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Using Iterable to Drive Rapid Subscription Conversions with a High-Impact, Multi-Channel Lifecycle Journey

II. Use Case Introduction

My Background

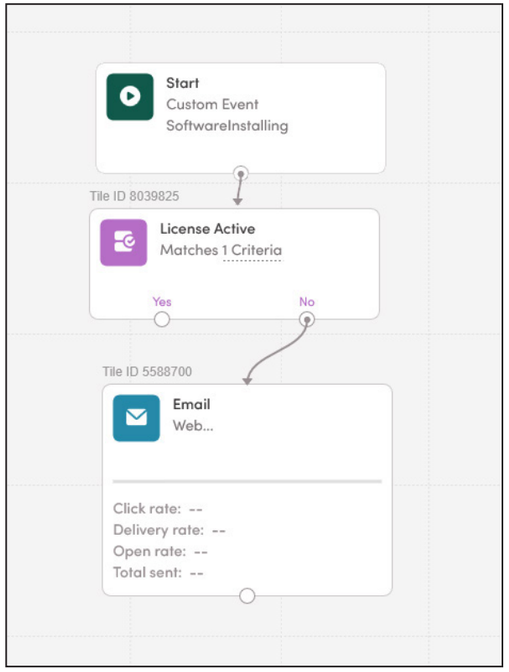
I am a digital marketing leader with over a decade of experience designing, executing, and optimizing **CRM and lifecycle marketing** programs across email, in-app messaging, push notifications, and SMS. I have extensive expertise in using **Iterable to build multi-channel, personalized customer journeys** that directly support business objectives – driving higher conversions, improving retention, and increasing customer lifetime value.

Lifecycle Campaign Use Case

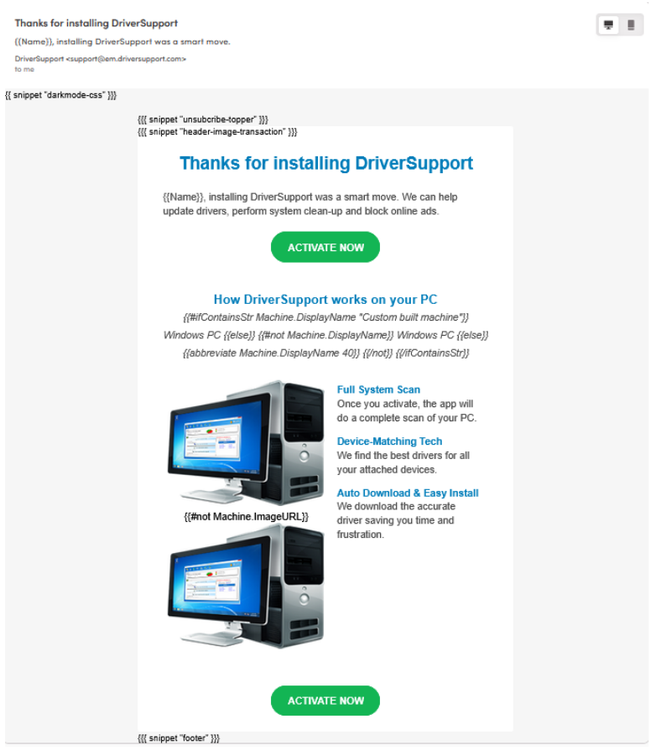
Product: DriverSupport – a PC application that automatically updates outdated device drivers to improve performance.
Goal: Convert newly installed DriverSupport users into paying monthly subscribers by delivering highly personalized, multi-channel messaging through Iterable.
Overview: Users install the app via the website and must subscribe to the $9.99/month plan to access its features. This campaign focused on post-install conversions, targeting users within the critical early engagement window.
Result: The CRM program achieved a net-new increase in daily subscriptions, with 25% of users in the journey converting to paid subscribers. Most conversions were driven by a single in-app message, whose timing and performance were optimized through A/B testing.

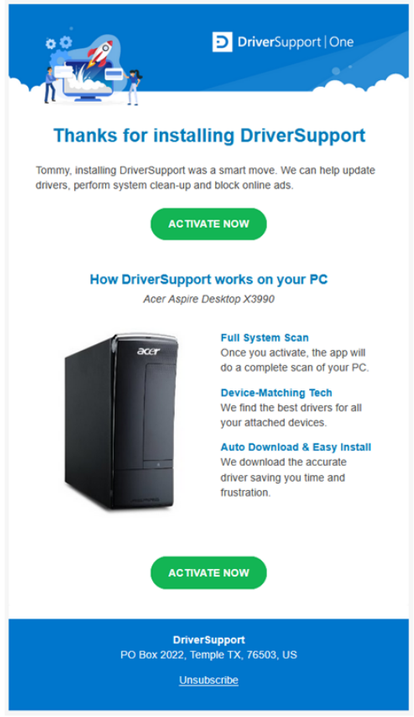
III. Journey Entry and First Contact

The journey is triggered by an **Install event**—the moment a user installs the app. The first touchpoint is a Welcome Email, sent immediately upon entry (see illustration).



This email uses **Iterable Snippets** to maintain consistent branding and style, along with personalization drawn from both the **User Profile** and the **trigger event's JSON payload**. Handlebars is used to code the dynamic content and personalized messaging (see illustration).



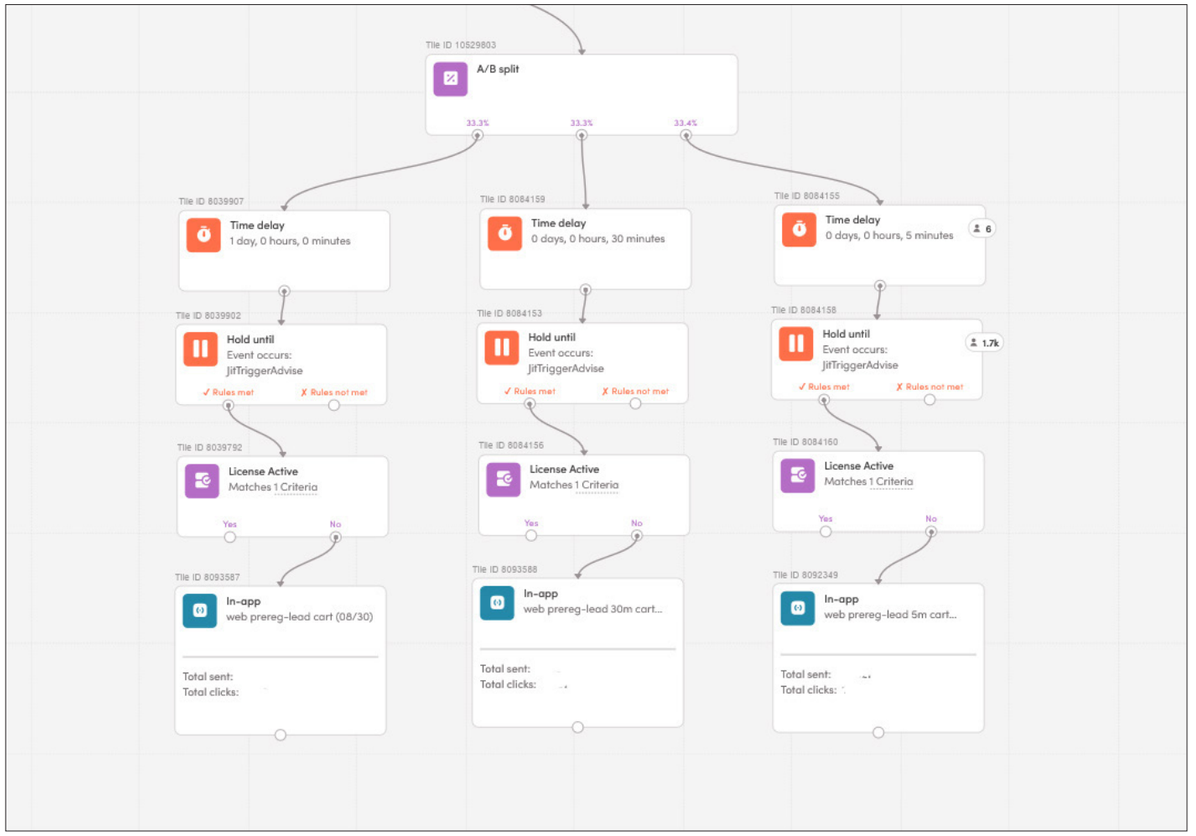


IV. Next step: In-app message

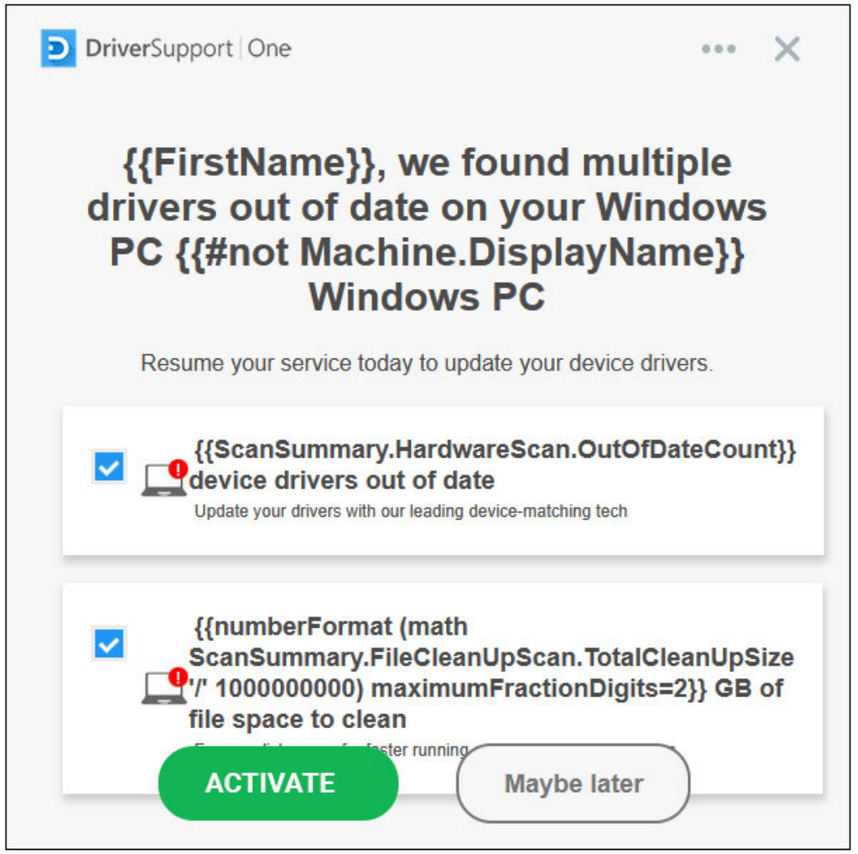
After the Welcome Email, users who have not yet converted to a paid subscriber become eligible to receive an in-app message. The journey includes several Yes/No splits to check factors such as whether notifications are enabled and if daily notifications are active.

If a user passes these filters, they receive the in-app message. I conducted an A/B test to determine optimal timing, testing delays of 1 hour, 30 minutes, and 5 minutes (see illustration).

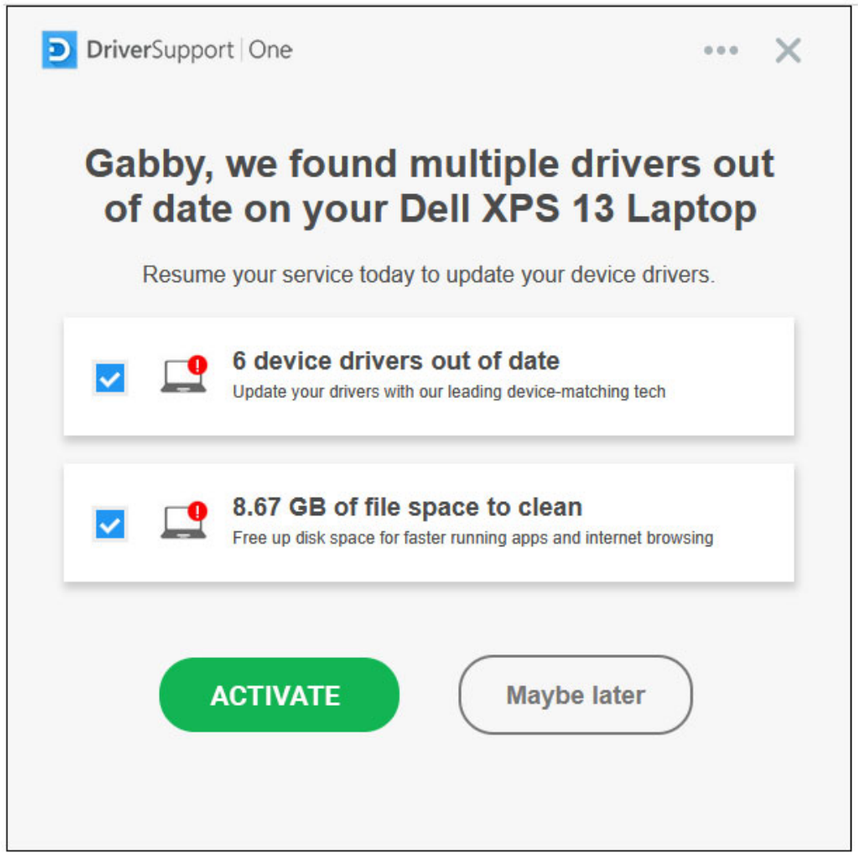
A/B Test Result: Sending the in-app message **5 minutes** after the Welcome Email generated the highest click-through rate and the highest conversion rate (results shown on final slide).



Content Personalization: The in-app message leveraged data from the triggering Event and User Profile to display personalized details, such as the number of outdated drivers and the amount of file space available to clean.



In-app message populated with user date from Iterable profile



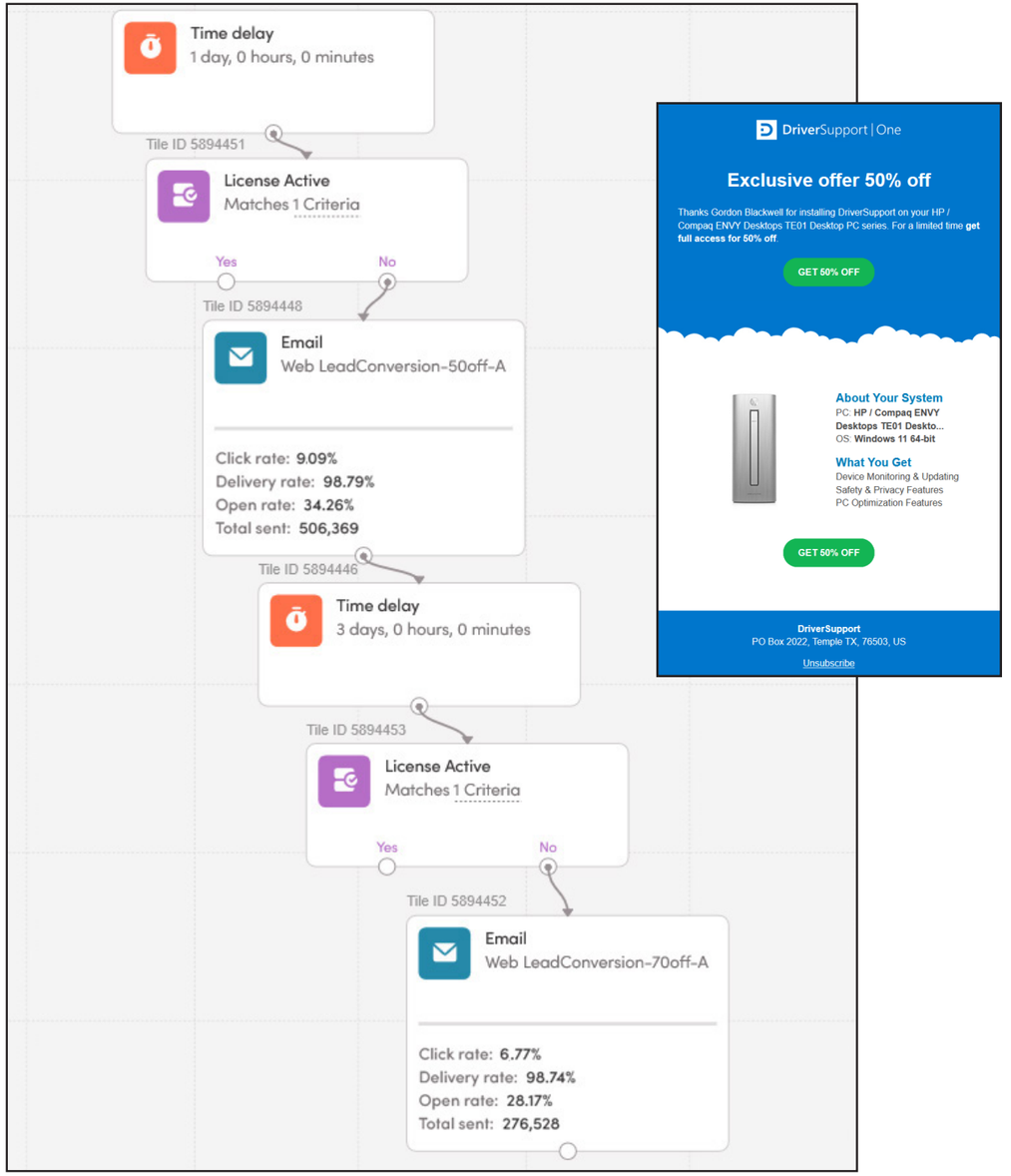
V. Email Drip Campaign

The final stage of the journey was an automated email drip campaign targeting users who had not yet converted to paying subscribers. Over a three-day period, these users received timed discount offers aimed at encouraging conversion.

Specifically, a **50%-off** discount email was sent **1 day after installation**, and a **70%-off** discount email was sent **3 days after installation**. Before each send, the system checked to ensure the user had not already converted to a paid subscription (License = Active).

Content: These emails were highly personalized with user and event data along with dynamic content.

Result: The email drip campaigns offered a last-chance interaction with users within days of installing the product. While click rates diminished with each email and time elapsed, the emails still resulted in conversions days after install, with about <10% of users who click converting to paying subscribers.



VI. Outcomes & Insights

Key Interaction & Test Results

The most impactful element of this journey was the in-app message, which drove the highest number of conversions to paying customers. I conducted an A/B test to determine optimal timing for delivery. Sending the in-app message **5 minutes after installation** produced the best results, achieving a **22.51% click-through rate** and a **12.77% conversion rate**, significantly outperforming the 30-minute and 1-hour delays (see illustration).

Campaign name	Medium	Launch date	Click rate	Conversions / send delivered
web prereg-lead 5m ID: 10922429 · Triggered · Running	In-App	-	22.51%	12.77%
web prereg-lead 30m ID: 10923150 · Triggered · Running	In-App	-	14.95%	4.19%
web prereg-lead 1h ID: 10923189 · Triggered · Running	In-App	-	11.30%	0.55%

Overall, combining multiple touchpoints—both email and in-app messaging—after installation increased the likelihood of conversion, with the journey successfully converting approximately **25% of all installers** into paying subscribers.

Potential Optimization:

Given the success of the in-app message, I would explore sending a second in-app message within the same 24-hour window to capture additional conversions. However, this approach carries a potential risk of increased app uninstalls. If implemented, I would closely track uninstall rates to ensure the additional message delivers a net-positive impact.