










Orchestrate Your Cross-Channel Campaigns for Peak Harmonization

The 4 Essential Campaigns to
Complete Your Ensemble



Contents

	Introduction	3
	The Percussion Section: Welcome and Onboarding Campaigns	5
	The Brass Section: Promotional Campaigns	7
	The Strings Section: Abandonment Campaigns	9
	The Woodwinds Section: Re-engagement Campaigns	11
	Conduct Your Own Symphony	13
	About Iterable	14





Introduction

Few things send chills of joy down your spine like an orchestra in full harmony. Each note timed perfectly. Each instrument played at its peak. *Chef's kiss*

Har•mo•ny /'härmənē/

The combination of simultaneously sounded musical notes to produce chords and chord progressions having a pleasing effect.

A perfectly harmonized cross-channel campaign—replete with personalized content across channels—sparks a similar feeling of satisfaction, excitement, and joy in today's consumers.

At Iterable, we believe that personalization and cross-channel experiences are the two main keys

to a perfectly harmonized experience. So we'd like to help you find the right melody that resonates with your audience. With visibility into behavioral data, an easy-to-use tech stack and marketing automation platform, and a flair for creativity, you and your team can create a customer experience worth revisiting. Here's how.



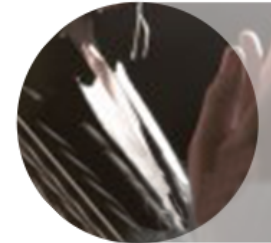
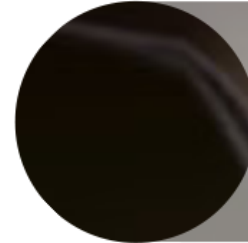
What's Inside

Inside our cross-channel orchestra we've deconstructed four popular marketing campaigns down to their cores to walk you through the keys to recreating your own versions. Leaning on years of experience observing, developing, and testing thousands of cross-channel campaigns, the foundations included below can be adapted to fit within the marketing strategies of brands everywhere.

Orchestrating harmonized customer engagement doesn't need to be complex. Using the right tools, instruments, and replicable techniques are a sure-fire way to produce the campaign results that make sweet, sweet music for your team and customers alike. A hush has fallen over the audience. They're sitting at home, in rapt attention, waiting for that first, perfectly pitched note. Let's get started.



of customers expect consistent interactions across channels





The Percussion Section

Welcome and Onboarding Campaigns

WHAT IT IS: Start with a bang! Welcome and onboarding campaigns are used to introduce new users to your brand and educate them about the various benefits they can take advantage of with your products and services.

WHY IT MATTERS: Welcome and onboarding campaigns are when your users are most engaged. They deliver 5x the click-through rate of standard promotional campaigns and provide a critical opportunity to empower users with the knowledge and resources to maintain an engaged customer journey.

- ▶ Subscribers who receive a welcome email show 33% more engagement with the brand
[—Invesp](#)
- ▶ Welcome emails have a 52% open rate, beaten out only by order confirmation emails (58%)
[—Kinsta](#)
- ▶ More than eight out of 10 people will open your welcome email. And one in four will click through to your site
[—GetResponse](#)

Events of Note

- 🎵 Account Creation
- 🎵 Free Trials
- 🎵 First Login
- 🎵 App Download



YOUR INSTRUMENTS:

1. **Purpose:** Designate a specific **purpose** for each of your messages—whether you're intending to thank, educate, or simply acknowledge your customer's behavior, make sure your message content speaks to that purpose.
2. **Manage expectations:** Set the stage upfront so your users know what to expect from this relationship. **Manage expectations** and be upfront about frequency of messaging and the types of content users can expect.
3. **Channel Expansion:** During the early windows of high engagement, encourage users to opt in to as many channels as makes sense for their experience with your brand. Connect related brand channels—like social and mobile—to open additional lines of communication for offers and engagement.
4. **Personalization:** Enhance your messaging with as much customer-specific **personalization** as you have available. Acknowledging their signup source, profile information, or even device preferences adds memorable flair to each of your messages and builds trust.

HIT THE RIGHT BEATS:

- Don't try and pack too much detail into single emails—prioritize your core value propositions and distribute them in sequences.
- No one wants to engage in a one-way conversation, so ask a question to encourage a thoughtful response. Even better, use questions for progressive profiling to fill in gaps in data, whether it's a customer's birthday, their shirt size, or their preferred channel.
- Gamify the welcome and onboarding process by celebrating customer milestones and completion events.



Customers of cross-channel brands are worth 30% more in lifetime value



Cross-channel campaigns generate 10% more value than a single channel alone



The Brass Section

Promotional Campaigns

WHAT IT IS: Promotional campaigns lend themselves to a wide range of brand objectives: sales, company or service announcements, new product or feature launches, recommendations, among many other use cases.

WHY IT MATTERS: Keep the energy up. Promotional messaging is how every brand keeps ties with customers, so it's imperative for marketers to make the most of promotional campaigns to get a share of a user's attention.

Informing and enticing customers with their latest and greatest is how brands stay top of mind.

- The average American sees 4,000 to 10,000 ads per day.
—[Red Crowd Marketing](#)
- Mobile devices account for 41.9% of all opened emails.
—[Litmus](#)



YOUR INSTRUMENTS:

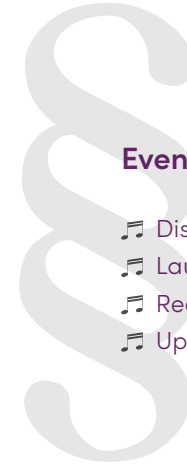
1. **Goals:** Batch and blast doesn't strike the right tone for consumers anymore. Set specific **goals** for your promotional campaign. With a clear vision and strategy, you'll be well-equipped to design, create, and send a high-performing campaign that converts.
2. **Audience Segments:** Target specific **audience segments** with personalized content and outreach. A high-touch promotional experience highlighting valuable content at just the right moment makes marketing magic.
3. **Real-time Data:** An irrelevant promotion or recommendation is like hitting the wrong note. Lean on **real-time customer data** and promote only the information that matters to each and every individual. Every piece of data you incorporate into your campaigns contributes to a more personalized experience.
4. **Channels:** Mobilize **cross-channel promotions** to reach your customers where it matters most to them. Get creative with channels like [SMS](#) and [in-app](#) to build engagement and increase conversion likelihood.

SHINE BRIGHT AND BE HEARD:

- ▶ Stand out in a crowd of competing messages by keeping things interesting. Witty subject lines, emojis and interactive design catch eyes when it counts.
- ▶ Make sure your CTAs are deep-linked and click paths don't include extra steps that unintentionally hinder conversions.
- ▶ [Audit your tech stack](#) to make sure you have full visibility into real-time, cross-channel data.



of consumers buy from their favorite cross-channel brands [at least once per week](#)



Events of Note

- ♪ Discounts
- ♪ Launches
- ♪ Recommendations
- ♪ Upsells



The Strings Section

Abandonment Campaigns

WHAT IT IS: Abandonment campaigns remind customers of left-behind items or actions needing completion before a conversion event. Common types of abandonment include shopping cart, form-fill, and [web browsing](#).

WHY IT MATTERS: Think of the sense of urgency a violin can build. That's your abandonment campaign. Abandonment leverages past behavior to drive conversions. [Our study](#) found 80% of brands using these campaigns achieve up to 40% conversion.

- In 2019, the average cart abandonment rate was 77.13%.
[—Barilliance](#)
- In 2021, cart abandonment emails had 41.09% open rates.
[—99 Firms](#)
- Browse abandonment emails have an 80.9% higher open rate and 50.5% higher click through rate than traditional emails, while 26% of all browsers that open these emails will click through and return to the site.
[—Salecycle](#)





YOUR INSTRUMENTS:

1. **Real-time Triggers:** Time is of the essence. Abandonment campaigns work best when there's still time to recover lost conversions. Deploy a **real-time trigger** to fire this campaign within hours of abandonment.
2. **Visuals:** Product names can be unique and yet hard to remember. The image of an abandoned item, however, triggers a customer's memory. Add **visuals** to help boost conversion.
3. **Unified Carts:** Consumers today shop on phones, tablets, laptops, desktops. Hell, even some refrigerators. Make sure your backend is set up to collect data for a **unified cart** view. No matter the channel, you should be able to give your customers a nudge towards that conversion.
4. **Clarity:** Keep your abandonment messages clear of clutter and unnecessary distractions. **Clarity** is key when driving a single action—don't convolute that message with superfluous content or new message objectives.

REACH A CRESCENDO:

- Verify that the tone of your message isn't subtly placing blame or accusing your customer of negligence for their initial abandonment.
- Offers are proven tactics for solidifying conversion, but your margins take the hit. Use discounts or incentives only if it's right for your business.
- Remove psychological doubt with savvy use of social proof points. Seal the deal by using reviews, ratings, or other highlighted customer values.

Events of Note

- 🎵 Near Transactions
- 🎵 Account Upgrades
- 🎵 Incomplete Signups



The Woodwinds Section

Re-engagement Campaigns

WHAT IT IS: A single woodwind instrument can only play one note at a time. Re-engagement campaigns have a similarly singular focus of eliciting engagement from subscribers experiencing waning interaction and activity levels. These campaigns aim to shift your “disengaged” users back to active.

WHY IT MATTERS: Countless marketing dollars are spent acquiring and cultivating

customer relationships—letting them disappear after periods of inactivity doesn’t make sense! Re-engagement is a core component of [retention marketing](#).

- It costs five times as much to attract a new customer, than to keep an existing one.
—[Invesp](#)
- 45% of recipients who receive re-engagement emails read them.
—[SmartInsights](#)

YOUR INSTRUMENTS:

1. **Thresholds:** Determine the appropriate eligibility **thresholds** (time, activity, engagement, etc.) for customers warranting re-engagement. Knowing why customers need re-engaging helps you focus on relevant content.
2. **Re-education:** Focus messaging on re-educating users about the unique value of your products and services. This helps rekindle the relationship flame.
3. **Message Preference:** Reevaluate a customer's **message preferences**. At this stage, it's time to listen. Ask what content and cadence works for them to customize a better brand experience.
4. **Test Channels:** Reignite the conversation across **channels**. Push messages can spur app engagement. Direct mail can drive customers back online (or even in-store). There's plenty of creative channel uses to win customers back.

AN OCTAVE UP:

- A simple message is better than none at all! Don't overcomplicate re-engagement—start small and build up your campaigns from learnings.
- Optimize your messages for split-second engagement. Intriguing subject lines and attractive imagery can earn quick clicks renewing engagement.
- Don't pare down your lists of unengaged subscribers too soon! With the right message at the right time, engagement can return as if it never left.

Events of Note

- 🎵 [Lapsed Customers](#)
- 🎵 [Feedback Gathering](#)
- 🎵 [Winbacks](#)





Conduct Your Own Cross-Channel Symphony

And just like that, your ensemble is ready for showtime.

Well, maybe it's not that simple, but focusing on each of these campaigns in a more tactical way with an eye on effective, harmonized cross-channel orchestration will have your customers singing your praises.

There are guidelines in music and marketing theory to follow, to be sure, but we encourage you to play around with the notes. What

works for one brand, might not for yours. A cross-channel marketing platform like Iterable can be your conductor's baton, making it easier to incorporate all channels and devices in your marketing, but it's up to you to write the music that speaks to your audience and keeps them calling for an encore, over and over again.

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 and Box, choose Iterable to power world-class customer engagement throughout the entire lifecycle.

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

 fabletics

 Fender®

 SEAT
GEEK

 STRAVA

 Zillow®