

Enfold Agency And Iterable

Unlocking success stories



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Content

Enfold Agency

General Introduction

LCM/Engagement Marketing

Service and Team

Iterable Case Studies

Contact Us

What our trusted clients say about us

See full reviews on: [Clutch](#)



Enfold is a consistent partner integrated with our team. They help us identify problems, optimize our tech stack, and develop complex campaigns across email, pop-ups, push notifications, and SMS. They touch every aspect of our Iterable lifecycle marketing team and support us on a wide variety of initiatives. Enfold is a very strong strategic partner and area expert. We can bring any problem or idea to them, and they can help us strategize, implement, and QA.

JT Schilling - Lifecycle Marketing Operations Lead



We needed help with various marketing initiatives, specifically a team to come in and redesign/rebuild our entire epocrates website. We have a past working relationship with Enfold. We've used this team of individuals for various marketing initiatives over the last 3-5 years. We chose them over other options because they already know our business and audience and have done amazing work for us in the past!

Amy Kallis - Sr. Manager of Marketing Operations



The team has been able to push forward and launch projects that our internal team hasn't been able to based on our gap in skills. Enfold is a great communicator and is readily available to answer questions and dive in. I highly recommend Enfold for lifecycle marketing!

Melissa Sidebottom - Senior Director, Growth Marketing

01

Enfold Agency

General Info

Pairing strategic vision with technical excellence

Product strategy

- Wireframing, prototyping
- Iterative product refinement
- UX/UI design
- Business model
- Competitor benchmarking
- Mobile, desktop, app and platform strategy

Growth marketing

- Scientific and data-driven approach to marketing
- Full funnel optimization
- Revenue growth
- Industry trends and AI

Tech excellence

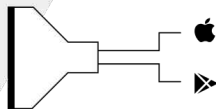
- Development support
- Quality assurance
- Data modeling and automatization setup
- MarTech tools — full platform and service enablement

Enfold Growth - areas of focus

Strategy, measurement, and optimization of user journey and lifecycle sub-funnels

ACQUISITION

Bring the highest quality audience into our product at the lowest cost.



- Paid Acquisition
- Fake Front Door
- SEO/GEO
- ASO

- Cost Per Acquisition
- Cost per Subscription
- Click Through Rate
- Return on Ad Spend

ACTIVATION

Increases audience engagement using data science and automation tools.

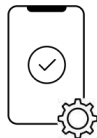


- Data Analytics
- Lifecycle Marketing

- Conversion Rate
- Drop Off Rate

OPTIMIZATION

Optimizing audience experience for maximum ROI and LTV.



- A/B Testing
- UX Optimization
- Conversion Rate Optimization

- Lifetime Value
- Return on Investment
- Conversion rate
- ARPU
- Churn

Growth team overview

- We are a boutique growth agency founded by IT leaders that have jointly built a successful Growth practice in a Brooklyn-based Agency (turned NYSE listed company).
- We focus on **strategy, measurement, and optimization of user journey and lifecycle sub-funnels** by implementing strategic campaigns and improvements in weekly sprints, the team focuses on improving KPIs for our clients

	Supporting talent				
	Acquisition	User acquisition strategist	User acquisition specialist	SEO and ASO strategist	SEO and ASO specialist
	Activation	LCM strategist and specialist	Technical manager	Product data analyst	Data scientist
	Product optimization	Product growth strategist	MarTech specialist	A/B testing specialist	UX/UI designer

60+

MarTech tools we work and partner with

50+

Growth projects

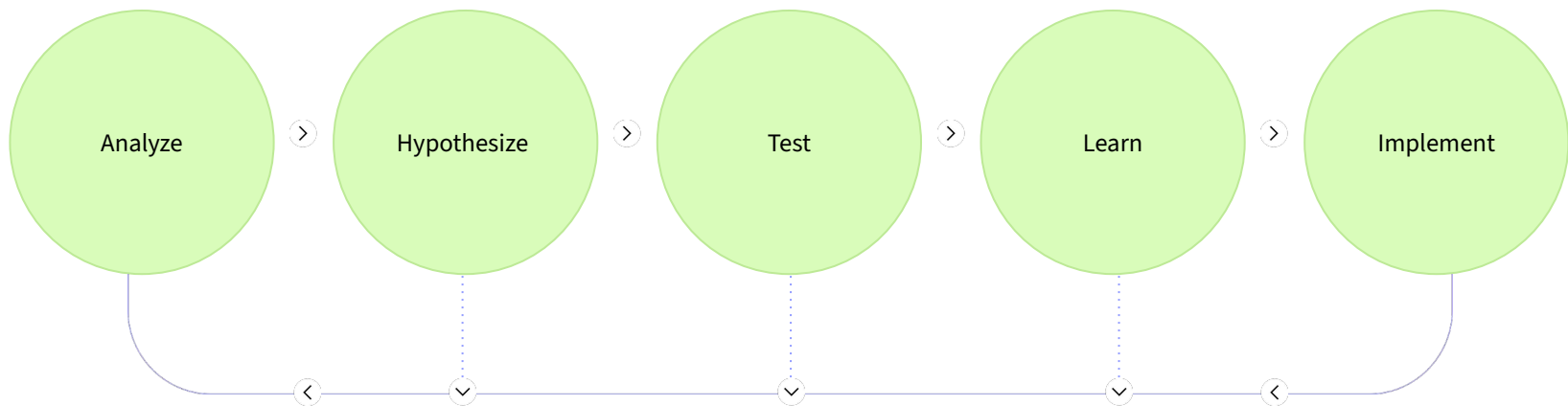
25+

Case studies with success metrics

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Our approach

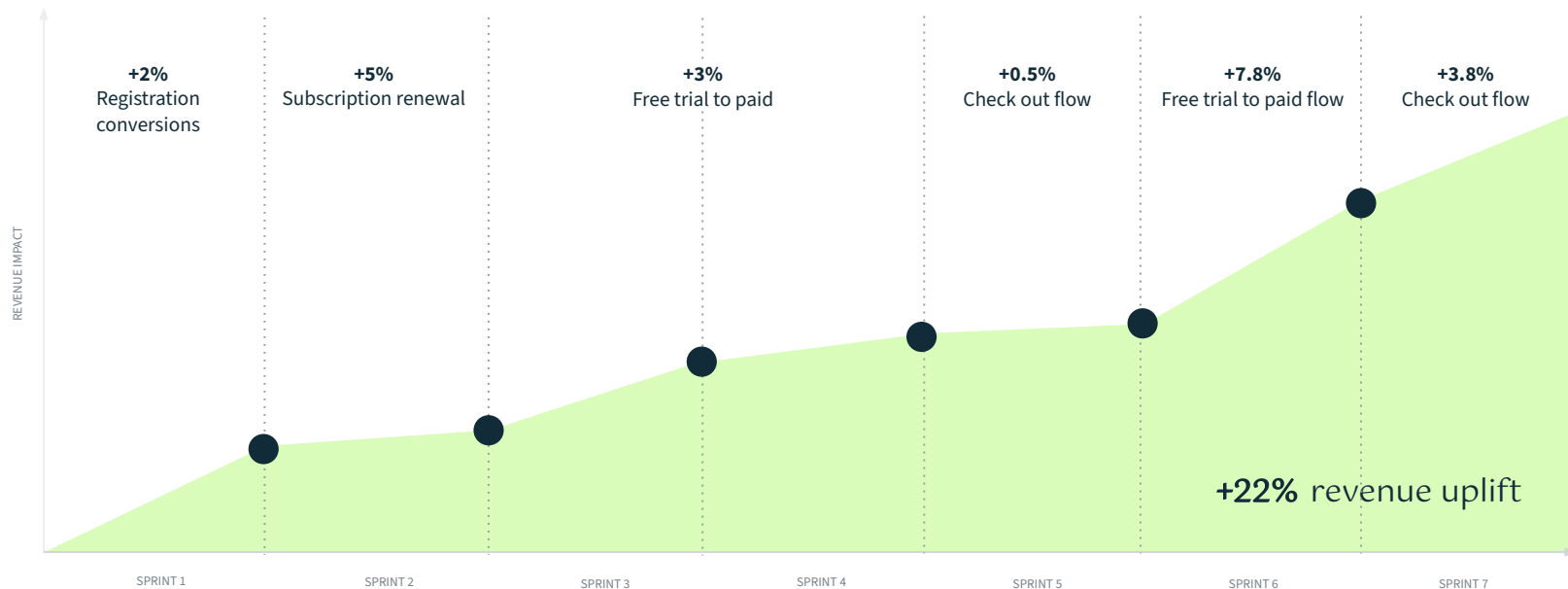
Scientific process of data-driven decision making



Our approach

High velocity relentless experimentation

Sprint drive **alignment, transparency, accountability**



02

LCM/Engagement
Marketing
service

End-to-end engagement marketing services with Iterable

We provide flexible ongoing strategic and operational support through all stages of a client's lifecycle.

Implementation and onboarding

Our team guides clients through every step: from **initial setup to advanced customizations**, ensuring Iterable full potential is unlocked

Engagement X-Ray & quick wins

Our team evaluates client's engagement marketing against a number of high priority points. We **point out critical problems and recommend low-effort, high-reward wins that result in short term improvements**

Audit & LCM Marketing strategy

Our team deep-dives into every aspect of client's engagement marketing finding room for **improvement and creating a comprehensive strategy** aimed to elevate client's engagement marketing to the highest level

LCM/Marketing team augmentation

Our Iterable certified team provides expertise in day-to-day activities like campaign **building, reporting, A/B testing, campaign strategy and creative work**

Implementation and onboarding

Goal: Ensure smooth Iterable implementation and onboarding through informed guidance at every step of the process, making sure the full potential of Iterable is unlocked.

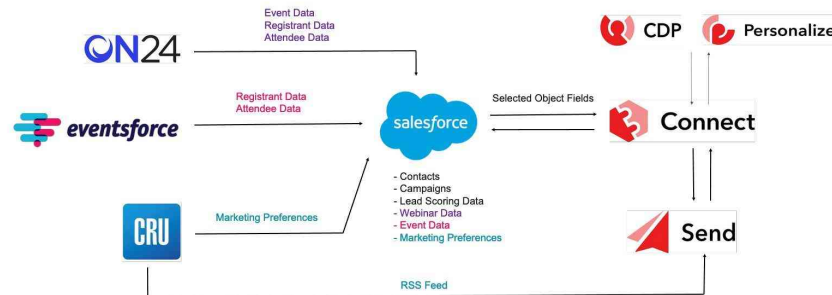
Activities (Guidance):

- SDKs Implementation
- API integrations
- Third-Party Integrations
- Messaging channels configuration

Activities (Operational):

- Data mapping and Validation
- Dashboard administration (set admins, create API users)
- IP Warm-up

Outcome: Ready to build segments, create templates and actions to be used to send multi-channel campaigns and build dynamic streams. Ready to analyze campaigns and generate insights from data now available in Iterable.



Category	Action	Label	Current description
Favorites	Add	[Item code]	User adds an item to favorites
	Remove	[Item code]	User adds an item to favorites
		Sign In Clicked	User click on Sign In button
Login	Dialog	Displayed	User opens the Sign In/Register screen
		Closed	User closes the Sign In/Register screen
		Add to Bag	Triggers when an item is added to bag
PDP	Clicked	Order a Swatch	User clicks on "Order Fabric Swatch" on the PDP
		By Zip	User clicks on search after entering a zip code on the "Connect with a stylist" page
		By Geolocation	User clicks allows location after landing on the "Find a stylist" page
	Searched	By Name	User clicks on search after entering a name on the "Connect with a stylist" page
		By form	User clicks on "Contact (Partner name)" on the partner locator page
		(not set)	
Partners	Contact Viewed	pdp	
		Locator Contact Form	User contact
		Partner Contact Form	
	Search CTA	footer-nav	User clicks on "arrow" after entering ZIP code in the footer on the Get Fitted by a Stylist section
		home-feature	
		Payment	User clicks on "Continue to review" button after inputting payment details
Checkout	Completed	Shipping	User clicks on "Continue to payment" button after inputting shipping details
		Customer information	User clicks on "Continue to shipping after entering" button after inputting shipping details
		Guest	User clicks on "Checkout as Guest" button after viewing bag
	Started	Express	1. User clicks on "Sign in" button after viewing bag 2. User clicks on "Checkout" button when reviewing bag (if the user was already logged in)
		Continue Clicked	User clicks on Continue button after inputting measurements
		Continue to Checkout Clicked	User clicks on "Continue to checkout" button on the STEP 2
TAPE	Clicked	Get Started	User clicks on the Get started button on the first T.A.P.E. screen
		Register Clicked	User clicks on the Register button on the login screen
Register	Dialog	Register Clicked	
Email	Signup	footer-nav	This event trigger when user sign up via the footer

Engagement marketing X-Ray & Quick wins

Goal: Evaluate client's engagement marketing against a number of high priority points. Point out critical problems and recommend low-effort, high-reward wins that result in measurable short term improvements.

Length: 4 - 6 weeks

Activities:

X-Ray Analysis

Scan client's engagement marketing efforts against essential make it or break it points, giving an accurate read on the foundation of their marketing effectiveness and sophistication.

Quick Wins Recommendations

Provide actionable recommendations for improvements where the importance is put on actions being low-effort, but high reward. Not meant to be a comprehensive solution to all problems, but a fast win that results in short-term wins.

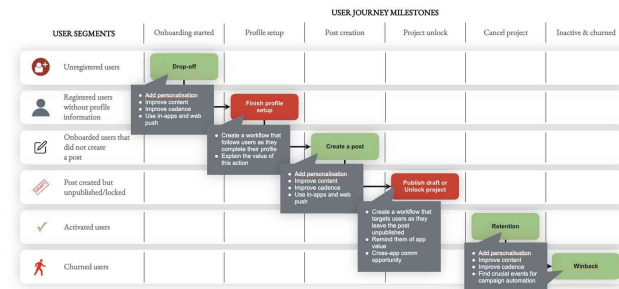
Quick Wins Implementation (Optional)

Provide 1-2 weeks of technical excellence to implement some quick wins in an effort to demonstrate value.

Outcome: Actionable plan aimed at fixing foundational problems in client's engagement marketing efforts and providing measurable short term improvements.

2.1 LCM Strategy

Could anything be improved? 🦋



Topic	Problem	Opportunity
In-App & Web push	In-app messages and web push channels are not integrated in Iterable	Increase your reach with additional messaging channels & unlock more opportunities to get your message across
Automated Get Workers messages to Iterable	Multiple tools mean less control and more chances for errors	Communication in one tool allows more control & simpler campaign creation & management
Control groups & Global holdouts	Not using global holdout/control group makes it harder to determine the success of the campaigns	Implementation of global holdout/control group will give better visibility of campaign performance
Push eligibility	Inability to see the exact amount of push eligible users limits your strategic options	Implementing the exact attribute for push eligibility will give us better visibility & more possibilities
Email design	Current email design is lacking in branding and consistency	Improving your design will improve the way the users perceive your brand and reliability
Taxonomy	Current marketing taxonomy contains only a small percentage of overall events used in engagement tools - this limits your strategic options and opens doors for errors	Updating the taxonomy alongside events will increase reliability of marketing campaigns, analytics and overall it will improve the performance and speed of marketing efforts

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Audit & Engagement marketing strategy

Goal: Deep-dive into every aspect of client's engagement marketing finding room for improvement through a comprehensive strategy aimed to elevate client's engagement marketing to the highest level and set up for long-term success.

Length: 1-3 months

Activities*:

Audit

Deep-dive into every aspect of clients engagement marketing: data setup, platform utilization, third-party integrations, messaging channels, campaign performance, analytics, etc. The goal is to identify all potential problems that are costing performance.

Strategy Creation

Comprehensive plan providing solutions to identified problems. It covers a fundamental approach to engagement marketing through topics like segmentation, personalization, lifecycle campaigns. It doesn't cover day-to-day campaign strategy.

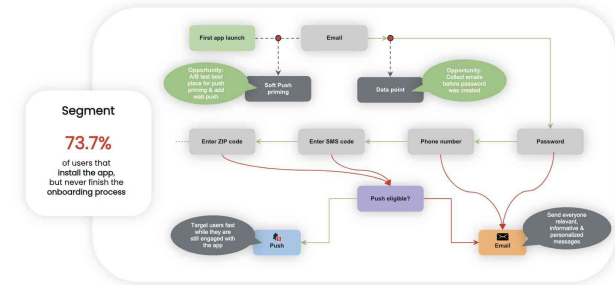
Presentation & Next Steps

Detailed walk-through of findings with a priority list and recommended actions.

Outcome: Prioritized list of all Iterable problems and appropriate solutions with a Strategy.

2.1 LCM Strategy

Let's dive deeper into drop off campaign improvements



Activity	Priority	Resource	Issue type	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	...
Fix sender reputation	High	Engagement	Recurring	36	36	36				
Setup 4 sender emails	High	Engagement	One time	8						
Move all of GetGigs to Iterable	High	Engagement	Recurring	60	60	40				
Reduce the number of active events	High	Dev + Eng	One time	12						
Start A/B testing	High	Engagement	Recurring	16	16	16	16	16	16	16
Implement and maintain a Sunsetting policy	High	Engagement	Recurring	4	4	4	4	4	4	4
Start using Mixpanel for Engagement optimization	High	Engagement	Recurring	32	32	32	32	32	32	32
Execute Get Workers engagement strategy	High	Engagement	Recurring		20	64	64	64	36	36
Email capture - product update	High	Dev	One time							
Automated Get Workers messages to Iterable	Medium	Engagement	Recurring	32	32	32	32	32	32	32
Implement global holidays & control groups	Medium	Engagement	Recurring		8	8	8	8	8	8
Email design revamp	Medium	Engagement	Recurring				8	8	8	8
Document an update taxonomy	Medium	Engagement	One time	16						
Enable In-App & Web push channels	Medium	Dev	One time							
Implement the push enabled Iterable flag	Medium	Dev	One time							
Fix conflict in current flows	Low	Engagement	One time							
Soft push prompt testing	Low	Engagement	One time				24	24		
Implement an maintain email unsubscribe strategy	Low	Engagement	Recurring					12	12	12
Develop the Get Workers personal strategy	Low	Engagement	Recurring				18	18	18	18
Implement rich push capabilities	Low	Dev	One time							
Grand total				216	208	250	206	218	166	166

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Engagement marketing team augmentation

Goal: Provide resource and expertise in day-to-day Iterable operations and strategy.

Length: Long term

Activities: The three activities can be provided as a standalone service or in the combination with others, giving flexibility in building a team.

Campaign Strategy

Delivering value through the continuous finding of opportunities for campaigns and their optimization. Drive campaign planning/calendar, lifecycle strategy and testing through data informed insights and experience.

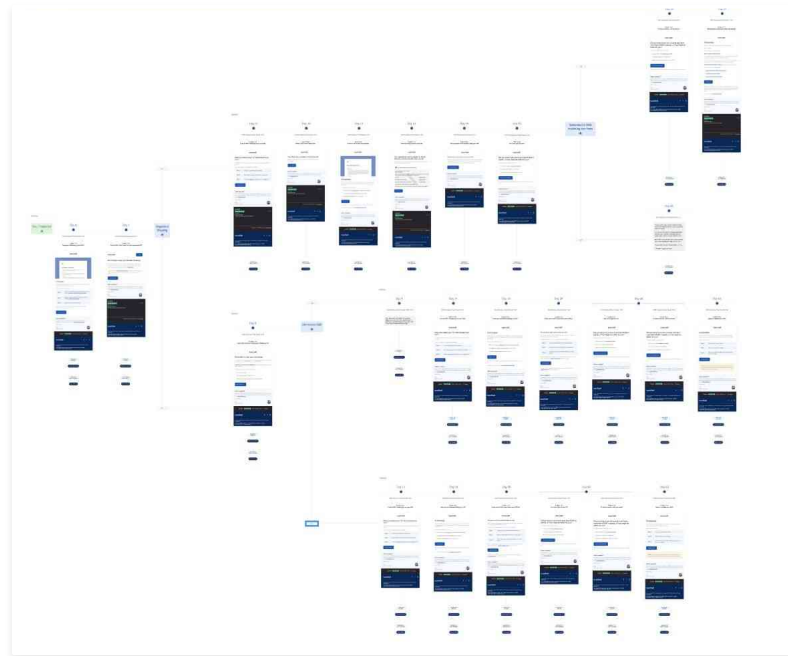
Campaign Operations

Providing technical Iterable expertise in building campaigns, streams, reporting & analysis, segmentation, dynamic content, maximizing platform utilization, debugging & problem solving, etc.

Creative Services

Supporting services like design, copywriting, HTML template development aiding execution of marketing campaigns.

Outcome: A team skilled in a desired combination of strategy, operations and creative work. Able to empower an existing engagement team or provide an end-to-end solution.



...and much more!

Engage in a comprehensive suite of supporting activities designed to maximize value from engagement marketing.



Manage Email Deliverability

Ensure pristine sender reputation is maintained across every email client. Our team uses a mix of data analytics and industry know-how to maintain high deliverability rates minimizing spam and enhancing reach.



Digital Compliance

Our team remains proactive regarding technological and privacy updates from major tech and advertising companies like Apple, Meta, etc. We ensure you stay compliant but also capitalize on the latest advancements.



Optimize Email & Push Opt-In Rates

Implement tailored strategies to boost opt-in rates for iOS, Android, Web push notifications & email. The objective is to enhance your audience reach across all devices.



Keeping up with Trends and Best Practices

Always learning and sharing new information and trends coming from innovation, competitors or own creativity with the aim of improving results.



Drive 5-Star Ratings

Implement strategies to amplify the volume of 5-star ratings for your mobile apps. Results elevate user perception and contribute to improved rankings within app marketplaces, driving visibility and downloads.



Customer Feedback and Net Promoter Surveys (NPS)

Implement mechanisms to collect customer feedback about the product, certain features or their overall satisfaction and desire to recommend.

03

Iterable Engagement
Case Studies

QUICK WINS THROUGH A NEW LIFECYCLE STRATEGY

NESN 360

New England Sports Network is an American television network. NESN is the primary broadcaster of the Boston Red Sox and the Boston Bruins. The network has become synonymous with local sports in New England, and is considered a local institution.

INDUSTRY

Sports, Media Streaming

TOPICS

Tool implementation, New user activation

PROBLEM

NESN was launching a reworked NESN 360 app and was implementing a new Engagement tool at the same time. They required strategic and operational support in CRM implementation and setting up their engagement marketing program from ground up.

STRATEGY

Define short-term NESN 360 launch strategy, long-term engagement strategy and guide tool implementation and customization on those priorities. Then proceed with campaign implementation and optimization.

RESULTS

- **35% increase in subscriber conversion rate** through upsell strategy
- **14% increase in overall weekly playbacks** through multi-channel live and VOD content library promotion
- **30% increase in live game viewership** by utilizing pre-during-post game push notifications
- **43% decrease in day-7 subscription cancellation** through a personalized onboarding flow. Day-7 was identified as a peak day.



WHOOOP

WHOOOP is a Boston-based wearable health tech company founded in 2012 that offers a screenless fitness band and subscription-based membership focused on recovery, sleep, and strain. As of early 2026, the company reported over 2.5 million members globally, while 2025 bookings grew 103% year-over-year, with a \$10.1B evaluation.

INDUSTRY

Health & Fitness Technology, B2C & B2B

TOPICS

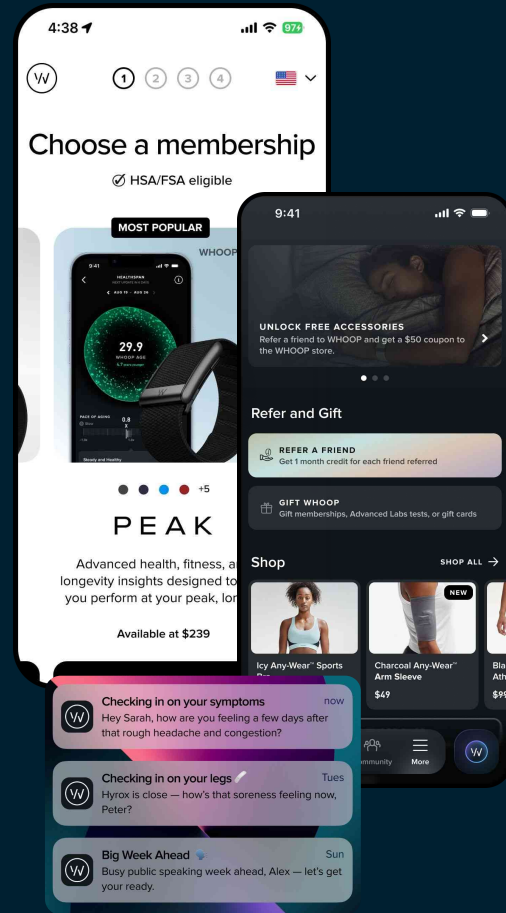
Lifecycle Marketing, MarTech Enablement

OVERVIEW

Over a long-term partnership, WHOOOP needed an embedded lifecycle partner that could extend the in-house team with deeper technical CRM expertise across personalization, journey architecture, QA, localization, transactional communications, and platform evolution. Enfold acted as an embedded extension of WHOOOP's Iterable lifecycle marketing team, supporting omnichannel strategy, implementation, troubleshooting, and QA while also contributing to pricing and currency logic, transactional systems, and broader lifecycle infrastructure

INITIATIVES

- Omnichannel **lifecycle programme enabled** across email, SMS, push notifications, and pop-ups, **including the setup of WHOOOP's SMS program** and **ongoing reduction of technical blockers**
- **Platform and architecture guidance** across initiatives such as Shopify/Commerce Tools, Merge Profile API Setup, Dunning migration from Profitwell, Catalog & Segmentation Launch and Lighthouse enablement
- Complex personalization and lifecycle infrastructure, including **membership pricing snippets, currency logic, catalog-driven content, transactional footer systems, and other reusable lifecycle components**
- **Iterable initiatives executed end-to-end**, from planning through implementation and QA, including Black Friday campaigns, Month in Review, onboarding journeys, and feature launches, with QA covering deeplinks, dynamic content, journey logic, locale validation, and launch-readiness checks



Napster

Napster, originally founded in 1999 in Seattle, Washington as Rhapsody, is a music streaming service that underwent a rebranding in 2016.

INDUSTRY

Music streaming, DTC subscription

TOPICS

Lifecycle, Reducing Churn, A/B testing, New user activation

PROBLEM

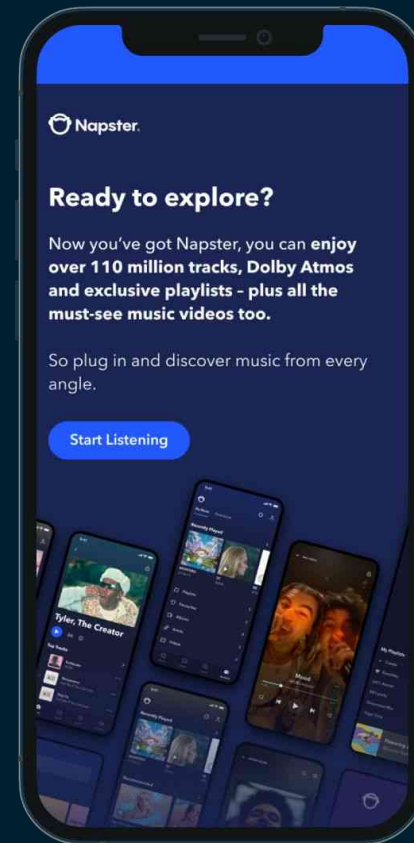
Support the launch of Napster 2.0, a complete app rework aimed at improving UX and business performance.

STRATEGY

Ensure users engage with high-retention features during the first week of their subscription. Localize and personalize new HTML templates for each user based on their music library, interests and location.

RESULTS

- **80% engagement increase in the first 7 days** by introducing a personalized onboarding and activation flow
- **35% increase in month-3** retention by personalized recommendations
- **Discovered “magic moments”** / retention prediction behavior by supercharging CRM with Product Data insights
- **Localized and developed new templates for 12 locales**



UPSELL- FOCUSED LCM TRANSFORMATION

McAfee

McAfee is a security software company with 500M global customers. Our team strategically and operationally guided McAfee in areas such as Acquisition, ASO, Engagement Marketing and Fake Front Door testing.

INDUSTRY

Cybersecurity, DTC subscription

TOPICS

Lifecycle, Reducing churn, A/B testing, New user activation

PROBLEM

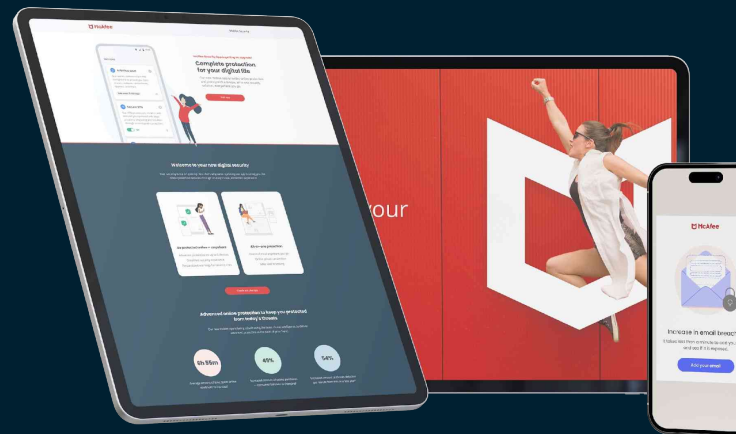
The client had two distinctive challenges: converting users to the paid subscription and retaining customers once they have subscribed.

STRATEGY

Implement a new lifecycle strategy with responsive and personalized messaging that nudges them based on their user actions and interests.

RESULTS

- 240 dynamic and personalized flows implemented
- **36% churn decrease** by implementing a new free trial lifecycle flow
- 80+ A/B tests ran and documented in a performance knowledge base
- **55% increase in payment success CR** by implementing new multi-touch upsell flows
- **172% increase in user reach by optimizing segmentation and tool utilization**



Engagement Overhaul to Jump-Start Growth

Trust&Will

Trust & Will is an online platform offering user-friendly estate planning services, including wills, trusts, and guardianship documents, aiming to simplify and modernize the traditional estate planning process.

INDUSTRY

Legal, Fintech

TOPICS

Audit, Data taxonomy, User journey

PROBLEM

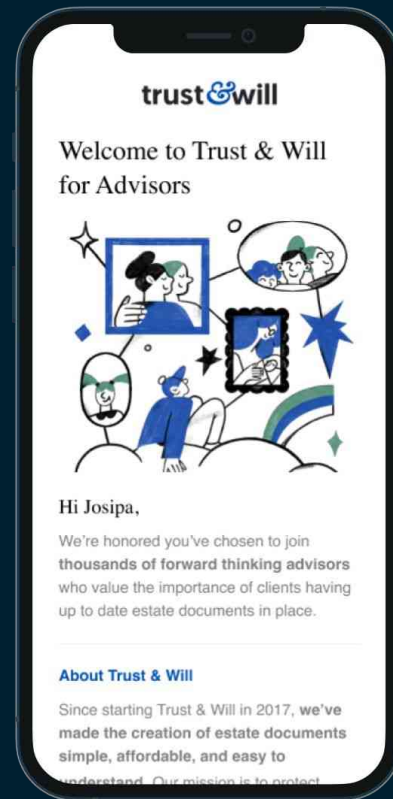
Trust & Will required an examination of all their engagement efforts and identification of opportunities for improvement, as they've lost track of their own efforts and the level of impact through time.

STRATEGY

Through an in-depth review of engagement and lifecycle activities, immediate opportunities and long-term initiatives were proposed. We focused on email redesign and comprehensive mapping of all communication touch points to enhance overall engagement.

RESULTS

- Identified communication overlaps and incorrect targeting by creating a comprehensive visual map of all communication being sent out
- Redesigned and coded new emails used to recreate 50+ automated flows
- Created new data taxonomy mapping which ensures access to valid data and the ability to trigger automated campaigns at the right time.



ITERATIVE A/B TESTING

CirrusMD

CirrusMD offers a virtual care platform that enables quick and easy access to doctors through text, video, or chat, aiming to provide convenient, high-quality, and cost-effective healthcare.

INDUSTRY

Healthcare, Telehealth

TOPICS

A/B testing, New user activation, Email deliverability

PROBLEM

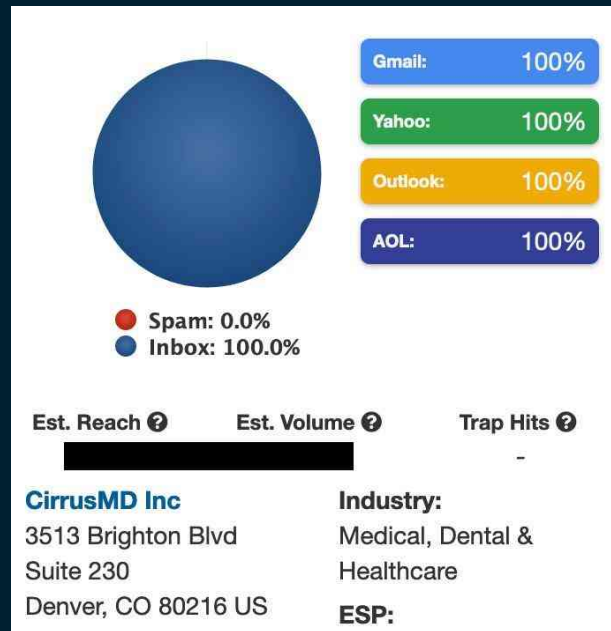
CirrusMD had a problem with low activation of new users. They have a specific case where user experience had to be bridged from offline to online with multiple partners. Additionally, they encountered difficulties with email deliverability which caused poor reach.

STRATEGY

Implement best practices for email sending and improve reputation by increasing email engagement through better segmentation and a sending schedule. Focus on initial outreach and iteratively test through dozens of elements to find a winning combination.

RESULTS

- Improved email deliverability to **100% inbox placement**
- **118% average increase in sign-ups** through the process of iterative A/B testing
- Implemented automated lifecycle strategy which **decreased number of manual ad hoc campaigns**



Curb

Curb is a NYC based company with deep roots in the taxi and for-hire industry. Curb Mobility provides products for mobile app solutions, effortless payment, paratransit, business travel, and advertising that reaches captive audiences of millions.

INDUSTRY

Transportation Mobility

TOPICS

CRM Lifecycle, New user activation, A/B Testing

PROBLEM

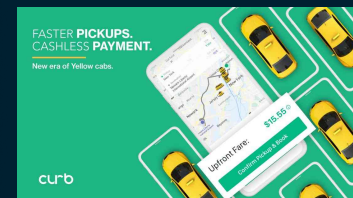
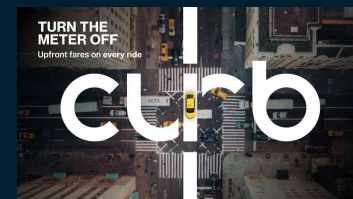
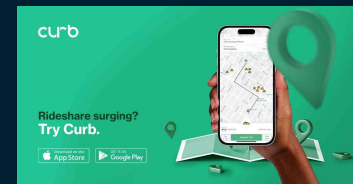
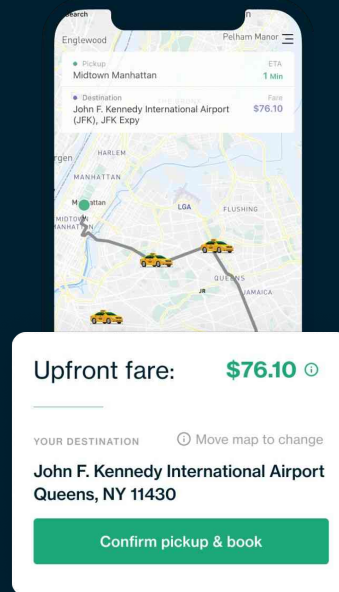
Curb needed strategic guidance and operational excellence to build their engagement marketing problem, take it through continuous optimization cycles and provide flexible capacity for business expansion.

STRATEGY

Design and implement a lifecycle strategy focused on activating first time users and getting them to complete at least two rides, which was identified to be a key retention predictor.

RESULTS

- **10% increase in new user activations/rides** through new lifecycle strategy
- **16% increase in the number of rides per active user** through new lifecycle strategy and continuous testing
- +30,000 iOS app ratings added with an average score of 4.83 stars with a app rating campaign



BOOSTING UPSELL

VIX

Vix is an OTT service available in the US, Mexico and LATAM. Vix primarily shows content either owned by TelevisaUnivision or acquired from third-party content providers, including television series, movies, and sports programming.

INDUSTRY

VOD, OTT, D2C Subscription

TOPICS

Lifecycle Marketing, CRM & MarTech

CHALLENGES

- Increase Conversion rate - upsell from Advertising-Based Free Model to Subscription Model
- Missing dynamic content personalization and offering through Email, Push, Mobile in-app, Web In-app, Roku In-app

STRATEGY

Implement a new LCM tool - Braze - that supports advance CRM and provide continuous support to maximize conversion and platform usage

RESULTS

- **12% Increase in upsell** from free to pay to subscription
- **27% Increase in time spent** streaming for free users (increasing ad revenue)
- **32% Increase in 14-day retention** for paying users through multiple personalized onboarding flows



STARZ

INDUSTRY

TOPICS

CHALLENGES

RESULTS

A

 STARZ

now

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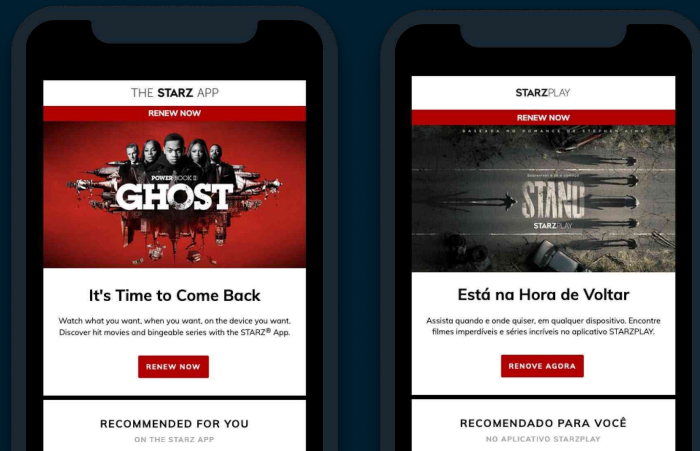
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STARZ STARZ

now



Almost there. Continue watching Ghost.



04

Contact us

Leadership team

Jointly built a successful Growth practice in Brooklyn-based FIVE Agency and Endava (NYSE: DAVA)



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Thank You!

All commercial information and intellectual property contained in this proposal document are strictly confidential for the client, its employees, and its collaborators.

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