



ITERABLE

The Marketer's Guide to Cross-Channel Success

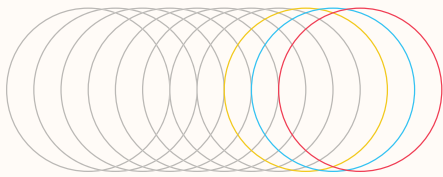


Table of Contents

	A New Marketing Mandate	3
	Breaking the Single-Channel Barrier	4
	Channels Offered at Iterable	5
	Marketing Channel Comparison Chart	9
	The Power of A Connected Cross-Channel Strategy	10
	Optimizing Cross-Channel Orchestration With AI	11
	Cross-Channel Success: Real Brands, Real Results	12
	The Future of Customer Engagement	19
	The Iterable Value Calculator	19



A New Marketing Mandate

Today's customers don't wait for scheduled sends—they move fluidly across email, SMS, mobile apps, and more. Legacy platforms and batch-and-blast tactics lead to disjointed messaging, missed moments, and diminishing returns.

It's time to leave behind one-size-fits-all marketing and embrace real-time, customer-led engagement. For many teams, this shift is both exciting and daunting. Demand for personalization is rising, but outdated tech holds teams back.

The result?

- » Struggling to break through the noise
- » Fragmented data and systems
- » Growing pressure to deliver faster

Modern marketing is about seamless, cross-channel engagement that meets customers where they are. And with cross-channel shoppers generating 30% higher lifetime value than single-channel buyers, it's not just smart—it's essential.



Breaking the Single-Channel Barrier

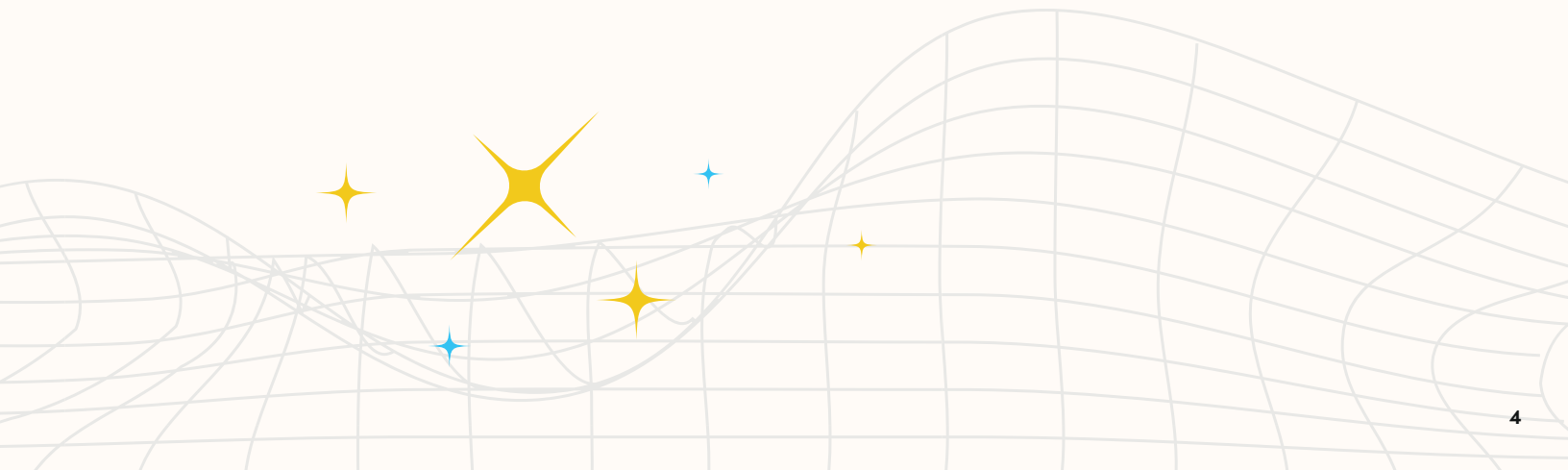


In this new marketing reality, merely broadcasting messages isn't enough. Brands need to craft meaningful moments that feel natural and personal, driven by real-time customer signals.

This is **moments-based marketing**—where every interaction is hyper-relevant, intelligently timed, and tailored to individual preferences. Notably, [2 in 3 customers](#) cite targeted messaging as a top reason to make a purchase. That's where modern marketing platforms, like Iterable's [new AI agent Nova](#), come in. Nova generates and optimizes high-performing content across every channel, so you can deliver personalized experiences at scale, with higher precision and faster than ever before.

Cross-channel isn't just a tactic—it's the key to making every customer feel like your only customer. In the rest of this guide, we'll explore the full range of cross-channel capabilities our platform supports—showcasing how brands are using these tools to increase engagement, boost retention, streamline workflows, and drive measurable results.

And once you have a full picture of the channels available in Iterable, check out our [Value Calculator](#) to see how much value we can drive for **your business** based on real results from 1,000+ customers.





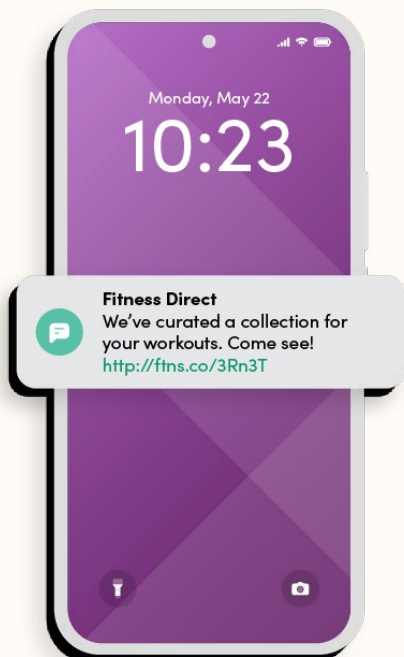
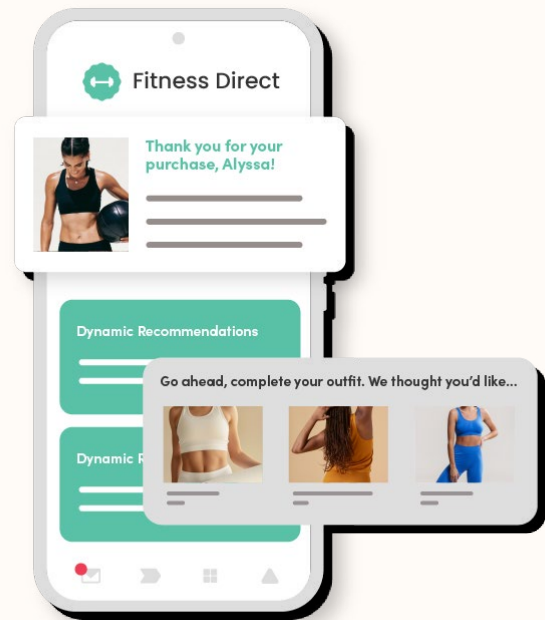
Channels Offered at Iterable

EMAIL

Email is a cornerstone of digital communication, serving as a versatile messaging channel for sending text, images, files, and links to one or more recipients. Whether it's a marketing campaign, transactional update, or customer support message, email remains one of the most effective ways to engage audiences directly in their inbox (both mobile and desktop).

CROSS-CHANNEL IMPACT

Automated, triggered emails generate **4x more revenue and 18x greater profits**. Ditch the batch-and-blast and drive meaningful business outcomes.



SMS/MMS

SMS (Short Message Service) is a direct, high-impact messaging channel used to send short (typically 160 characters or fewer) text messages between mobile devices. It's a powerful tool for marketing, alerts, and real-time notifications, ensuring messages reach customers instantly.

MMS (Multimedia Messaging Service) is an extension of SMS that allows users to send longer messages with multimedia content like images, videos, audio, and text. This makes it ideal for rich, visually engaging marketing campaigns that capture attention and drive deeper engagement.

CROSS-CHANNEL IMPACT

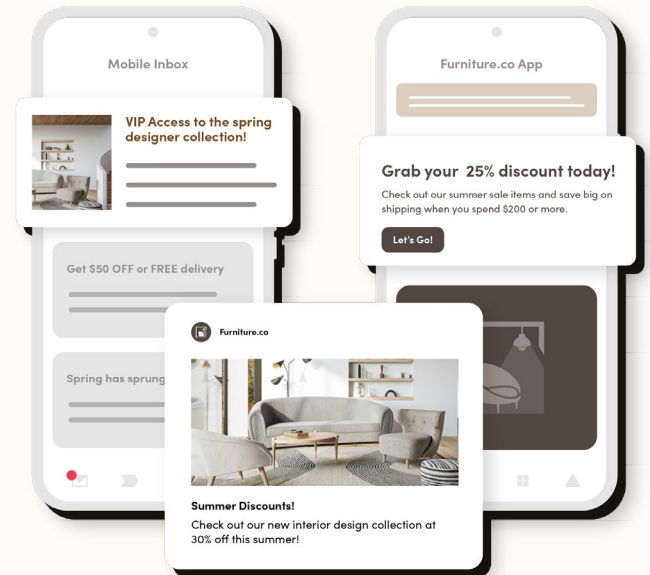
SMS has a **98% open rate** with 95% of messages read within 3 minutes of receipt. These timely messages drive instant impact.

IN-APP MESSAGING

In-app messages appear within a mobile or web application while a user is actively engaged, making them a highly contextual and real-time communication channel. They're used to deliver relevant information, promote offers, and guide users through key actions, all based on real-time behavior and interaction.

CROSS-CHANNEL IMPACT

Personalized app experiences can lead to a **20% increase in conversion rates**. Recognize, reward, and educate users with relevancy.

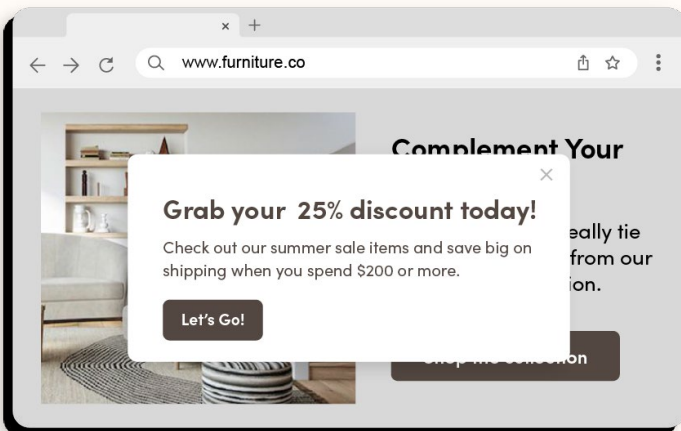


IN-BROWSER MESSAGING

In-browser messages appear within desktop and mobile web browsers while users are actively browsing, providing seamless, on-page engagement without disrupting the experience. They're used to share information, promotions, or calls to action through banners, modals, or pop-ups—keeping users informed and engaged without requiring them to navigate off the page to a separate window.

CROSS-CHANNEL IMPACT

Studies show well-timed pop-ups and banners can **boost conversions by up to 42.5%** when optimized effectively.

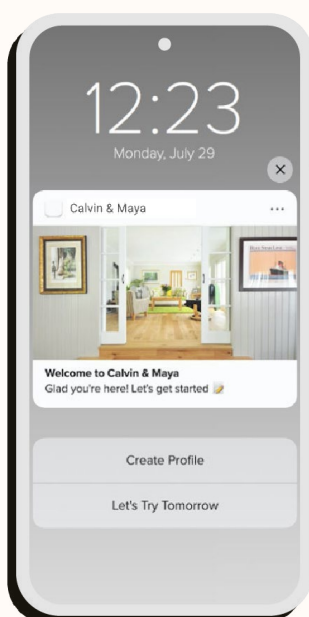
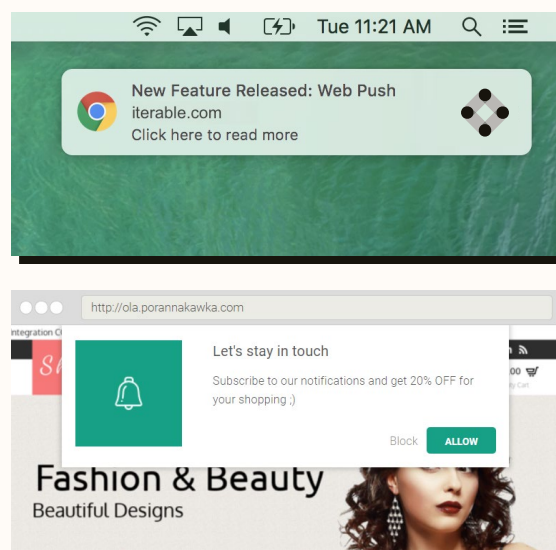


WEB PUSH NOTIFICATIONS

Web push notifications are short, clickable messages that appear in a user's web browser—even when they're not actively on the website. They're perfect for real-time updates, promotions, and reminders, keeping users engaged beyond the site itself. Since they require user permission, they reach an already interested audience, making them a powerful tool for re-engagement.

CROSS-CHANNEL IMPACT

Web push notifications can reach **over 80% of all internet users** and increase website traffic by up to 25%.



MOBILE PUSH NOTIFICATIONS

Mobile push notifications are real-time alerts sent to a smartphone or tablet from an app, even when the app isn't open. They're designed to re-engage users, highlight new content, and drive actions—whether it's opening an app, completing a purchase, or staying informed with timely updates.

CROSS-CHANNEL IMPACT

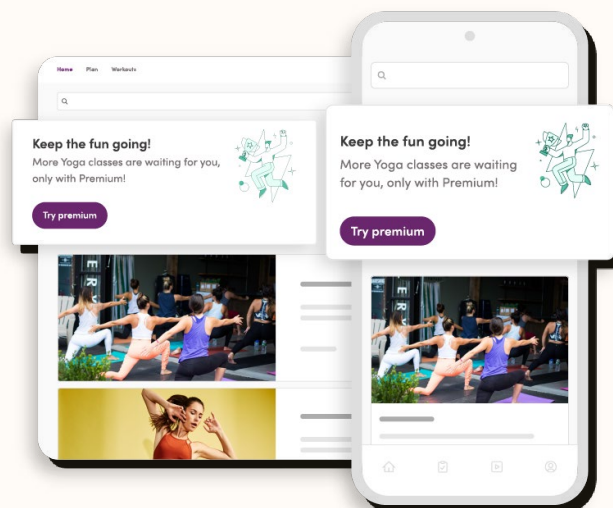
48% of mobile app users made an in-store purchase after receiving a mobile push notification. And, they can boost app engagement by 88%.

EMBEDDED MESSAGING

Embedded messages are displayed within your mobile and web apps using native interfaces—no overlays, pop-ups, or push notifications required. Designed to seamlessly integrate into the user experience, they appear based on real-time, per-user eligibility, ensuring relevant and unobtrusive engagement.

CROSS-CHANNEL IMPACT

Native ads receive **5-10x higher clicks** than traditional ads because they blend into the interface to feel intuitive and natural.

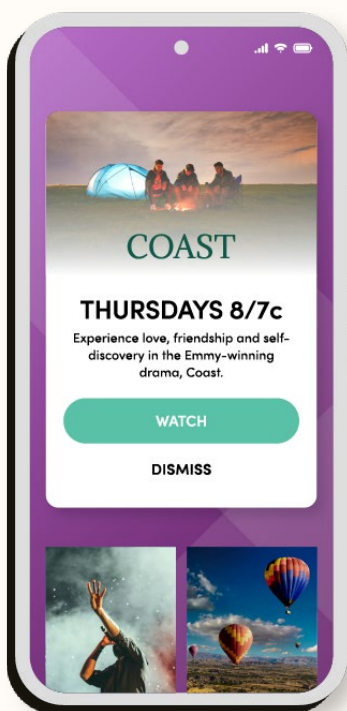
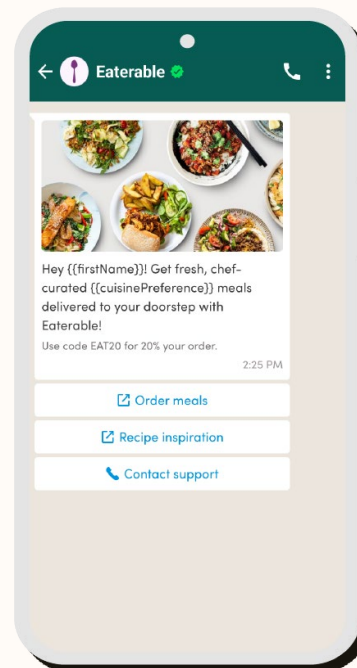


WHATSAPP (COMING SOON!)

WhatsApp is a widely used messaging app that allows users to send rich text messages, images, videos, and voice messages. Becoming increasingly popular for business messaging, WhatsApp is a key channel for promotional and transactional messages, as well as real-time service interactions, helping brands connect with customers in a familiar, conversational way.

CROSS-CHANNEL IMPACT

With over **2 billion users globally**, WhatsApp offers a vast audience for personalized communication.



OTT CONTENT

OTT (Over-the-Top) content delivers media services over the internet, bypassing traditional cable or satellite providers. With personalized messaging on platforms like Roku, brands can recommend content, deep-link to specific destinations, and drive engagement through seamless, interactive experiences.

CROSS-CHANNEL IMPACT

OTT ad spend is expected to **reach \$3.5B by 2026** — and it currently holds the title of fastest-growing local media segment because it offers a unique opportunity to enhance brand awareness.

And more... Don't see the channel you need? No problem! With Iterable, you can extend campaigns beyond digital—from direct mail and social media to help desk ticketing and custom MTAs—by leveraging our partner ecosystem to create a fully connected experience.



Marketing Channel Comparison Chart

CHANNEL	HOW TO UTILIZE?	WHEN TO UTILIZE?	WHAT FORMAT TO UTILIZE?
EMAIL	For providing context and direction around core product and brand messages with ease & efficiency.	<ul style="list-style-type: none"> • Transactional updates • Customer support • Milestone celebrations • Brand/product news 	Text, images, files, and links
SMS/MMS	For driving urgency through brief, real-time messages that inspire relevant action.	<ul style="list-style-type: none"> • Exclusive offers • Flash sales • Confirmations • Reminders • Personalized win-back messages 	SMS: Short text (160 characters) MMS: Text, images, videos, audio
IN-APP MESSAGING	For optimizing engagement and conversion funnel metrics with unique experiences rooted in customer signals.	<ul style="list-style-type: none"> • Behavior-based recommendations • Guided tutorials • Feature discovery • Gamification 	Text, banners, and pop-ups
IN-BROWSER MESSAGING	For capturing visitor attention at key moments while they actively browse, without requiring them to leave the page.	<ul style="list-style-type: none"> • Promotional offers • Feature announcements • Cart abandonment • Product recommendations 	Banners, modals, and pop-ups
WEB PUSH NOTIFICATIONS	For re-engaging users outside of the website with their permission, bringing them back to your site with a single click.	<ul style="list-style-type: none"> • Flash sales • Order notifications • Cart abandonment • Event reminders 	Short, clickable alerts, sometimes with images or rich media
MOBILE PUSH NOTIFICATIONS	For activating a passive audience with context-aware prompts that feel natural and valuable.	<ul style="list-style-type: none"> • Limited deals • Subscription alerts • Re-engagement prompts 	Short text alerts with CTA notifications, sometimes with rich media
EMBEDDED MESSAGING	For delivering native, context-aware messages within mobile and web apps without disrupting the user experience.	<ul style="list-style-type: none"> • Helpful nudges • Personalized content • Milestone celebrations 	Inline notifications, embedded banners, or dynamic modules
WHATSAPP	For engaging users on a platform they frequently use, ensuring interactive, high-visibility conversations.	<ul style="list-style-type: none"> • Customer support • Product launches • Personalized offers • Order updates 	Rich media and interactive elements like buttons and catalogs
OTT MESSAGING	For delivering non-intrusive messaging in a highly visual and immersive format within streaming platforms.	<ul style="list-style-type: none"> • Marketing campaigns • Localized promotions • Subscriber boost 	Video, interactive overlays, branded ads, and deep-link notifications

The Power of a Connected Cross-Channel Strategy

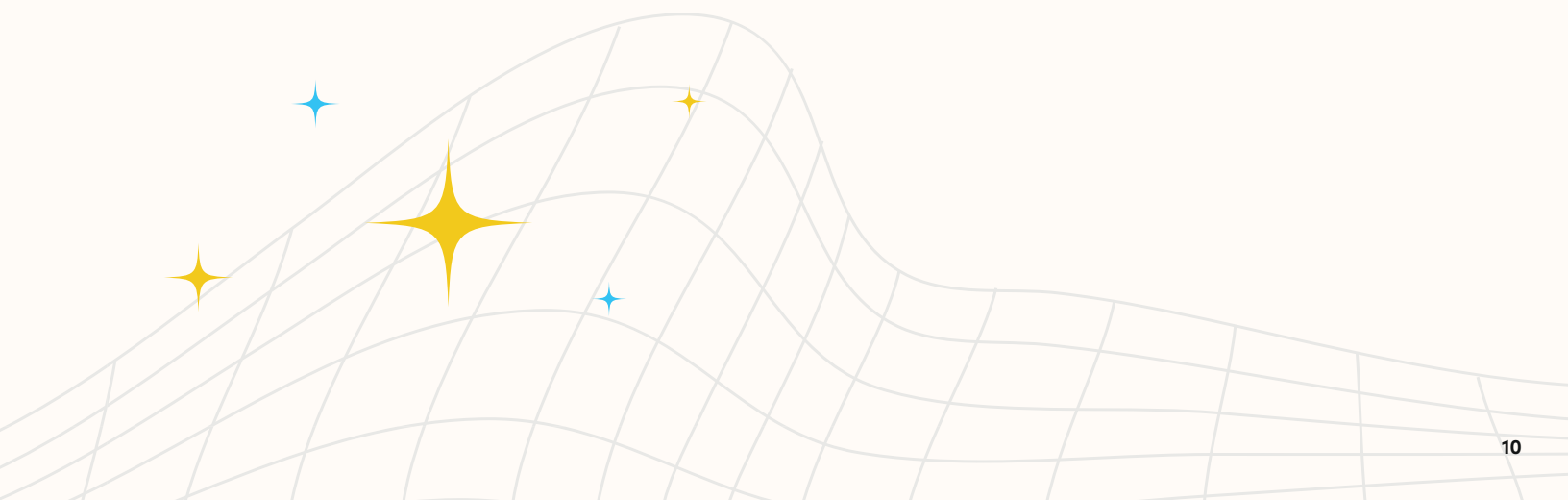


Static campaigns simply can't keep up with customers who effortlessly bounce between devices and channels, expecting seamless, personalized experiences at every step. That's why forward-thinking marketers are abandoning stuffy campaign schedules in favor of intelligent, always-on orchestration.

More channels don't automatically mean better engagement—it's how they work together that makes the difference.

Brands using three or more channels in a campaign see a 287% higher purchase rate compared to single-channel marketing.

When email, SMS, push, and in-app messaging work in sync, customers don't just receive messages—they experience a consistent, intuitive journey. A centralized, cohesive strategy ensures that every touchpoint is relevant, timely, and designed to move customers forward—driving stronger engagement, retention, and lifetime value.

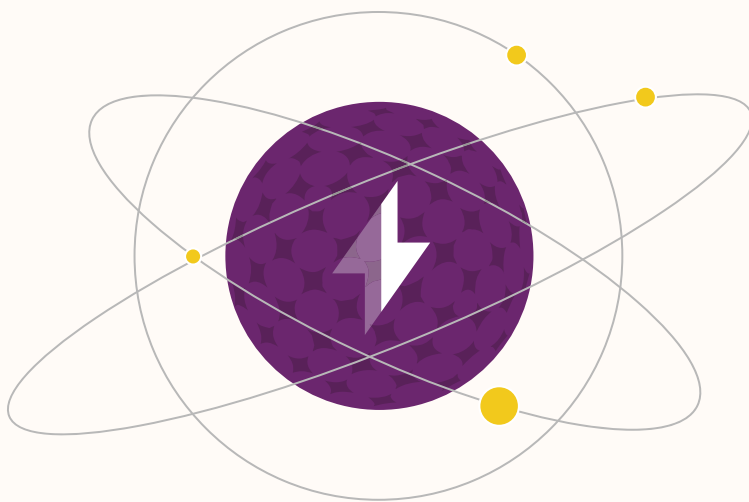


Optimizing Cross-Channel Orchestration With AI



Thankfully, modern marketers no longer have to rely on gut instinct or manual guesswork to reach their customers. [Iterable Nova](#) is the next evolution of Iterable's AI-powered platform. Nova is designed to be prescriptive, conversational, and goal-based, so you can turn strategy into action, and insights into impact, across every channel.

Here are three ways Iterable empowers marketers to adopt an agile and always-on approach to cross-channel engagement.



» **Channel Optimization:**

Not every message belongs on every channel. Iterable's [Channel Optimization](#) analyzes user engagement patterns to determine the most effective channel—email, SMS, push, or in-app—for each message, ensuring higher engagement and reduced friction.

» **Frequency Optimization:**

Too many messages can overwhelm customers; too few can cause missed opportunities. [Frequency Optimization](#) dynamically adjusts message volume based on user preferences and engagement trends, helping brands strike the right balance.

» **Send Time Optimization:**

Timing is everything. [Send Time Optimization](#) uses machine learning to predict when each user is most likely to engage, delivering messages at the moments that matter most.

Cross-Channel Success: Real Brands, Real Results



The following success stories illustrate how brands at different stages of cross-channel maturity have evolved their communication strategies with Iterable. Whether expanding beyond email, bridging online and offline experiences, or achieving fully AI-powered orchestration, each example highlights key takeaways for marketers looking to modernize their engagement strategies.

1. [Start Simple: How Thirty Madison Expanded Beyond a Single Channel](#)
2. [Build Structure: How Flipster Added Automation for Better Activation](#)
3. [Elevate Engagement: How The Body Coach Created High-Touch Experiences Across Channels](#)
4. [Scale with Personalization: How Sandboxx Reached Users in Real-Time](#)
5. [Get Smarter: How Care.com Used AI to Maximize Efficiency and Relevance](#)
6. [Close the Loop: How Madison Reed Bridged Online and Offline for a Truly Seamless Experience](#)



THIRTY MADISON

Expanding Beyond Email to Boost Patient Engagement

How a healthcare company improved activation and retention by adding SMS

Goals

- Increase customer activation
- Improve subscription conversion rates

Channels Used

- ✉ Email
- 💬 SMS

Strategy & Execution

Thirty Madison, a virtual healthcare company, aimed to improve patient engagement by moving beyond email-only outreach. Initially, SMS opt-ins came late in the intake process, resulting in just a 6% opt-in rate. By shifting SMS collection earlier, combining it with email, and using AI to personalize timing and content, the team increased opt-ins, boosted consultation completions, and improved overall engagement.

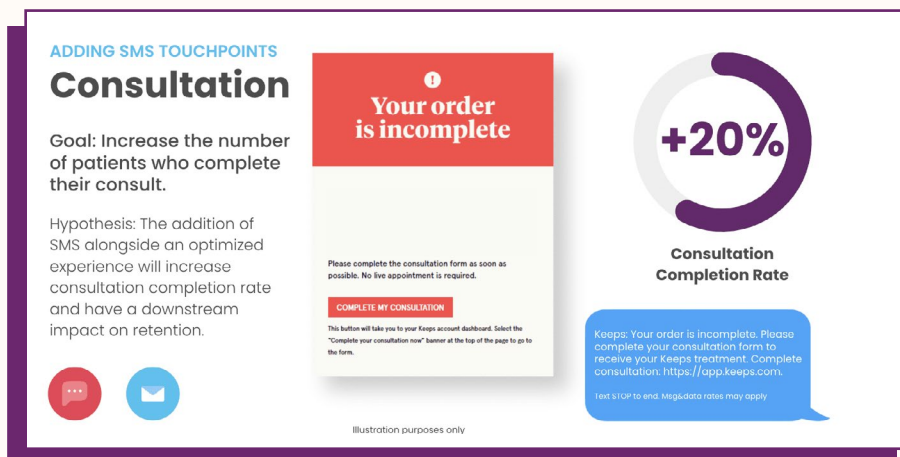
Results

50% increase in lead-to-subscription conversion
Double-digit lift in consultation completion rates
30% higher open rates and **7% increase** in click-through rates

How Iterable Made It Happen

- **Send Time Optimization (STO)** – Thirty Madison used Iterable's Send Time Optimization (STO) to avoid message overlap and deliver timely, relevant outreach that boosted 1:1 engagement.
- **A/B Testing** – Thirty Madison used A/B testing to validate the impact of shifting SMS opt-in earlier—resulting in higher opt-in rates and better message reach during the patient journey.
- **Seamless Cross-Channel Execution** – Thirty Madison automated messaging across email and SMS ensured consistent engagement at every touchpoint.
- **Advanced Data Insights** – Real-time analytics enabled Thirty Madison to track patient behaviors, measure effectiveness, and deliver meaningful moments-based messages.

Check out the full [case study here!](#)



Thirty Madison's cross-channel tactics for boosting patient completion.



Accelerating Trade Volume With Email and Mobile Push

How a crypto exchange streamlined onboarding with automation and push notifications

Goals

- Improve onboarding and user activation
- Increase app downloads and engagement

Channels Used

- ✉ Email
- 🔔 Mobile Push

Strategy & Execution

Flipster, a fast-growing crypto exchange, lacked a structured cross-channel strategy and relied on manual emails, making it hard to guide users through key steps like KYC and app downloads. After migrating to Iterable, the team used personalized email and push to streamline onboarding, drive first-time deposits, and boost trading activity—proving the power of cross-channel engagement for growth in a competitive space like crypto trading.

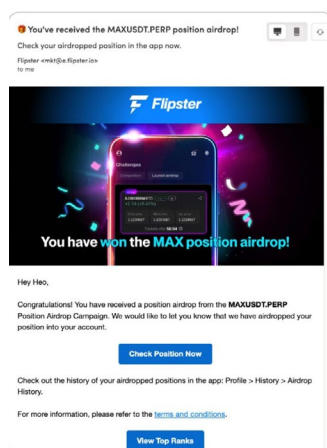
Results

77% increase in trading volume
2,206 increase in verified users
223% rise in first-time depositors

How Iterable Made It Possible

- **Seamless Migration Process** –Iterable guided Flipster through a smooth three-phase migration, culminating in personalized messaging powered by rich user data like loyalty status and trading metrics.
- **Cross-Channel Automation** – Automated email and mobile push ensured a cohesive user journey across key actions from signup to active trading.
- **Advanced Personalization** – Flipster used segmentation to target users who hadn't downloaded the app, launching an onboarding email with a 45% click-through rate that successfully reactivated dormant users.
- **Real-Time Performance Insights** – Live analytics provided the real-time ability to track user behavior, optimize engagement strategies, and drive higher retention.

Check out the full [case study here!](#)



Flipster uses email and push notifications to increase in-app engagement.

Iterable's email and push notifications to increase in-app engagement.



Creating High-Touch Fitness Journeys With Multi-Channel Engagement

How a health and wellness company personalized experiences across touchpoints

Goals

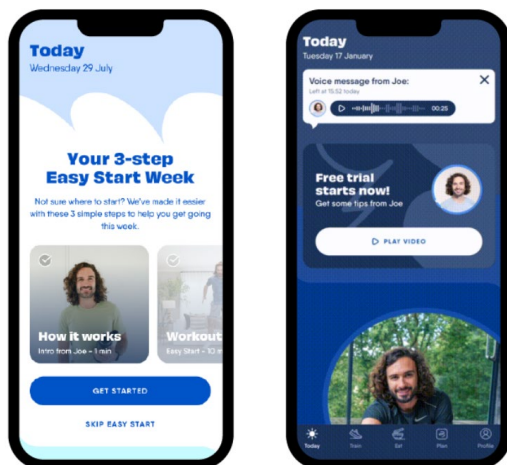
- Increase activation and engagement for new users
- Improve subscription conversion rates
- Re-engage inactive users and boost retention

Channels Used

- ✉ Email
- 📱 Mobile Push
- 📱 In-App

Strategy & Execution

The Body Coach needed to better engage and retain users but lacked a unified view across email and push. With Iterable, they connected email, push, and in-app messaging into one seamless experience—launching tailored onboarding and personal voice messages from founder Joe Wicks to inspire users. By removing engineering bottlenecks, the team can now quickly experiment and deliver real-time, personalized journeys that boost motivation and long-term retention.



Results

10% reduction in inactive users within one business quarter

60% completion within 3 days among users who received a push voice message

Improved 30-day retention and increased member renewals

How Iterable Made It Possible

- **Unified Customer Data** – Iterable’s platform provided 360° customer visibility across all channels, allowing The Body Coach to deliver cohesive, relevant messages to users in different locations.
- **Platform Ease-of-Use** – Using Iterable’s in-app templates, The Body Coach launched “Voice Notes from Joe”—personal audio messages sent via push in under an hour to drive excitement and engagement.
- **Behavior-Based Automation With Journeys** – Triggered messages respond to user actions—like sign-ups or inactivity—with timely nudges across email, push, and in-app, keeping members engaged and supported throughout their journey.

Check out the full [case study here!](#)



The Body Coach uses in-app features, like personalized voice notes, to prompt moments of surprise and delight for users.

SANDBOXX

Connecting Military Communities With Real-Time Messaging

How a mobile app strengthened military connections through embedded channels

Goals

- Improve onboarding and activation
- Increase engagement with targeted promotions
- Boost retention and partner advertising performance

Channels Used

- ✉ Email
- 📧 Embedded Messaging
- 💬 SMS
- 📱 Mobile Push
- 📱 In-App

Strategy & Execution

Sandboxx, a mobile app for the military community, relied heavily on email—causing important updates to get missed and slowing user engagement. To improve timeliness and relevance, they added Iterable's Embedded Messaging to deliver dynamic, personalized content directly in-app. This shift transformed onboarding and training, increased conversions through in-app promotions, and opened new revenue through partner advertising, while ensuring families stay connected with timely, mission-critical messages.

Results

16% click rate

538% increase in click-through rate vs. email-only campaigns

2.7M impressions in their mobile app

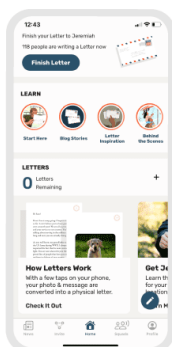
How Iterable Made It Possible

- **Embedded Messaging** – Sandboxx delivered personalized, real-time messages within the app at key moments and across various use cases, increasing engagement, activation, and retention.
- **Data Feeds** – Sandboxx marketers don't wait to get information to customers. Whenever a message is updated on their website, content is reflected in the app in real-time thanks to data feeds.
- **Swift Implementation** – API-driven Embedded Messaging was easy to integrate, requiring just one iOS engineer and one Android engineer to implement in 1-2 days.

Check out the full [case study here!](#)



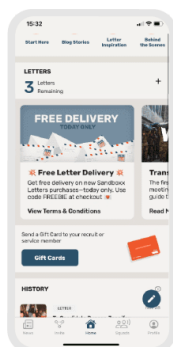
Sandboxx uses Embedded Messaging to connect with customers in their app.



Onboarding & Activation - Social Proof & How-To's



Sequential Content - Weekly Training Updates



Promotions - Targeted & Timely



Partner Advertising - Promoted Content

Gains Back 25% of Its Time With Iterable AI

How a leading marketplace connects people with caregivers through cross-channel marketing

Goals

- Increase engagement with timely messages and cohesive journeys
- Target promotional messages on the channel each customer prefers
- Boost user engagement and retention
- Reduce abandonment with message reminders

Channels Used

- ✉ Email
- 💬 SMS
- 🔔 Mobile Push
- 📱 In-App

Strategy & Execution

Care.com, a leading marketplace for caregivers and families, needed a more efficient way to manage cross-channel campaigns without sacrificing personalization. By adopting Iterable and leveraging AI features like Channel Optimization, they cut manual work by 25% and shifted focus to strategy and experimentation. Iterable's AI-powered platform enabled personalized, data-driven campaigns across channels—boosting engagement, satisfaction, and operational efficiency.

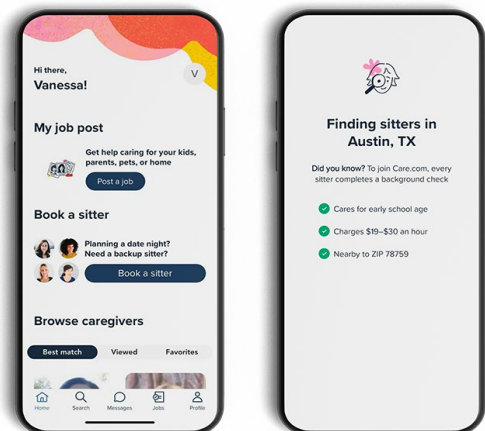
Results

25% of time saved with Iterable's automation tools
Deeper understanding of customer behavior
Faster testing and optimization
Scaled operations without additional engineering support

How Iterable Made It Possible

- **Iterable Studio** – With Iterable Studio, Care.com automates its lifecycle marketing while managing message frequency—delaying or skipping emails if a user has already engaged with a push notification.
- **Channel Optimization** – If it's a targeted promotional message, the team uses Channel Optimization, an Iterable AI feature that takes the guesswork out of which channel a user is most likely to engage with.
- **Experimentation** – Launched dozens of new experiments, such as the optimal sending order of email and push notifications for abandonment.

Check out the full [case study here!](#)



→ ✨ **Care.com uses Channel Optimization to automatically send messages to users' preferred channels.**

MADISON REED®

Bridging Online and Offline for Seamless Experiences

How an online subscription tailored seamless cross-channel experiences for customers

Goals

- Improve onboarding and activation
- Increase the upgrade-to-subscription conversion rate
- Drive revenue by increasing the likelihood of subsequent orders
- Increase engagement through reorder and reactivation journeys
- Boost retention and build long-term customer relationships

Channels Used

- ✉ Email
- 💻 Web
- 💬 SMS
- ✉ Direct Mail

Strategy & Execution

Madison Reed offers a subscription for salon-quality hair coloring at home, alongside in-person Color Bars. To improve engagement, they adopted Iterable to replace their previous system—boosting personalization and cross-channel interactions. The shift drove a 45% higher upgrade-to-subscription rate and a 3% lift from direct mail. With integrations like Segment and Lob, Madison Reed now runs automated, data-driven journeys that strengthen customer relationships, increase engagement, and drive revenue.

Results

45% increase in upgrade-to-subscription conversions

3% incremental lift from the addition of direct mail

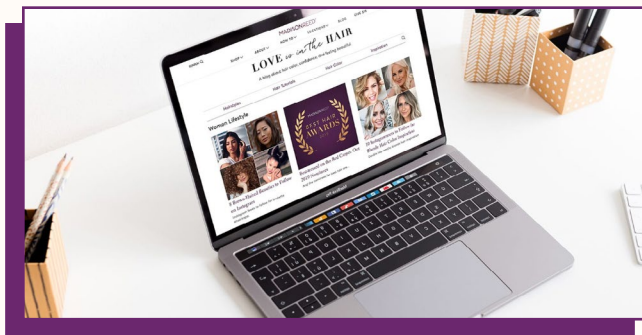
Hours of engineering time saved

Increased reorders, expanded customer base, and higher revenue

How Iterable Made It Possible

- **Easy Integration** – Iterable integrates with Madison Reed’s customer database and marketing stack, saving engineering time while enabling personalized messages based on each user’s hair color survey.
- **Campaign Automation** – Moments-based marketing messages are now triggered by individualized customer behavior, which increases reorders, expands the customer base, and grows revenue.
- **Flexible Data Model** – Iterable uses modern APIs and webhooks to simplify integrations and save engineering time—like Madison Reed’s use of Segment for data and Lob for direct mail.
- **Personalized Journeys** – With Iterable, Madison Reed can foster one-to-one personalization across channels, ultimately driving higher customer lifetime value.

Check out the full [case study here!](#)



→ ✨ *Madison Reed connects its digital and in-person channels for a truly holistic, connected customer experience.*

The Future of Customer Engagement

Modern marketers aren't running lackluster campaigns—they're moving beyond the traditional campaign calendar entirely. The brands that thrive will be those that ditch the old playbook and embrace real-time, AI-driven, moments-based marketing, delivering dynamic, customer-led engagement across every touchpoint.

The brands that are paving this future are:

- » Connected
- » Data-driven
- » Customer-obsessed
- » Intelligent and always-on

Iterable is ushering in this new era, empowering marketers to turn signals into action, conversations into relationships, and moments into measurable impact.

The Iterable Value Calculator

Ready to enter the new era of moments-based marketing? With AI-powered automation, real-time personalization, and a truly unified customer view, Iterable empowers you to create, optimize, and measure every interaction—across every channel.

See the impact for yourself with the **Iterable Value Calculator**. By leveraging real results from 1,000+ Iterable customers, the calculator shows you how intelligent, personalized engagement can drive growth and efficiency for your business.

Iterable Value Calculator

It's time to leave the campaign calendar behind—and start creating moments that matter.

Want to put these insights into action? Chat with your CSM or [request a demo](#) today!

