



Segmentum & Iterable Partnership Stories

We've been working with Iterable since 2017 and while we do work with other platforms it's fair to say Iterable is both our favourite and most used platform.

Here are some brief highlights of a selection of projects we've worked on.

[Read on >>](#)

1 easyfundraising Migration & Platform Support

Trying to migrate from Adobe Campaign to Iterable in your busiest trading period might seem crazy, especially when there were over 300 automations to move.

But Iterable provided so many additional benefits in productivity, capability, cost & more that made it compelling.

We used our Iterable expertise to support planning data schemas, building new templates, reworking journeys, team training and setup reporting.

We even built a template migration tool to extract those 300+ campaigns from Adobe Campaign, transform them and load them into Iterable via the API saving countless hours in manual activity and QA testing.

With our support easyfundraising were able to comfortably migrate under their 12-week schedule without disruption during their key trading period.

The screenshot shows a campaign page for 'Erin Hounds' on the easyfundraising platform. At the top, it says 'Refer to Win £500 for Erin Hounds'. The main headline is '£86.77 raised in the last 30 days'. Below this, it says 'Sean, this is what was raised for Erin Hounds in the last 30 days! This is fantastic - keep going in March!'. It then mentions 'You can help them raise even more by sharing your ready-written messages below.' and 'Plus, we'll enter Erin Hounds into a prize draw to win £500* every time someone signs up to easyfundraising via your unique link!'. The bottom section says 'Your unique link is included in your messages!' and shows a preview of a message with the text 'Erin Hounds has raised £7502.23 so far' and a 'Sign up' button. Below the message preview are social sharing buttons for Facebook, Twitter, and WhatsApp. At the very bottom, it says 'Click the buttons to share your invite image' and 'I support Erin Hounds for free on easyfundraising and thanks to supporters like me, they've raised £86.77 in the last 30 days! If you're not signed up yet, please join today and help raise free donations for them when you shop online. Sign up to support them today and they could win a £500 donation: https://join.easyfundraising.org.uk/erinhounds/0gppv4k2uFZ9Up2AcSE883ffacebook/'. At the bottom of the page, it says '£59 million Raised', '2.5 million Users', and '190,000 Causes'.

The screenshot shows a campaign page for 'Sapcote Cricket Club' on the easyfundraising platform. At the top, it says 'Every donation counts for Sapcote Cricket Club'. The main headline is 'You've raised £64.36'. Below this, it says 'Great job, Sean! You've raised £64.36 in free donations for Sapcote Cricket Club so far!'. It then mentions 'Keep earning donations on your everyday purchases, and don't forget to spread the word. Let others know how easy it is to join and make a difference!' and 'Plus, we're giving you the chance to win a £100 donation when you sign up new supporters before midnight tonight*'. The bottom section says 'Share now to increase your chances...' and shows a preview of a message with the text 'I've raised £64.36 for Sapcote Cricket Club' and a 'Sign up' button. Below the message preview are social sharing buttons for Facebook, Twitter, and WhatsApp. At the very bottom, it says 'Sign up today and make a difference!' and 'Copy, paste and share'. At the bottom of the page, it says '£59 million Raised', '2.5 million Users', and '190,000 Causes'.

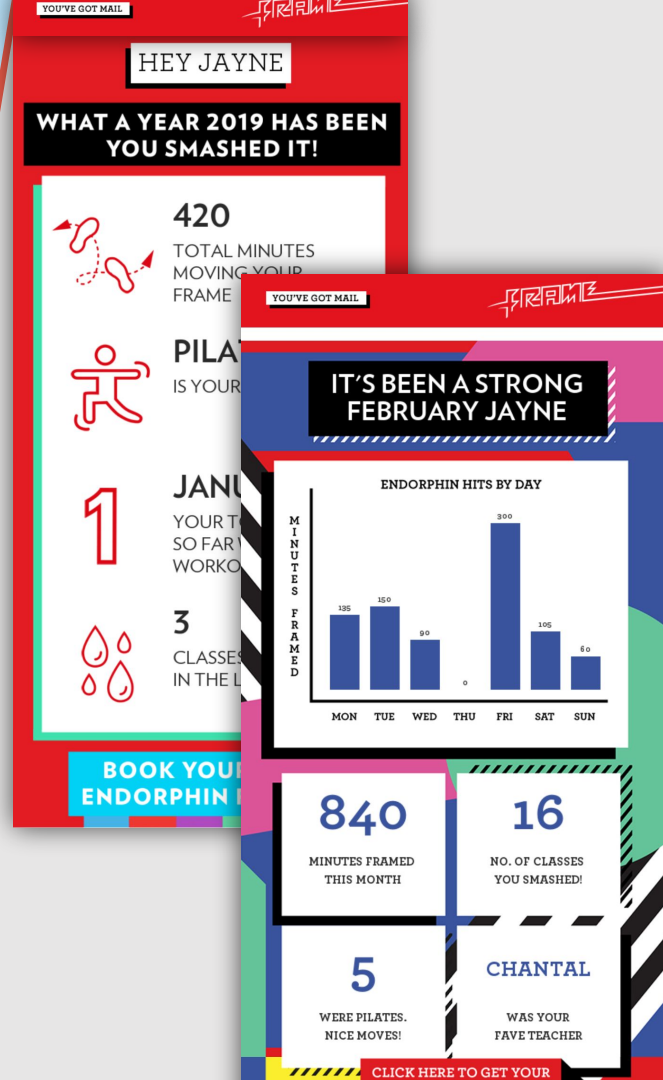
2 Frame System Integration

Fitness studios Frame were looking to migrate from their existing platform to Iterable but wanted to exploit the full power of Iterable by integrating data from their booking engine Fisikal.

We created a bespoke integration that synced customer, subscriptions and event data such as bookings, packages and memberships in near real-time - and all within a week.

This also enabled them to run personalised campaigns such as:

- Monthly 'Spotify Unwrapped' style stats emails
- Trigger journeys on the back of booking activity
- Upsell packages and memberships at the optimum time in the customer lifecycle..



3

Bark.com

Development of 10X CRM Strategy

With ambitious growth goals and an already mature CRM programme Bark sought additional expertise to help create a '10X CRM Strategy'.

Over an intensive 8-week period we helped define, shape and refine a new detailed CRM strategy with personalisation at its core that would gain SLT buy-in and start delivering significant growth over the next 3 years.

This included:

- Developing an 'in-market' strategy to encourage positive micro behaviours to improve conversion
- Predictive personalisation approach using Machine Learning to BAU weekly comms combined with an orchestration strategy
- Promotions & engagement strategy alongside leveraging commercial partnerships to monetise the customer database

Discover



Home
& Garden



Health
& Wellbeing



Weddings
& Events



Business
Services

Home and Garden

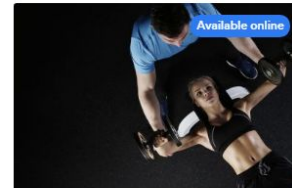


Gardening

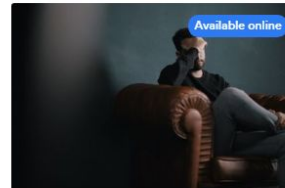


House Cleaning

Health & Wellbeing



Personal Training



Counselling

Weddings & Events

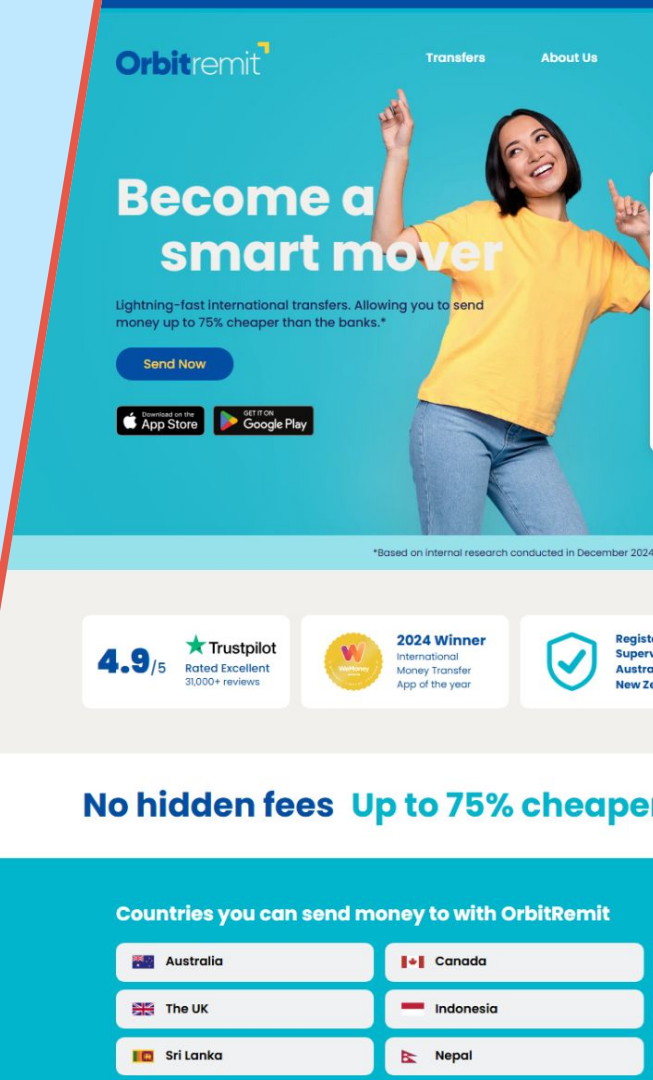


4 OrbitRemit Iterable Audit

As marketing teams grow sometimes you need a reset to make sure you are getting the most out of the platform.

We helped audit the OrbitRemit Iterable implementation helping identify a range of detailed outputs and upskilling marketing team members in:

- Renewing the data schema to support future strategy goals
- Identifying efficiency improvements
- Outline testing methodologies in Iterable, including the use of hold-out & control testing
- Scoping bespoke measurement and attribution dashboards
- Programme of activity to support personalisation goals including the use of locales for international audiences



The image shows a portion of the OrbitRemit website. At the top, the OrbitRemit logo is on the left, and 'Transfers' and 'About Us' links are on the right. The main banner features a woman in a yellow shirt pointing upwards, with the headline 'Become a smart mover'. Below this, a sub-headline reads: 'Lightning-fast international transfers. Allowing you to send money up to 75% cheaper than the banks.*'. A 'Send Now' button is present. Below the button are 'Download on the App Store' and 'GET IT ON Google Play' badges. A small footnote at the bottom right of the banner states: '*Based on internal research conducted in December 2024'. Below the banner, there are three award boxes: a Trustpilot 4.9/5 rating, a 2024 Winner badge for 'International Money Transfer App of the year', and a 'Registered Supervisor Australia New Zealand' badge. Below these is a section titled 'No hidden fees Up to 75% cheaper'. At the bottom, a section titled 'Countries you can send money to with OrbitRemit' lists Australia, Canada, The UK, Indonesia, Sri Lanka, and Nepal, each with a corresponding flag icon.

Orbitremit[™] Transfers About Us

Become a smart mover

Lightning-fast international transfers. Allowing you to send money up to 75% cheaper than the banks.*

[Send Now](#)

Download on the App Store GET IT ON Google Play

*Based on internal research conducted in December 2024

4.9/5  Trustpilot
Rated Excellent
31,000+ reviews

 2024 Winner
International Money Transfer
App of the year

 Registered Supervisor
Australia New Zealand

No hidden fees Up to 75% cheaper

Countries you can send money to with OrbitRemit

 Australia	 Canada
 The UK	 Indonesia
 Sri Lanka	 Nepal



Ready to learn more?

If you want to maximise your CRM potential, but lack the expertise to do it alone? Or maybe you just need an extra pair of hands?

We'd love to speak to you to see how we can help get you there.

Book a call with our Founder Sean Duffy at a time that suits you:

<https://tidycal.com/segmentum/>



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