



Customer Engagement for the Modern Marketer

About Iterable

2B+

USER PROFILES

Iterable's data-first approach enables modern marketers to create, execute, and optimize the engagement-rich, real-time campaigns that connect customer journeys at scale.

1B+

DAILY EVENTS

By the Numbers

- Founded: 2013
- Raised: \$140M
- Employees: 250+
- Customers: 450+
- Offices: 4 - SF, NY, DEN, LON

Top Cross Channel Use Cases

- Customer Engagement
- Personalization
- Acquisition
- Transactional
- E-Commerce
- Mobile Marketing
- Data Science Augmentation

The Platform for Customer Engagement

What is it?

The platform for all customer engagement data and execution

What do we do?

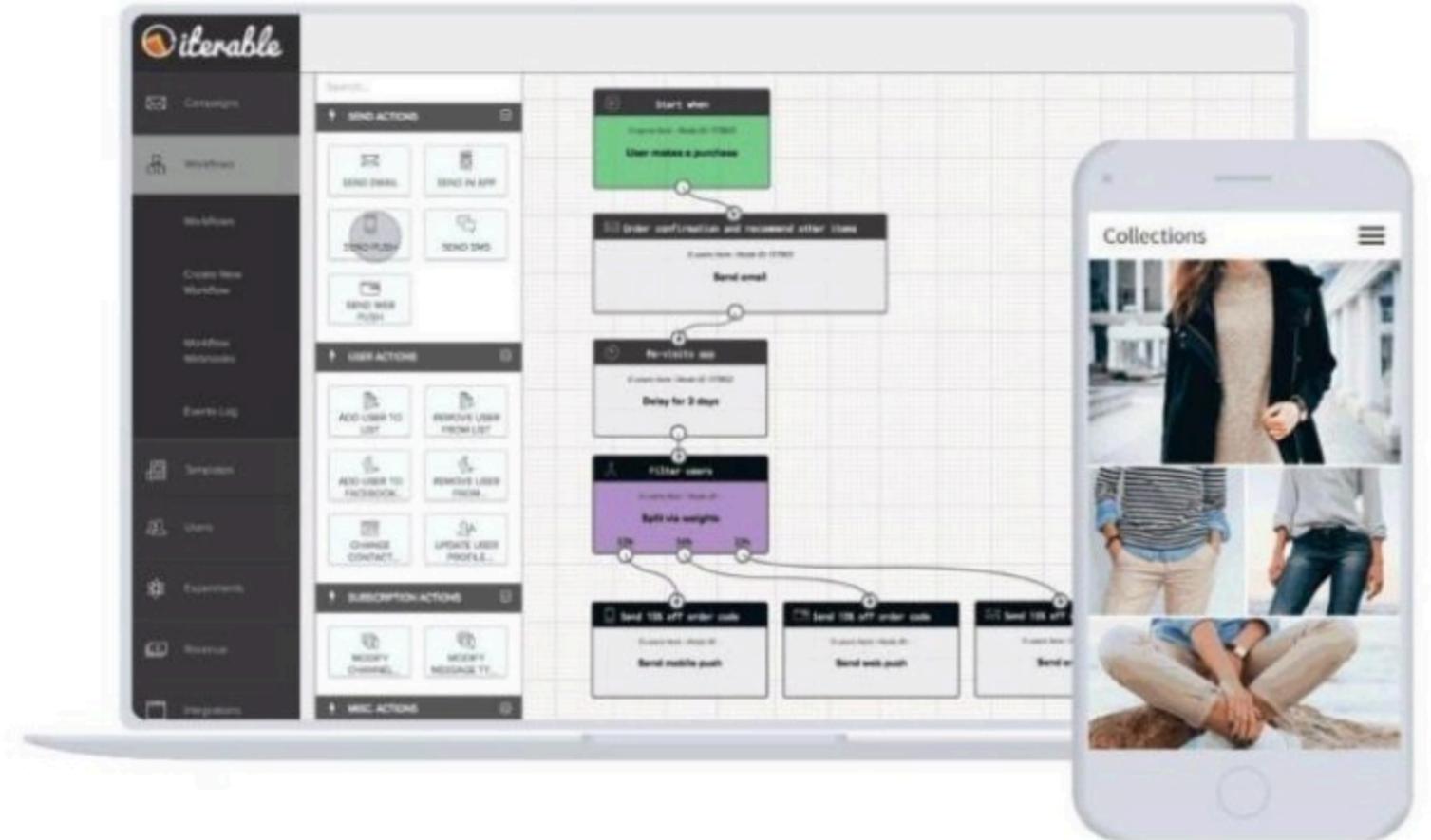
Power, orchestrate, and automate cross-channel communications for enterprise companies

Which channels?

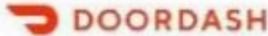
Email, Mobile Push, SMS, In-App, Web Push, Social, Direct Mail, and more

Primary Buyer/ User

CMO, CRM Division, Lifecycle Marketers, the B2C Modern Marketer



Supercharged Engagement Across Verticals

E-COMMERCE	ENTERTAINMENT	FOOD & BEVERAGE	HEALTH & WELLNESS	MARKETPLACES	RETAIL	SUBSCRIPTION SERVICES
						
						
						
						

World Class Partner Ecosystem

ANALYTICS



DATA MANAGEMENT



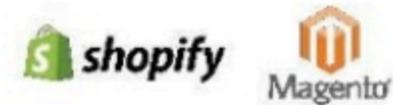
DIRECT MAIL



AGENCY



E-COMMERCE



EMAIL SERVICES



LEAD CAPTURE



MOBILE



PERSONALIZATION



The Customer Opportunity





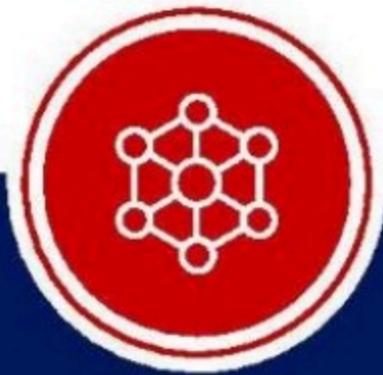
12%

“

“Only 12% of respondents are leveraging integrated customer data to drive multichannel marketing execution”

Gartner

Marketers' Challenges



Siloed
Channel Execution



Data Ingestion
& Activation



Implementation
Heavy Platforms



Difficult to
Test and Optimize

Significant & Growing Iterable Addressable Market



Marketing Automation Software
Market Reach **\$32.6 Billion** in
Spend by 2024*

*P&S Intelligence - February 2019

Iterable Solution



Native
Cross-Channel



Limitless
Data Ingestion
& Activation



Real-Time
Individualized
Journeys



Rapid Testing
& Optimization

Iterable Solution - Built for Scale



Meet the Team



Justin Zhu
Co-founder, CEO



Jeff Samuels
Chief Operating Officer



Will Johnson
Chief Financial Officer



Sara Riedl
VP of People Operations



Matt Marshall
SVP of Sales



Tasha Reasor
VP of Marketing



Andrew Boni
Co-founder



Krishna Reddy
VP of Customer Success



Harold Giménez
VP of Technology



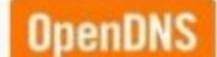
Dan Brayton
Head of Business Operations



Dave Schwartz
Head of Business Development
& Partnerships



Tristan Tao
Senior Director, Solutions





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