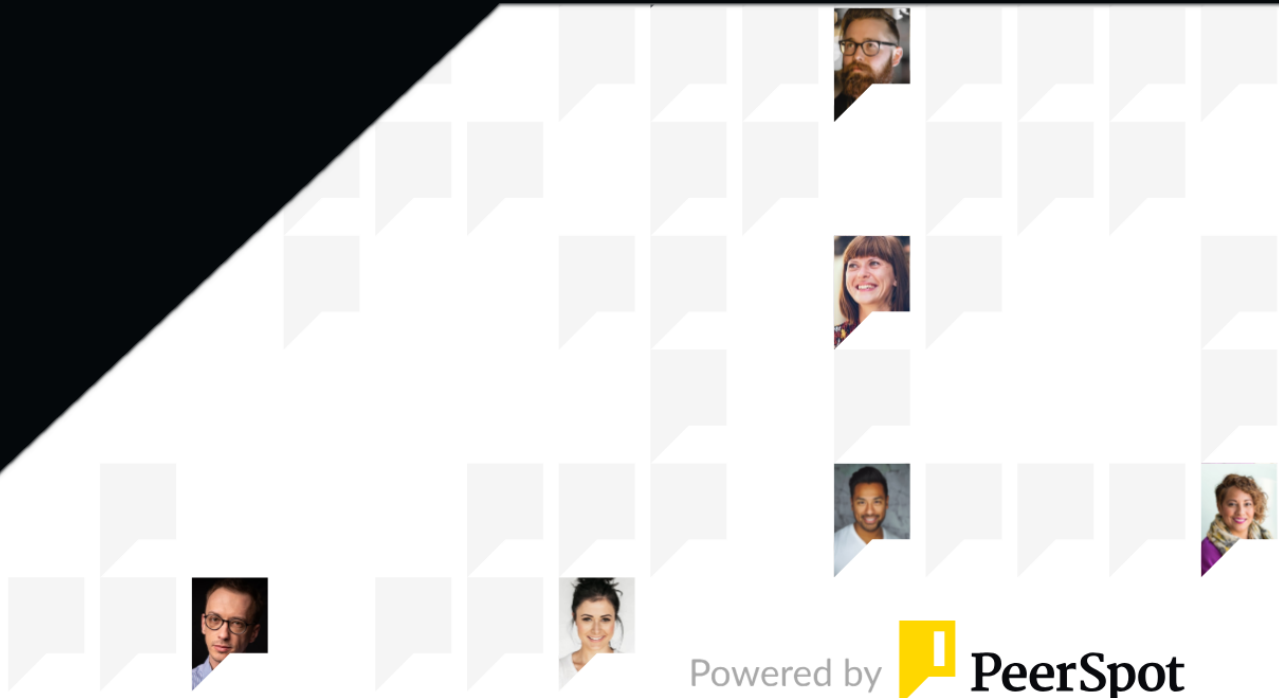


aws marketplace

Iterable

# Reviews, tips, and advice from real users



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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

- ✔ “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

- ✔ “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.”



**DeepakKenguva**

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

## What users had to say about valuable features:

“The best feature that Iterable offers is customer relations and good communication with the client, better workflow, and good updates.

“Iterable was really helpful for our organization. As I already mentioned, it was mainly used in my organization for client communication and customer relationship. The workflow that we were using and creating for each client has a big impact on our clients and my company, because most of the time it reduces our work, our work stress, and we do not have to worry much for client communication because Iterable is already doing it for us. So it has a very good impact on my organization positively.

“Iterable scalability is also good..”

**Sakshi Badoria**

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

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“I use Iterable to manage customer engagement across marketing emails, transactional emails, and SMS campaigns, and the platform enables real-time personalization, behavior-driven workflows, and cross-channel journey orchestration, while significantly improving conversion rates, customer acquisitions, and operational efficiency. Iterable reduced our dependency on engineering for day-to-day campaign changes and enabled marketing, analytics, and engineering teams to collaborate more effectively. Although the platform is powerful, advanced use cases require a learning curve and deeper analytics and performance optimization at scale could further enhance its value.

The best features Iterable offers are the omnichannel journey orchestration for a single interface, strong API and data integration capabilities, well-structured and continuously improving event tracking system, reduced operational overhead, and improved message consistency, along with seamless integration with internal systems and data pipelines. It also helps us in sending SMS to users and integrates with Twilio so that we can send SMS seamlessly..”

**Vicky Hemnani**

Software Engineer at a consultancy with 11-50 employees

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“Iterable's best feature, in my opinion, is the unified cross-channel engagement, which relates to powerful segmentations and personalization. The strong API and data integration support create a wealth of information.

“Iterable's unified cross-channel engagement and strong API data integration made a significant difference for me, allowing for seamless integration and engagement across various platforms.

“Regarding features, I find that the unified cross-channel engagement is one of Iterable's greatest strengths, enabling true omnichannel journeys in a commendable way. Being able to design, trigger, and monitor campaigns across multiple touchpoints from one interface significantly reduces operational overhead and improves message consistency. From a technical and documentation standpoint, Iterable's API and event tracking are well-structured, well-maintained, and regularly upgraded. This ease of integration with internal systems and data pipelines is incredibly helpful..”

**Abhishek Sahoo**

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

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“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 in my experience are audience segmentation, contact building and customization, and ease of use.

“Audience segmentation allows for drag-and-drop functionality in campaign building and also channel cross-pollination, which helps my team significantly.

“Iterable seamlessly integrates with our third-party tools, which stands out in terms of features.

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

“The geolocation features contributed to that increase in conversion rate as I was essentially able to use lifecycle as a free channel outside of the base payment to use the tool, proving incredibly profitable for the long-term revenue earned from even basic re-engagement campaigns..”

**Sai Shivika**

Digital Marketing Specialist at Bloomberg

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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

“We did not switch from a different solution; instead, we are using multiple options to find the best fit, with Iterable among the solutions. Previously, we tested Shopify and Shopify Wishlist Plus, but we are still determining which option will work best for us, and the feedback on Iterable has been quite positive..”

**Abhishek Sahoo**

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

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“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

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**

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

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“My primary use case for Iterable was to send emails to customers who were using our product on a daily basis, whether marketing emails or transactional emails. For marketing emails, we wanted follow-up on offers given to customers, and for transactional emails, once an offer had been submitted to a customer, we provided the offer amount and any further details through transactional emails.

A specific use case where I utilized Iterable was in building behavior-driven customer journeys using real-time user events instead of relying on static lists. We created dynamic segments based on actions such as signups, purchases, inactivity, or feature usage. Key capabilities I used included advanced segmentation and personalization powered by real-time events, journey and workflows builder to visually map complex customer flows, transactional and reminder campaigns triggered by user behavior, A/B testing across email and SMS to optimize engagement, and MJML for flexible, reusable, and responsive email design..”

**Vicky Hemnani**

Software Engineer at a consultancy with 11-50 employees

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“My main use case for Iterable is to communicate with our customers via marketing messages, transactional messages, and SMS. I find the flexibility to implement the solution that fits the needs of the message, personalization, or multiple-step workflows is much greater with Iterable than our previous email platform.

“A recent campaign that stands out is how I use Iterable for multi-channel marketing when communicating across channels with in-app push and email. I also appreciate that the email audience segmentation is powerful and customizable based on our data.

“In addition to how I primarily use Iterable, I want to highlight the drag-and-drop functionality in campaign building and journey building, as well as channel cross-pollination..”

**Sai Shivika**

Digital Marketing Specialist at Bloomberg

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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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“My main use case for Iterable during that time was to verify marketing products, analytics, and engineering teams to design documents and optimize customer engagement and workflows.

“A specific example of how I used Iterable for customer engagement or workflow optimization is that I was able to use Iterable for most power segmentations and personalization, which gave me a lot of capabilities, especially with real-time data and user events. It allowed me to move beyond static lists into behavior-driven personalization. Iterable's workflow and journey builder was also very helpful, providing a visual journey that made complex customer flows easier to understand and document. This explanation helped me demonstrate the value to cross-functional stakeholders, which is extremely valuable for large teams. From an API or data integration standpoint, it helped with my technical documentation and allowed me to track all events systematically and plan marketing integrations smoothly, resulting in a comprehensive internal system view and data pipelines..”

**Abhishek Sahoo**

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

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“I was using Iterable for my company product and we were making workflows for marketing communication, client communication, and making client relationships. We were actively using it for marketing communication.

“For marketing relationships and purposes, we use it for making certain and fluent communication with our clients, keeping them updated on new updates, launches, and all new programs. We frequently used it for our day-to-day marketing and client communication.

“Iterable workflow feature is very helpful because we usually use it for day-to-day marketing communication and client communication. The product we were having has regular updates, multiple relaunches, and new programs. We use it for each client, for particular information that we wanted to share with users for new programs, new purchases, and new launches. Iterable was really helpful during that time. We have a workflow for each client and the particular workflow helps us to update and communicate with each client very efficiently.

“Iterable saves our time and has better customer relationship benefits. It makes a very good relationship with our customers because once we have already created the workflow, client communication has been automatically done by that, and thus our work has been reduced, work pressure has been reduced, and work stress has been reduced. So it has a very good impact on a better work environment..”

**Sakshi Badoria**

[Read full review](#) 

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

# 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**

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

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# 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

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“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

“When using Iterable, I would definitely give a strong recommendation about it as it is really a good tool to use when you are into customer relationship. Iterable is really a good tool which we can use for marketing purpose, customer relationship purpose, and customer communication purpose. This is not advice, but a high recommendation to others to use Iterable because it is really a good tool. I would rate this product an 8 out of 10..”

**Sakshi Badoria**

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

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“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

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“My advice for others looking into using Iterable is that it is very well-suited, especially for companies in the B2B space and some in the DTC space. The diversity of the channel is good with emails, SMS, and now WhatsApp and in-app. I am not yet certain about the best use in e-commerce business, but it may get there.

“Before I wrap up, I want to mention that the platform overall caters to a marketer who has a need to send a marketing campaign to an audience. [Reporting](#) could also be more user-friendly, especially when creating dashboards for the campaigns. It is a very good tool and great for any marketing team looking to ramp up lifecycle marketing capabilities. Specifically, if you are a company with a lot of data, the product simplifies handling complexity significantly, enabling my team to move much faster even as a small team.

“I have given this review a rating of 8..”

**Sai Shivika**

Digital Marketing Specialist at Bloomberg

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“As we continue to explore options, my advice for those considering Iterable is to start by clearly defining customer lifecycle goals first. Then, one can leverage Iterable's strengths in event-based personalizations and cross-channel journeys. It is beneficial to invest time into cleaning data integrations and event tracking early on. I recommend thoroughly utilizing Iterable's documentation and onboarding resources, beginning simply without over-complicating things at the start, and then gradually moving to more advanced journeys while actively engaging with customer support for best practices.

“My company's relationship with the vendor is limited; we do not have a different business relationship besides being a customer. Iterable is best suited for teams that are ready to manage their customer engagement in-house, allowing for direct control and flexibility in customer engagement programs rather than relying on third parties for campaign management.

“I appreciate your questions, and I have a few more final thoughts regarding the product. I would rate this review a seven overall..”

**Abhishek Sahoo**

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

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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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“Using Iterable with [Twilio](#) has made my SMS campaigns easier to manage and more effective.

Integration between Iterable and Twilio significantly enhanced the effectiveness of our SMS communication by combining Twilio's reliable message delivery with Iterable's advanced segmentation, personalization, and journey orchestration capabilities. Before using Iterable, SMS via Twilio was managed largely by a standalone channel. With Iterable integrated with Twilio, SMS became a part of the end-to-end customer journey alongside email and transactional messaging. We

could coordinate timings, frequency, and channel priority, ensuring customers receive the right message on the right channel without duplication or fatigue. SMS was used strategically for high-intent moments such as reminders, confirmations, and time-sensitive notifications, and it was event-based and triggered in real-time. 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.

Iterable has a strong positive impact on both customer experience and internal operations, allowing us to launch campaigns faster, personalize messaging at scale, and iterate without heavy engineering involvement. Measurable outcomes include conversion rate increased from 15% to 60 to 65%, customer acquisition rate improved from 20-30% to nearly 70%, and operational efficiency increased from 20% to around 70%. These improvements reflect Iterable's ability to deliver timely, relevant, and consistent customer communications across channels.

We were regularly tracking KPIs, monitoring how emails were triggered and SMS were sent, and captured the delivery rate and failed SMS, along with all possibilities that could affect delivery.

I give this product a rating of nine out of ten..”

**Vicky Hemnani**

Software Engineer at a consultancy with 11-50 employees

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# About this buyer's guide

Thanks for downloading this PeerSpot report.

The summaries, overviews and recaps in this report are all based on real user feedback and reviews collected by PeerSpot's team. Every reviewer on PeerSpot has been authenticated with our triple authentication process. This is done to ensure that every review provided is an unbiased review from a real user.

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