it's used.

[Get in touch](#) with our experts to learn more.

