



The Best-in-Class Growth Marketing Stack

There is no single platform that can solve all of your marketing problems. Any such lofty claims are...well, marketing.

According to [Chief Marketing Technologist](#), the marketing technology landscape boasts over 7,000 companies. It can be hard to find the right mix of platforms to achieve your goals.

We think it's much easier if someone vets the different platforms for you. So, we did just that.

In this lookbook, we outline just a few of the best options to solve your different marketing needs and build out a best-in-class growth marketing stack. Unlike traditional MarTech stacks that emphasize acquisition, Iterable's partner ecosystem includes the best solutions to maximize engagement and retention across the entire lifecycle.

Your business goals might not need each and every one of these solutions, but we've found in our experience, having access to a larger partner ecosystem spurs creativity—and ROI—in unexpected ways.

Iterable Partner Categories

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Analytics

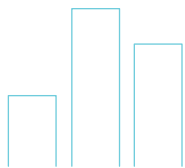
How to Measure Success

Amplitude

Amplitude tracks user actions to help digital product and growth teams instantly understand user behavior, build engaging experiences and grow their business. Users can identify and sync behavioral cohorts to execute personalized messaging.

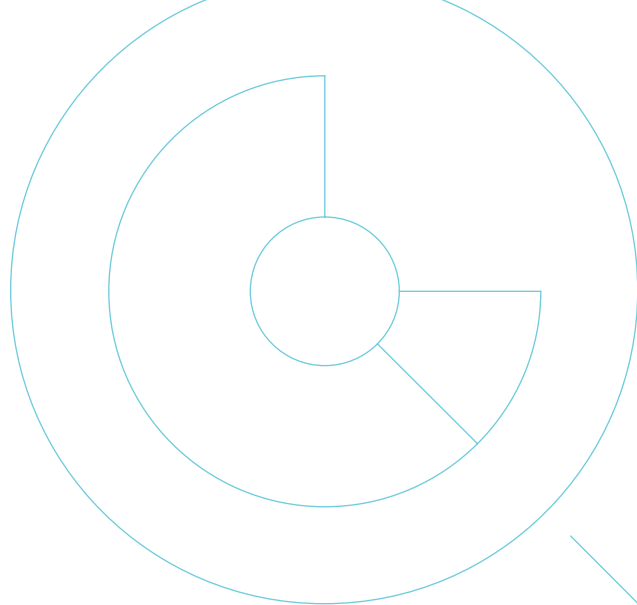
Google Analytics

Google Analytics lets you measure your advertising ROI, as well as website and app engagement. With Google Analytics, you can track website traffic back to its origins to accurately measure the success of your campaigns.



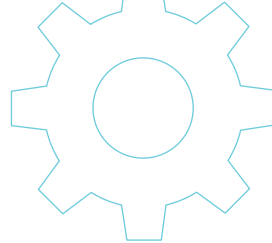
mixpanel

Mixpanel allows you to automate and optimize all of your lifecycle marketing campaigns and measure their impact upon your product and users. Mixpanel helps you quickly and efficiently collect accurate data, identify trends, and take action.



Data Management

How to Make Data Actionable



segment

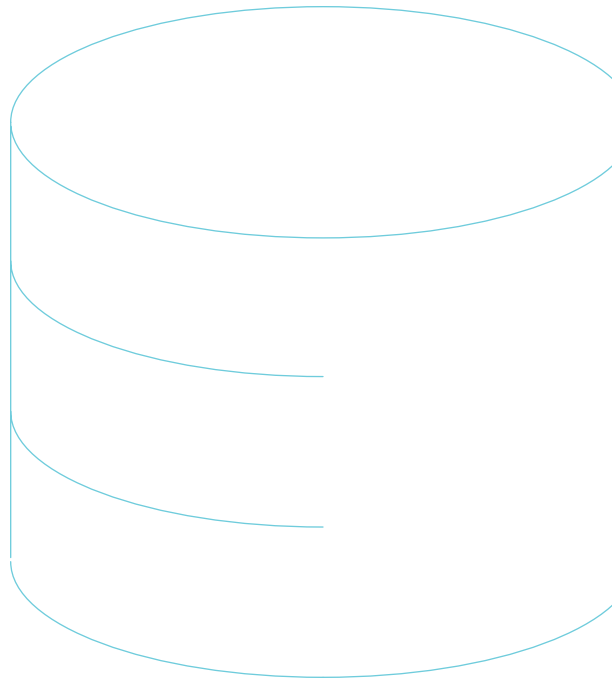
Segment allows marketers to use data captured on web and mobile to power real-time customer engagement campaigns. Collect, standardize and activate your customer data in the marketing and analytics tools you need, all with a single API.

mparticle

mParticle unifies your customer data and simplifies partner integrations with enterprise-class security and reliability. mParticle enables you to collect, transform and connect your data to make your data actionable to power your campaigns.



Zapier helps you automate tasks by moving information between your web apps automatically, so you can focus on your most important work. Connect your app with Zapier to automate processes and data transfers to promote efficiency.



Direct Mail

How to Bring the Customer Journey Home

inkit

Inkit makes creating and automating data-driven direct mail easier. With Inkit, you can seamlessly incorporate sending personalized postcards into your digital engagement strategies.

poplar

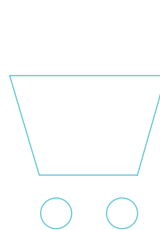
Poplar is an API-enabled programmatic platform that empowers brands to create fully dynamic direct mail campaigns. Poplar offers a full range of retargeting options across a variety of postage, speed, and cadence possibilities.



Lob enables users to programmatically send personalized postcards, letters, and more with comprehensive per-piece mail tracking and analytics. With Lob, you can quickly integrate direct mail into your marketing automation strategies.

E-Commerce

How to Grow Your Online Business



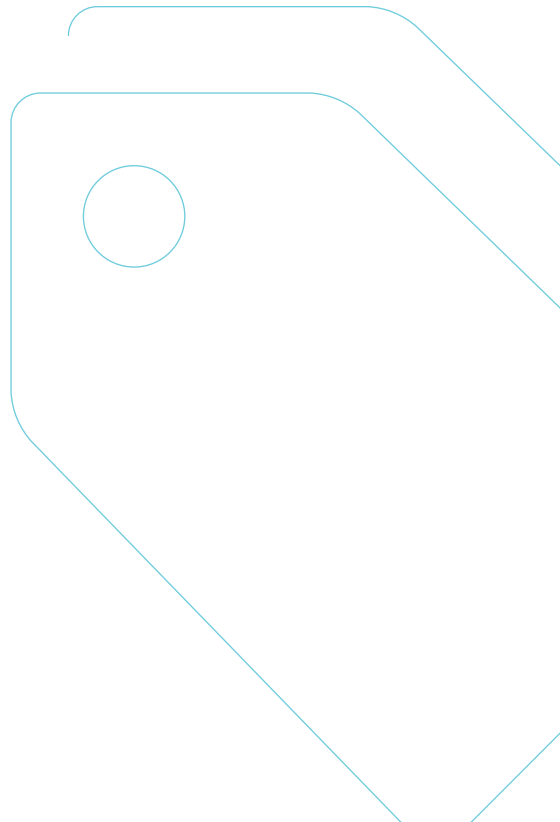
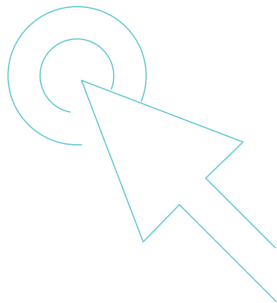
Magento empowers customers to automate their multi-channel marketing strategies by ingesting user and event data. With Magento, leading retailers can automate campaigns that encourage purchases and boost customer retention.



Privy makes it easier to capture more emails, reduce cart abandonment and drive sales through powerful, customizable on-site displays and coupon management using advanced targeting rules to get the right display to the right person.



Shopify makes it easier to start, run, and grow a business. Shopify provides all the e-commerce and point-of-sale tools you need to boost customer retention and ROI. Online retailers now have the flexibility to access and run your business from anywhere.



Email Services

How to Optimize the Inbox



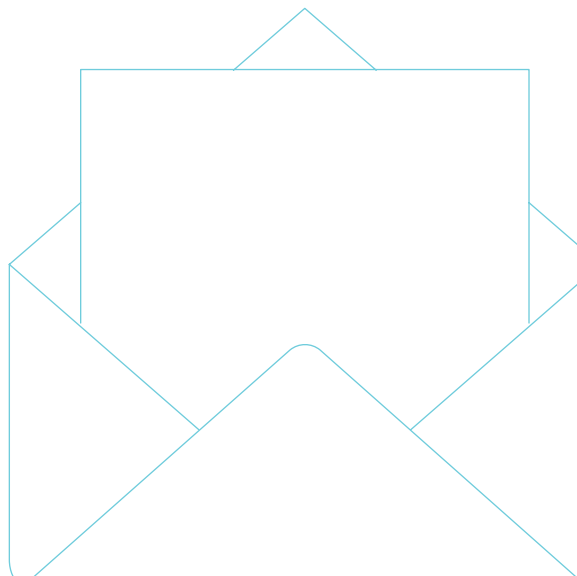
250ok monitors critical signals essential to your email programs by gathering advanced insights into email deliverability, sender reputation, fraud protection and consumer engagement.



Mailgun is a developer-focused, email delivery platform that empowers companies to send, receive, and track transactional and marketing emails through an API.

SPARKPOST

SparkPost provides real-time analysis of your email delivery and customer engagement while also including numerous APIs to choose from to integrate into your communications.



Lead Capture

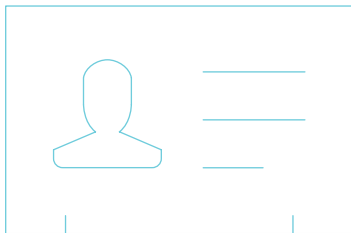
How to Build Your Lists



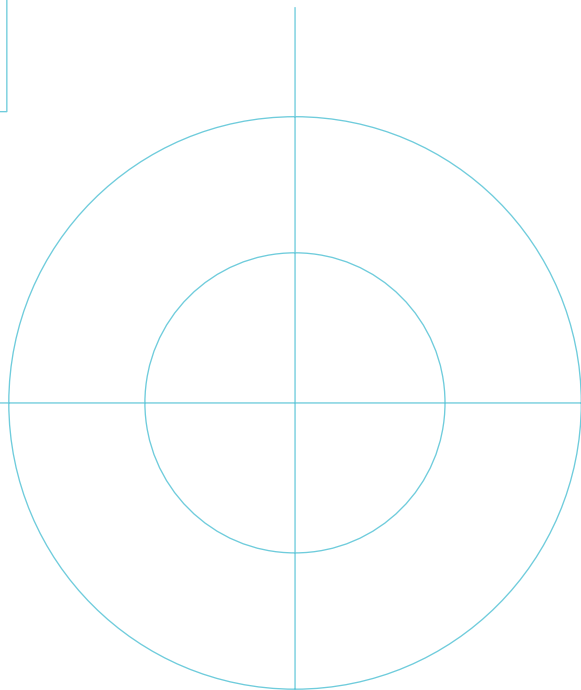
Digioh empowers customers to create personalized, targeted web forms and on-site widgets to grow lists and increase sales. Automate your lead generation process with your activation and lifecycle marketing strategies.



Instapage simplifies post-click optimization while maximizing conversions for advertisers and marketers. Instapage enables you to create, personalize and optimize post-click experiences at scale.



Revv is a lead optimization and donation platform that increases engagement and maximizes your fundraising. Unify your lead optimization and donation solicitation strategies with your automated communications workflows for greater success.



Mobile

How to Enhance the Cross-Channel Experience



AppsFlyer works to enable customers to unify acquisition and activation strategies. With AppsFlyer, you can track which source led to an install and optimize revenue-generating, in-app events.

FOURSQUARE

Foursquare powers the future of location-based engagement. Using independent location data, Foursquare delivers a hyper-accurate understanding of where your users go, enabling you to send location-based messages that drive conversion.



Twilio virtualizes the world's telecommunications infrastructure through APIs, making access to channels like voice, text, chat, and video easier. Twilio helps bridge departmental silos to unlock the possibilities of communication channels.

Personalization

How to Build a One-to-One Customer Relationship

LIVECLICKER

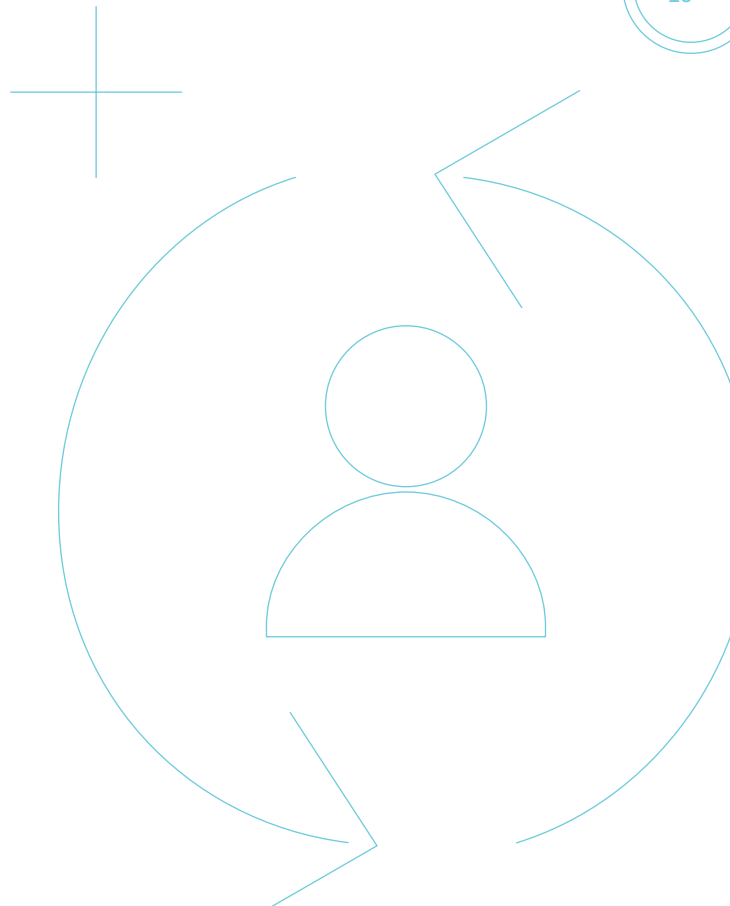
Liveclicker's real-time email solution enables email marketers to deliver engaging, personalized experiences based on live open-time data. Liveclicker draws on real-time data to continually improve the email experience.



Phrasee's AI specializes in language generation for email marketing, push, and Facebook copy. Phrasee developed a Natural Language Generation system that generates millions of human-sounding variants at the touch of a button.

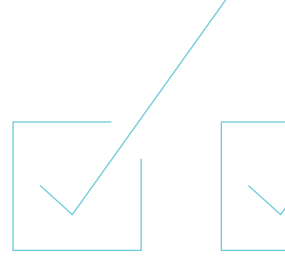
Movable Ink

Movable Ink helps digital marketing leaders create visual experiences that move people. Marketers can free their data from silos to generate intelligent creative with millions of unique variants across multiple channels.



Professional Services

How to Fill in the Gaps



Digital Pi is a marketing services agency that helps you grow smarter and scale faster with repeatable, measurable marketing. Digital Pi offers a blend of strategic marketing, technical and campaign operational services.

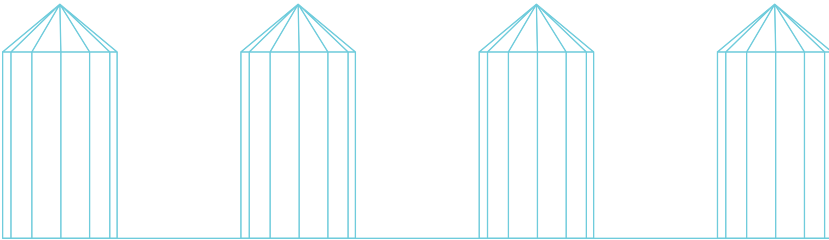


Lister Digital helps implement a heightened customer experience by refining customer journeys to boost conversions, build highly personalized communications and maximize ROI for your digital marketing platform investments.



Ragnarok is a full-service digital agency that specializes in performance-driven content. Ragnarok engineers the complex processes needed to get your content and user data where it needs to be with technical and strategic expertise.

How to Break Down Silos and Build Success



The most impactful marketing campaigns effectively marry data and creativity. But you can't do this if your data is spread across various platforms that don't communicate.

A best-in-class growth marketing stack fosters communication between platforms, building a powerful network that empowers you to take advantage of the data your customers share with your brand.

Iterable and the companies listed here recognize that the key to success is collaboration. By employing our extensive partner ecosystem, you build the right foundation to ensure each campaign is backed by the insights of your entire marketing stack—not just a single tool in a silo.

We all want maximum efficiency and effectiveness from our marketing. With a best-in-class growth marketing stack in place, that level of productivity becomes more than just a possibility, but a certainty.

About Iterable

Iterable is the growth marketing platform that enables brands to create, execute and optimize cross-channel campaigns with unparalleled data flexibility. Leading brands, like Zillow, SeatGeek, DoorDash, and Box, choose Iterable to power world-class customer engagement throughout the entire lifecycle.



Data Flexibility at Your Fingertips



Agile Iteration & Optimization



Unified Brand Experience



Customer Journey Mapping

To learn more about Iterable, visit iterable.com/demo

TRUSTED BY

box

SeatGeek

DOORDASH

imge.

fabfitfun

asics

Zillow