Reignite x ITERABLE

Unleashing the Full Potential of Personalisation

Reignite provides Iterable customers with multiple email & mobile personalisation capabilities for driving 1:1 content in campaigns:

1 **Recipe Builder:**
Create individualised product content with sophisticated merchandising rules & AI recommendations

2 **Real-time Data Driven Creative**
Generate personalised image creative for any channel & from any data source.

Recipe Builder: Product Merchandising for CRM

What does it do?

Create individualised campaign product content with sophisticated merchandising rules & AI recommendations

Why do brands need it?

Brands understand the power of personalisation with studies showing increase in revenue anywhere from 12% to 6X when using personalised product content in campaigns.

But existing recommendation systems lack control, transparency, and the ability to add custom merchandising rules, risking nonsensical product selections & leaving marketers hesitant to use them.

And the tech resource & expertise to solve this personalisation challenge in-house is beyond the reach of most brands.

Prefers Converse & Resuit

Prefers Birkenstock, Nike & Ted Baker

Recipe Builder Benefits

Reignite is a purpose built CRM personalisation tool built upon the back of decades of real-world CRM experience.

1:1 Personalised
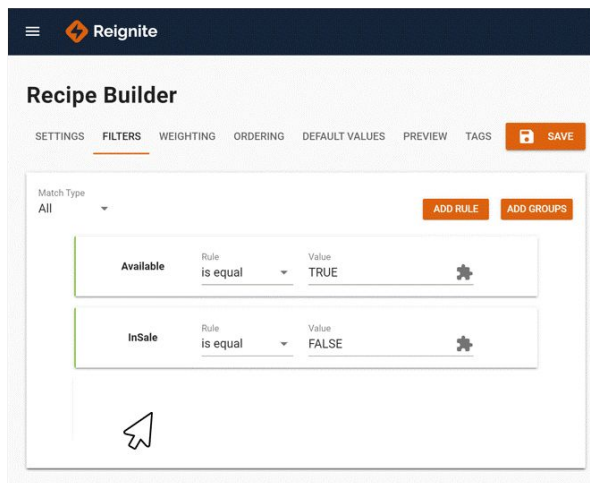Create an algorithm that utilises every data point you have on a customer

Automated & Real-time
Setup once & add the tags to any campaign. Automatically adjusts results in real-time based upon stock & pricing updates

Full merchandising control
Add your own specific business rules & priorities to ensure the results work for both you & your customers

Explainable AI
Set the inputs and weightings to control the AI algorithms & preview the results for real customers in the UI

Built for CRM
Many existing solutions are repurposed website tools that don't cater for the unique attributes of email

Flexible & easy to update
The simple UI allows you to create new recipes or edits in a few seconds for a range of campaign types & channels

Recipe Builder Examples

AI recs based upon what similar customers also purchased

Products in customers favourite metal, gemstone or designer are pushed up in the results

Products within customers typical price band highlighted

Merchandising rules around stock, recency & specific categories

Recommended excursions for ports yet to book on their cruise

AI recs based upon what similar customers also booked

Own-brand high margin excursions upweighted in results

Maximum of one port from itinerary shown in email

Live pricing in the customers home currency

42% Increase in revenue with personalised next purchase recommendations

£1.96 Revenue per email sent from the personalised upsell programme

Recipe Builder FAQs

How does it integrate with Iterable?
Simply copy and paste the image URLs into your template, or connect our JSON data feed.

What sectors does this work well in?
Any brand that wants to display personalised 'product' options such as retail/ecommerce, marketplaces, travel or listings sites.

How much does it cost?
Prices vary based upon usage with a range of £1.5K to £3K per month

What data is required?
As a minimum just the product catalog but for best results customer data, event history such as purchases enriches the results. Often we can simply sync with the data already held in Iterable.

How long is the typical implementation?
Customers are usually up and running within a few weeks

reignite

Reignite

Real-time Data Driven Creative

What does it do?

Generate personalised image creative for any channel & from any data source.

Key Benefits:

- Generate high-impact personalised real-time creative
- Easy-to-use Photoshop style creation tools
- Use across email, mobile, social & web
- Personalise & target based upon any data source - Iterable profiles, APIs, Weather, Location, Device, Time & more
- Accessible pricing compared to industry alternatives

How it integrates with Iterable:

Simply copy & paste the image URL into your template

Commercials:

From £3K per annum. Pricing scales based upon usage

Personalised Images

Live timers

Product Recommendations & API content

Device targeted content

Location based personalisation including maps

Iterable Examples

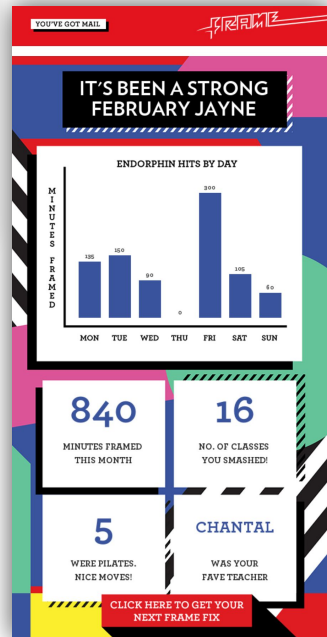easyfundraising increased incremental supporter recruitment by 28% with personalised images in email and social media
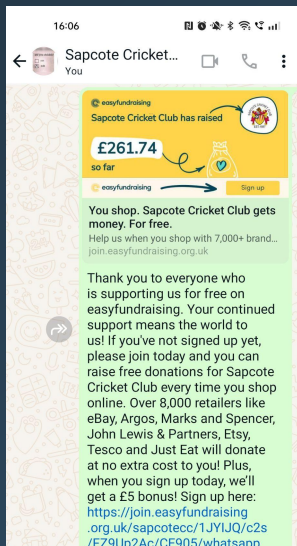
Fitness studios Frame send regular motivational updates with a range of personalised stats & graphics.

Reignite

www.reignitehq.com

Sean Duffy,
Founder

✉ sean@reignitehq.com

📞 +44 7734 429601