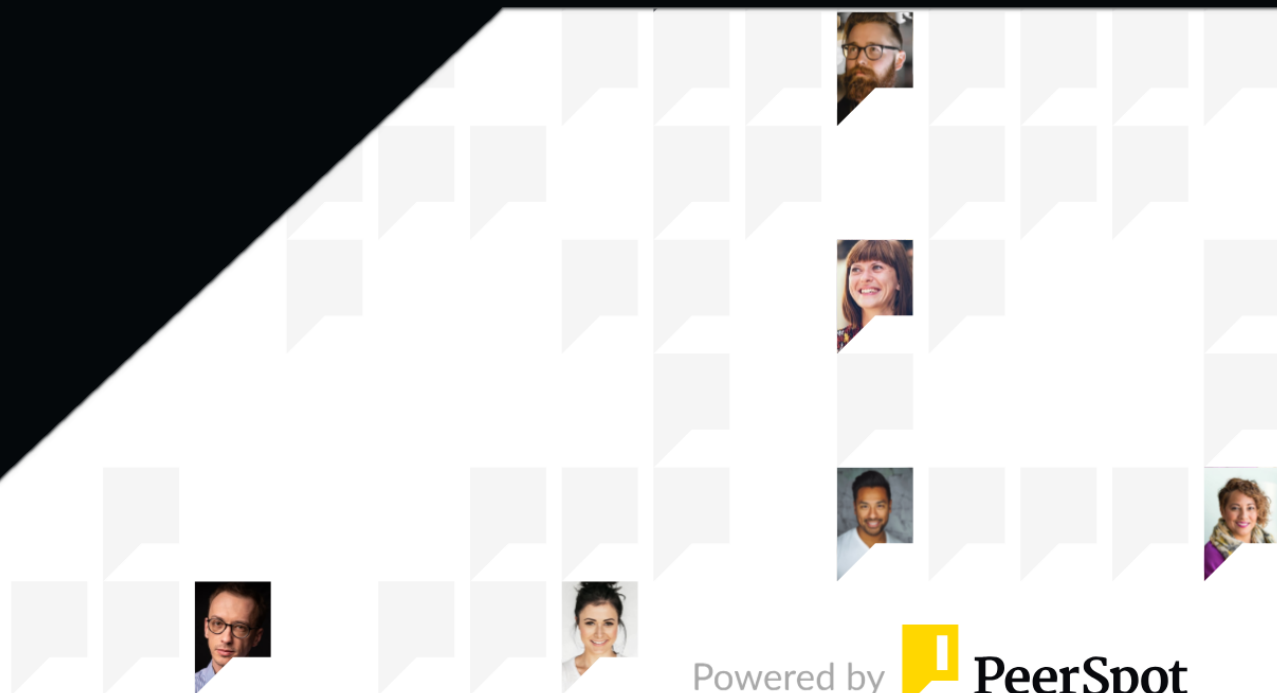




Iterable

Reviews, tips, and advice from real users



Powered by  **PeerSpot**

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Product Recap



Iterable

Iterable Recap

Iterable facilitates seamless customer interactions through sophisticated automation and API integration, enhancing engagement with real-time personalization and omnichannel orchestration. It boosts marketing efficiency with advanced segmentation and campaign management.

Iterable stands out for its ability to streamline customer relations by offering user-friendly automation tools and powerful API integration. Behavioral workflows and geolocation features ensure targeted engagement, while its automation capabilities save time and resources. Audience segmentation, coupled with drag-and-drop campaign functionality, enhances marketing efforts. Iterable's scalability and integration with third-party tools allow for a broadened reach and improved conversion rates. However, potential improvements include advanced analytics, enhanced training resources, and improved user support for complex tasks. New users find event-based logic challenging, and large workflows can lead to performance issues.

What are Iterable's most important features?

- **Omnichannel Orchestration:** Facilitates seamless customer engagement across channels.
- **Automation Tools:** Reduces operational overhead with efficient processes.
- **API Integration:** Supports extensive API capabilities for robust data management.
- **Real-Time Personalization:** Enhances engagement with dynamic, behavior-driven interactions.
- **Audience Segmentation:** Enables targeted marketing with detailed customer segmentation.
- **Drag-and-Drop Campaigns:** Simplifies campaign creation with a user-friendly interface.

What benefits and ROI should users look for?

- **Increased Conversion Rates:** Achieves up to 300% improvement with personalized engagement.
- **Operational Efficiency:** Saves up to 70% in operational time through automation.
- **Scalability:** Easily adapts to growing customer bases with seamless third-party integrations.
- **Enhanced Reach:** Multilingual support broadens audience reach effectively.

In the marketing sector, Iterable is widely used for automating personalized email campaigns, managing customer journeys, and sending transactional messages. Its advanced personalization and segmentation features enable companies to implement dynamic, behavior-oriented interactions, enhancing client engagement significantly. Marketing teams value time-saving automation and strong cross-channel capabilities, which effectively support comprehensive client communication strategies.

Valuable Features

Excerpts from real customer reviews on PeerSpot:



“Miro Business – Enterprise has been a lifesaver for us, increasing team collaboration by 70 to 80% and saving our time and resources.”



Teferes Rodney

Digital Marketing Manager at Nestle



“Iterable has positively impacted my organization, as it enhanced campaign execution speed, increased engagement and conversion rates through personalization, reduced our dependency on engineering for routine campaign changes, and improved collaboration between marketing and technical teams.”



Abhishek Sahoo

Technical Writer at a manufacturing company with 10,001+ employees



“Iterable has positively impacted our organization as we have seen an improvement since geolocation features improved our weekly email conversion rate by 300%.”



Sai Shivika

Digital Marketing Specialist at Bloomberg

- ✓ “Iterable allows us to trigger SMS messages through Twilio based on real-time user events such as abandoned actions, incomplete transactions, account or subscription changes, inactivity or re-engagement milestones.”



Vicky Hemnani

Software Engineer at a consultancy with 11-50 employees

- ✓ “After implementing Iterable, I saw retention rates of certain user cohorts compared to users who went through Iterable's campaigns versus those who didn't, and the retention rate of the users who experienced those campaigns was about twenty percent higher than those who didn't.”



Verified user

Growth Marketer at a computer software company with 51-200 employees

- ✓ “Iterable saves our time and has better customer relationship benefits, making a very good relationship with our customers because once we have already created the workflow, client communication has been automatically done and our work, work pressure, and work stress have been reduced, creating a very good impact on a better work environment.”



Sakshi Badoria

Product Operations at a tech services company with 51-200 employees



“We achieved really positive numbers related to retention, with our retention growing twofold and fourfold over the two years I was there, due to having a tool that allowed us to better communicate with our customers and create campaigns that could target a far greater audience base on more event-based triggers versus mass sending to users.”



Julian Fernandes

Sr. CRM Manager at a hospitality company with 1-10 employees

What users had to say about valuable features:

“Iterable's best features currently offered are the AI that they have and the journey, the way it is built with the tiles to be able to drag and draw and see everything.

“I use Iterable's AI features basically by getting reports through journeys or through campaigns, and if I have questions on how to use them, I get more insights in an easy and fast way. Iterable positively impacts my organization because it is our main platform that we use in order to communicate with our customers, so its value is one hundred percent.

“Whatever we do is through Iterable. Without that, we are not able to send any campaigns out, and our main purpose is to send out campaigns to customers. If we stop sending campaigns, we will not be able to function. So by that, I mean how we work. It helps us in every way..”

Pavlos Maratos

Customer Relationship Management Manager at a educational organization with 201-500 employees

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“The best features Iterable offers are the powerful combination of Journeys and Segmentations. Segmentation allows me to create very specific audiences based on customer attributes and behavior events, and Journeys allow me to automate what happens next by branching users into different paths, adding delays, triggering different messages, and removing users from a journey once they complete the desired actions, giving me a lot of flexibility to personalize the customer lifecycle.

I find it very easy to set up and manage those journeys and segmentations in Iterable, as the UI and UX are intuitive, so it was not difficult to make all of those happen.

Iterable positively impacted my organization as it was the only CRM messaging tool used in my company, which made it a really powerful tool for CRM activities. It aligned well with my performance marketing activities, especially in onboarding, activation, and retention, where it was truly powerful..”

Verified user

[Read full review](#) 

Growth Marketer at a computer software company with 51-200 employees

“The best features Iterable offers are automation and simplicity in use. Iterable is dynamic and allows us to engage customers at all stages of the customer journey.

Iterable has allowed our customer communication to be automated. With thousands of customers, the ability to automate email communication has saved our team incredible amounts of time.

While Iterable is used largely by our marketing team, we do have individuals who are less tech-savvy with limited coding experience, yet confident in navigating the platform. Iterable is very user-friendly and has maintained its simplicity.

Iterable has saved our team an incredible amount of time and manual labor through automation of emailing. With the creative and engaging content created in Iterable, customers are more likely to engage than previously, hence increasing customer engagement. We have saved between sixty to seventy percent of our time through automation.

Iterable has allowed us to automate email campaigns to customers by planning a series of emails six months prior to their delivery..”

Teferes Rodney

Digital Marketing Manager at Nestle

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“The best features Iterable offers for us are related to the possibility to create event-driven, advanced segmentation and dynamics, meaning you are able to have event-based targeting and real-time update listing. The event trigger, which is real-time, is very valuable and comes together with a very good built-in experience.

“The event-based targeting and real-time updates have helped my team by being useful for instant reminders and when a user completes key actions. This is really the most useful approach. With this approach, we also have the possibility to have a re-engagement sequence in case of idle states. From advanced segmentation, nested logic and predictive segmentation are the most important features that help us convert more easily.

“Iterable provides a very good built-in integration, and the user interface is pretty useful as it provides really interesting functionality. Iterable has positively impacted our organization, especially with our team and the key metrics. Iterable helped my team and key metrics significantly, allowing us to save up to 30% of the time, and the speed of overall operation efficiency has improved..”

Verified user

Director at a tech vendor with 501-1,000 employees

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“The best features Iterable offers include analytics, which I found easy to navigate and understand, allowing me to share that information with the wider marketing team. Additionally, the webhook functionality was impressive. We worked with Deutsche Post to execute direct mail to our users, and the webhooks were straightforward to set up and execute with our Deutsche Post partners.

“Iterable positively impacted my organization as it was a very easy tool for the CRM marketing team to adopt. It also allowed other team members to gain insights into analytics related to CRM and lifestyle marketing. These users, who are more creative and brand-focused, were able to better understand the customer base and those who use the product, enabling them to create surveys and conduct analysis that helped their copywriting and wider brand promotions.

“We achieved really positive numbers related to retention, with our retention growing twofold and fourfold over the two years I was there. This was due to having a tool that allowed us to better communicate with our customers and create campaigns that could target a far greater audience base on more event-based triggers versus mass sending to users..”

Julian Fernandes

[Read full review](#) 

Sr. CRM Manager at a hospitality company with 1-10 employees

I use Iterable's journey builder, which is called Journeys.

Using Iterable has helped me manage my customer workflows very well, as the process is smooth and quick, and whenever I set up the workflows, the data events trigger immediately, making it a user-friendly workflow setup.

“I utilize Iterable's A/B testing on a daily basis.

“The campaign insights I discover include setting up experiments for opens, clicks, subject lines, email body, copy, and preheader, where I have an experiment option within Iterable that allows treatment and baseline tests to be cross-verified with the data I have tested. The experiment gives me the result based on opens or clicks to decide the winner whenever I have enough volume for that particular test.

“Iterable's advanced analytics and reporting features help enhance my data-driven decision-making because Iterable has tracking limitations up to email click, so after reaching our website, Iterable cannot track from that page. However, it provides sufficient tracking for email delivery, SMS delivery, email open, email click, and SMS click. I rely on Iterable up to that level, while anything beyond that, such as after email click, relies on our dashboards to track campaign performance for ROI. I compare how many policies are created from each campaign and the success of those campaigns, tracking these success rates from Iterable campaigns.
.”

DeepakKenguva

Senior Manager, Marketing Operations at a tech vendor with 1-10 employees

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Other Solutions Considered

“I didn't evaluate any other options before choosing Iterable, as it was already set up. At that time, I didn't have knowledge or experience about CRM marketing, so there were no options available..”

Verified user

Growth Marketer at a computer software company with 51-200 employees

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“I think my organization used to have Adobe before Iterable, but this was before they hired me, so I do not know why they made the change. Obviously, Iterable is better than that, but that was years before I joined the company. As I mentioned previously, I do not know what happened because I work only with Iterable and they have had Iterable since I have been working for this company..”

Pavlos Maratos

Customer Relationship Management Manager at a educational organization with 201-500 employees

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“We previously used Twilio SendGrid.

We switched from SendGrid to Iterable because Iterable has more nuances. Iterable is also cost-effective, easy to use, and allows us to leverage more data..”

Teferes Rodney

Digital Marketing Manager at Nestle

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“I previously used Braze and Klaviyo. I switched from Klaviyo and Braze because Iterable was more competitive in pricing, with extremely advanced and fast segmentation technology compared to its competitors and fantastic deliverability and reliability of the system.

“Before choosing Iterable, I evaluated other options, such as Bloomreach..”

Sai Shivika

Digital Marketing Specialist at Bloomberg

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ROI

Real user quotes about their ROI:

“I cannot provide exact monetary metrics, but I can share that we observed a percentage improvement; our efficiency increased from around 20% to approximately 70%, which translates to a 40 to 50% increment since implementing Iterable..”

Abhishek Sahoo

Technical Writer at a manufacturing company with 10,001+ employees

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“I cannot technically state the real ROI of Iterable since I don't have a clear idea about its pricing. However, we set goals for retention via CRM activity, achieved those goals, and I believe it is worthwhile in terms of ROI. In terms of resources, after the setup, all campaign settings and journeys were easy to view in the tool itself..”

Verified user

Growth Marketer at a computer software company with 51-200 employees

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“Time is saved through Iterable. Our team has saved an incredible amount of time and manual labor through automation. With the creative and engaging content created in Iterable, customers are more likely to engage than previously, so customer engagement has increased..”

Teferes Rodney

Digital Marketing Manager at Nestle

[Read full review](#) 

“I have seen a return on investment as I mentioned before. I have seen a lot of cost savings. Iterable has helped me save time in creating emails for multiple regions, allowing me to take better control of my segments and calculate revenue for each of them. Its cost is competitive compared to other similar options, making it very cost-effective..”

Sai Shivika

Digital Marketing Specialist at Bloomberg

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“Iterable was really helpful and a lot of time has been saved when working through it because there are so many customers we have to do communication with on a regular basis. Once the workflow is done on Iterable, we do not have to do that because Iterable is already doing it by itself once you have already created the workflow. This is a time saving, and it is the most relevant metrics which I can share..”

Sakshi Badoria

Product Operations at a tech services company with 51-200 employees

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Use Case

“My main use case for Iterable is for events, for sales management, for data as a product, and for understanding segmentation of markets and taking competitive advantage. A specific example of how I use Iterable for sales management or segmentation is to improve conversion rates..”

Verified user[Read full review](#) 

Director at a tech vendor with 501-1,000 employees

“I used Iterable at my previous company, Marley Spoon, where we had an app and Iterable served as our communication and CRM tool with our customers. I introduced notifications so customers could understand what promotions and savings were available from a mass marketing perspective. I also implemented nudges and onboarding executions for new users to help them better adopt the app, understand its features, and reduce user exits..”

Julian Fernandes[Read full review](#) 

Sr. CRM Manager at a hospitality company with 1-10 employees

I am using the product for myself as my company's own product.

The primary use cases with Iterable are end-to-end Iterable uses, where I integrate data from outside through events, such as from our product to Segment or our product to Kafka, then Kafka to Iterable. I send the data through events, set up preprocess lists, create segments, set up ad-hoc batch campaigns, marketing campaigns, set up transactional workflows, do analytics, and import reports, so everything is end-to-end Iterable. .”

DeepakKenguva

[Read full review](#) 

Senior Manager, Marketing Operations at a tech vendor with 1-10 employees

“My main use case for Iterable was lifecycle marketing and cross-channel customer engagement. I used it to manage onboarding, activation, and retention campaigns across channels like email, push notification, and in-app messaging.

A significant part of my use case with Iterable was behavior-based communication, where instead of sending the same campaign to everyone, I used customer attributes and events to segment users and trigger different journeys based on their different behavior.

My usage of Iterable was mostly based on the Journeys feature..”

Verified user

[Read full review](#) 

Growth Marketer at a computer software company with 51-200 employees

“My main use case for Iterable involves creating audiences, creating campaigns such as emails, SMSes, and push notifications, creating journey workflows, and simultaneously creating properties or making changes to properties. I look at the data schemas, but I do not have extensive knowledge of the data schemas, just an overview if an event or property is not working.

“A specific example of how I use Iterable for creating campaigns or journey workflows is a recent resume series for credit cards. I had to create the audience and obtain specific characteristics based on our strategy. Then I created the email with the use of the copywriter and the designer. They import everything into Iterable. Then I had to edit the campaigns, create the workflow with the tiles, which is very easy in my opinion, include everything in it in the HTML, add the links, create the links, conduct the QA and all the checks..”

Pavlos Maratos

Customer Relationship Management Manager at a educational organization
with 201-500 employees

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“Iterable is a vital tool across our organization, serving a variety of purposes. On my team, we specifically use Iterable to craft personalized customer communication through email. Its capability enables us to tailor each message with unique customer details, significantly streamlining our workflow. Additionally, Iterable empowers us to create engaging and dynamic content that is interesting for customers to view.

Iterable is very useful in our company for lifecycle marketing campaigns, engaging our customers through different parts of their journey. It is also incredibly helpful in automating emails, streamlining the process of communications and promoting collaboration. Prior to using Iterable, our team manually sent all emails to customers, which was time-consuming. Now, thanks to Iterable, we are able to automate emails and send multiple emails to our customers, saving a lot of time. Iterable is a great tool.

Iterable is also used to manage our entire email system in tandem with project management and data loss..”

Teferes Rodney

Digital Marketing Manager at Nestle

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Setup

The setup process involves configuring and preparing the product or service for use, which may include tasks such as installation, account creation, initial configuration, and troubleshooting any issues that may arise. Below you can find real user quotes about the setup process.

“My experience with pricing, setup cost, and licensing for the enterprise version of Iterable indicates that the pricing is manageable and did not strain our budget. Iterable's setup cost was not high, as we had numerous videos available to guide us on setting it up, and the licensing options were flawless, leading to no issues with purchasing, uploading, and utilizing it for our team and company..”

Abhishek Sahoo

[Read full review](#) 

Technical Writer at a manufacturing company with 10,001+ employees

Customer Service and Support

Iterable provides technical support when I have problems, but that is one of the biggest issues. Even as a gold subscriber, their technical support is lagging and responding slowly to high-priority cases, likely due to limitations in resource availability.

DeepakKenguva

Senior Manager, Marketing Operations at a tech vendor with 1-10 employees

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“Customer support is also very quick. Whenever we need support, we got it always on time and the support we got as a customer from your team is really helpful for us every time..”

Sakshi Badoria

Product Operations at a tech services company with 51-200 employees

[Read full review](#) 

“The customer service is great and the user interface is very intuitive.

The setup was straightforward and easy with the help of customer support.

The customer support is relatively very proactive, responsive, and committed.

Iterable is also very cost-effective and saves time and cost through automation..”

Teferes Rodney

Digital Marketing Manager at Nestle

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“I chose a rating of nine out of ten because Iterable provides reliable, professional, and responsive customer support. Strong onboarding support and documentation are also the best, along with fast response time in time-sensitive campaigns, helpful guidance for best practices and alternative solutions, and transparent communication during escalations. Although complex issues can take longer to resolve, the support team maintains trust through clear communication..”

Vicky Hemnani

Software Engineer at a consultancy with 11-50 employees

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“My advice for others looking into using Iterable is that it provides very reliable and professional customer support, especially for time-sensitive campaign issues and complex integrations. Iterable's support team shares best practices and alternative approaches during onboarding and feature adoption. While resolutions to complex edge case scenarios may take longer due to escalations, communication remains transparent throughout, building trust. Overall, Iterable's customer support feels like a true extension of our team.

“On a scale of 1 to 10, I would rate Iterable's customer support a nine because they are highly responsive, knowledgeable, and provide clear actionable guidance for time-sensitive campaigns and technical issues. Iterable's customer support is not a ten only because complex edge case issues can occasionally take longer to resolve due to escalations..”

Abhishek Sahoo

Technical Writer at a manufacturing company with 10,001+ employees

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Other Advice

“Iterable is a really impressive program and platform, and I am convinced that if you test it out, which I believe the client support team offers in a week with dummy data, it is a straightforward one to adopt. The only thing I would be cautious about is the price, but I know that is negotiable. I would rate this product a 9 out of 10..”

Julian Fernandes

Sr. CRM Manager at a hospitality company with 1-10 employees

[Read full review](#) 

“My advice to others looking into using Iterable is that if you want to find a product that is for a small company or is cheap, Iterable is reasonable. However, if you want to have more use cases around AI, you need to go for a better product. I would rate this product a seven out of ten overall..”

Verified user

Director at a tech vendor with 501-1,000 employees

[Read full review](#) 

“Iterable is very easy to use and maintains its simplicity. Those who are less tech-savvy, with limited coding experience, can use it and navigate the platform very seamlessly in a user-friendly manner. Automation helps save time and cost, making it a very great tool in my marketing department. Iterable is one of the best, efficient, and user-friendly [CRM](#) campaign management tools. I rate Iterable nine out of ten..”

Teferes Rodney

Digital Marketing Manager at Nestle

[Read full review](#) 

“Regarding Iterable's AI capabilities, I do not have any thoughts on that. I feel that it is safe because my organization trusts that and our IT department is very strict on the security. So I believe it is fine.

“Regarding Iterable's AI capabilities, I feel they are up to ninety percent accurate. Obviously, it needs improvements and also most of the times some questions that we ask do not give us any answer which means it needs more work to be done in order to be able to give me that. I cannot remember now what was the question I asked the other day and did not get any number or any response.

“I do not know how Iterable is deployed in my organization.

“My advice to others looking into using Iterable is that it is a very good platform, very user-friendly, and very easy to use and do whatever they want that has no limitations rather than the RCS that I mentioned previously. I found this interview just fine. I do not think anything should change for the future. I would give this review a rating of nine overall..”

Pavlos Maratos

Customer Relationship Management Manager at a educational organization with 201-500 employees

[Read full review](#) 

“I rate Iterable a nine out of ten because I usually don't give a perfect ten to any product since I don't feel anything is literally perfect. However, I find Iterable to be a really useful and powerful tool, and I haven't been bothered while using it.

I do not have experience using the AI features in Iterable, so I cannot provide an opinion on its governance and security.

I find Iterable quite reliable in terms of accuracy and reliability of output. Before activating all campaigns and journeys, I usually ensure that all quality assumptions are met, and there have been no problems when I confirm everything is ready.

After implementing Iterable, I saw retention rates of certain user cohorts compared to users who went through Iterable's campaigns versus those who didn't. The retention rate of the users who experienced those campaigns was about twenty percent higher than those who didn't.

I think Iterable provides the most value when a company has moved beyond simple batch and blast email or push marketing and wants to build more sophisticated behavior-driven customer journeys. For very small companies that only need basic campaigns, it may offer more functionality than they need. However, for a growing company with multiple lifecycle stages and communication channels, it can be a very strong fit. My overall rating for Iterable is nine out of ten..”

Verified user

[Read full review](#) 

Growth Marketer at a computer software company with 51-200 employees

Integrating third-party applications with Iterable has improved my marketing strategies as I use webhooks to transfer data from Iterable to Mode, which provides better dashboards and reports on campaign performance. I also integrate SMS sends through [Twilio](#) instead of using Iterable's SMS feature, running my

campaigns through [Twilio](#) while using Iterable for sending out the SMS messages.

I would rate Iterable a seven because it is smooth, user-friendly, and provides enough options to run my business. I did not give it a ten due to the limitations I previously experienced and the lack of good options to host images, which has recently been fixed. Overall, I would rate it between seven to eight.

“Regarding the pricing of Iterable, I find it fair, which is one of the reasons I am still sticking with Iterable, as it offers reasonable pricing compared to other tools in the market.

“I think Iterable is a strong option in the market as it competes with legacy tools such as [Salesforce Marketing Cloud](#) and HubSpot. With changing trends in marketing automation, Iterable seems to give good competition to other tools. I gave this review an overall rating of seven out of ten. .”

DeepakKenguva

Senior Manager, Marketing Operations at a tech vendor with 1-10 employees

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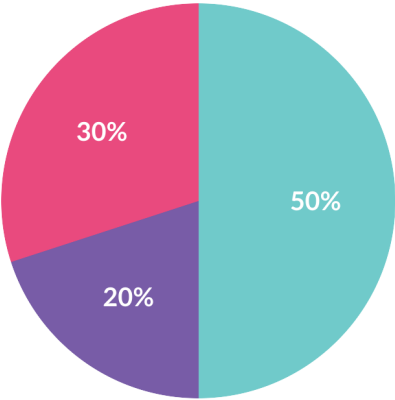
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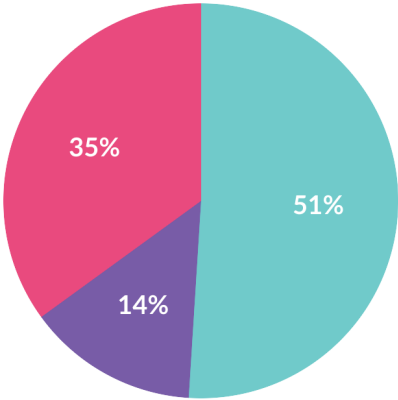


Company Size

by reviewers



by visitors reading reviews



Large Enterprise Midsize Enterprise Small Business

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