



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.

ENTER CODE EVERYTHING25 AT THE CHECKOUT


SHOP NOW

OUR FAVOURITES




CONVERSE
ALL STAR BERKSHIRE BOOTS

WITH CODE:
£56.24




RESULT
HACKER TWIST VAMP
STILETTO HEELS

WITH CODE:
£51.75



RESULT
FLAMES LACE UP RUNNERS


WITH CODE:
£39.00



RESULT
AMY HIGH BRANDED BLOCK
POINT BOOTS

WITH CODE:
£51.75

SHOP NOW




**Prefers Converse &
Result**

ENTER CODE EVERYTHING25 AT THE CHECKOUT


SHOP NOW

OUR FAVOURITES




NIKE
BLAZER MID 77 TRAINERS

WITH CODE:
£67.49




BIKENSTOCK
BOSTON CLOGS

WITH CODE:
£67.50



BIKENSTOCK
ARIZONA TWO STRAP
SANDALS


WITH CODE:
£48.75



TED BAKER
NEOMIE CHUNKY HEELED
BOOTS

WITH CODE:
£112.50

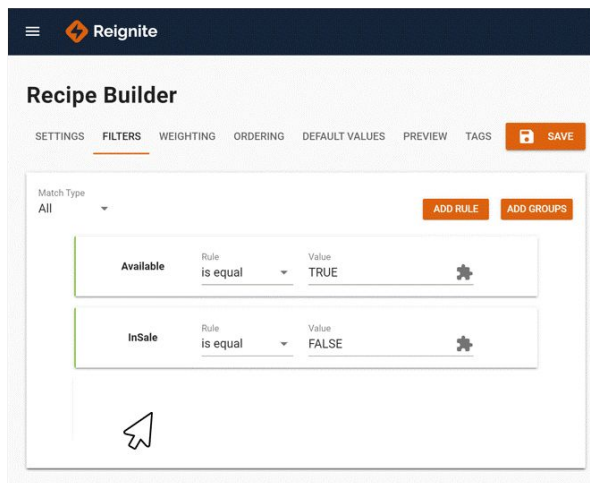
SHOP NOW



**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.



The screenshot displays the Reignite Recipe Builder interface. At the top, there's a dark blue header with the Reignite logo and a hamburger menu. Below the header, the title "Recipe Builder" is followed by a series of tabs: SETTINGS, FILTERS (which is active), WEIGHTING, ORDERING, DEFAULT VALUES, PREVIEW, and TAGS. To the right of these tabs is a "SAVE" button. The main area shows a "Match Type" dropdown set to "All". Below this, there are two rule entries. The first rule has the condition "Available" and the value "TRUE". The second rule has the condition "InSale" and the value "FALSE". Each rule entry includes a "Rule" dropdown set to "is equal" and a "Value" input field. There are "ADD RULE" and "ADD GROUPS" buttons at the top right of the rule list. A mouse cursor is visible at the bottom left of the interface.

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

AI recs based upon what similar customers also purchased

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

42%

Increase in revenue with personalised next purchase recommendations

Products within customers typical price band highlighted

Merchandising rules around stock, recency & specific categories

Recipe Builder Examples

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




CrusingExcursions.com
Ports | Search | Contact us


Trending Excursions

See what other passengers are booking


[View Itinerary](#)



Cartagena
Roman Theatre and Cartagena City Highlights
From £37.00pp
[Book now](#)




Gibraltar
Gibraltar Rock, Barbary Apes Tour
From £58.00pp
[Book now](#)




Barcelona
Barcelona Highlights
From £31.00pp
[Book now](#)

[Discover more](#)

More incredible tours available for your trip aboard the Britannia



Livorno
Picturesque Pisa and Famous Florence
From £71.00pp
[View information](#)



Civitavecchia
Rome the Complete Tour
From £61.00pp
[View information](#)

[Discover more](#)

£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



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

Reignite

Keep up the good work for
Sapcote Cricket Club

You've raised
£261.74
so far



Did you know Sapcote Cricket Club has raised less than other causes on easyfundraising? Don't worry, we can help you to catch up!

One of the best ways to raise more is to encourage your supporters to get the **Donation Reminder** and **easyfundraising** app. They'll help your supporters to remember to use easyfundraising so you won't miss out on donations.

Share your new ready-made messages about the Donation Reminder and easyfundraising app today!

Take a look

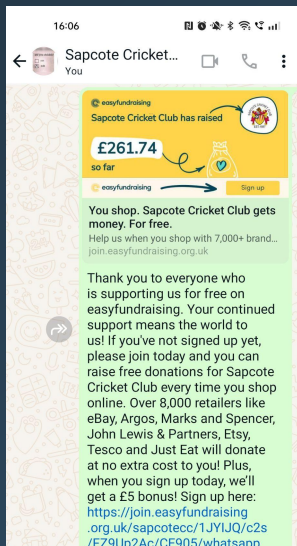
Share your message below to win £500*



Click the buttons to share your invite image

Thank you to everyone who is supporting us for free on #easyfundraising. Your continued support means the world to us! If you've not signed up yet, please join today and you can raise free donations for Sapcote Cricket Club every time you shop online. Over 8,000 retailers like eBay, Argos, Marks and Spencer, John Lewis & Partners, Tesco and Just Eat will donate at no extra cost to you! Plus, when you sign up today, we'll get a £5 bonus! Sign up here: <https://join.easyfundraising.org.uk/sapcotecc/1JYUQ/c2s/FZ9Up2Ac/CE905/facbook/>

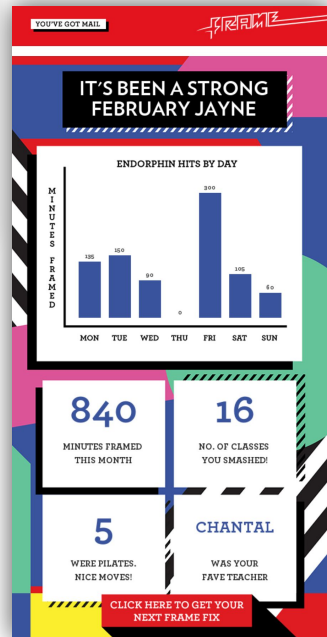
easyfundraising increased incremental supporter recruitment by 28% with personalised images in email and social media



Iterable Examples



Fitness studios Frame send regular motivational updates with a range of personalised stats & graphics.





www.reignitehq.com



Sean Duffy,
Founder

✉ sean@reignitehq.com

☎ +44 7734 429601