
Iterable + Ragnarok

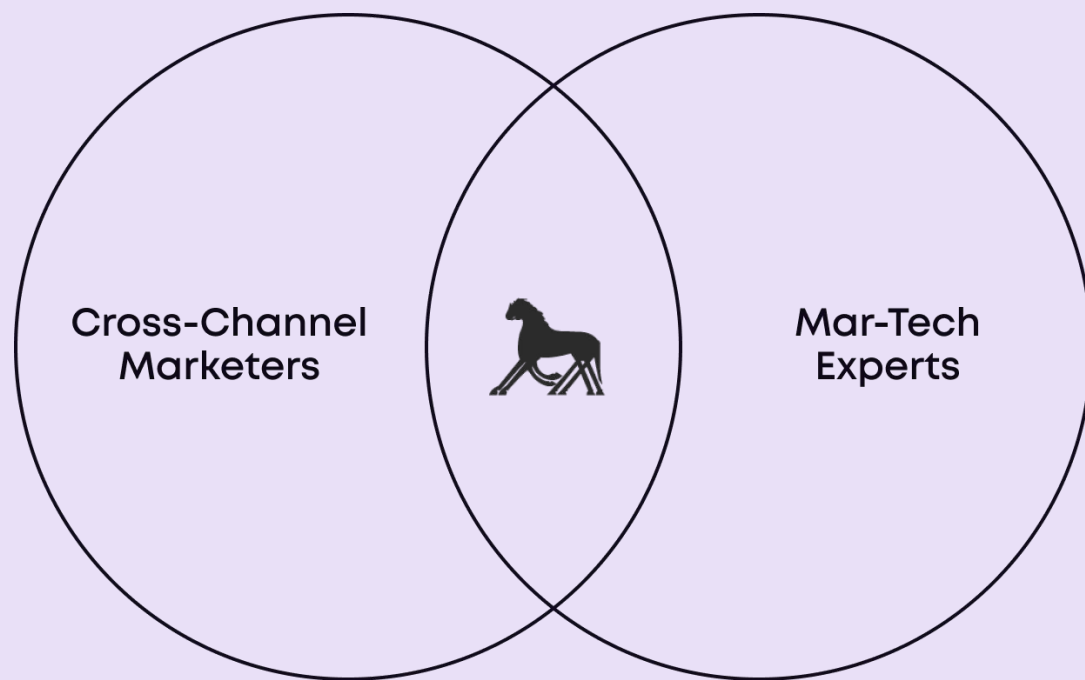
Agency Partnership Overview

A.K.A. a love story since 2017



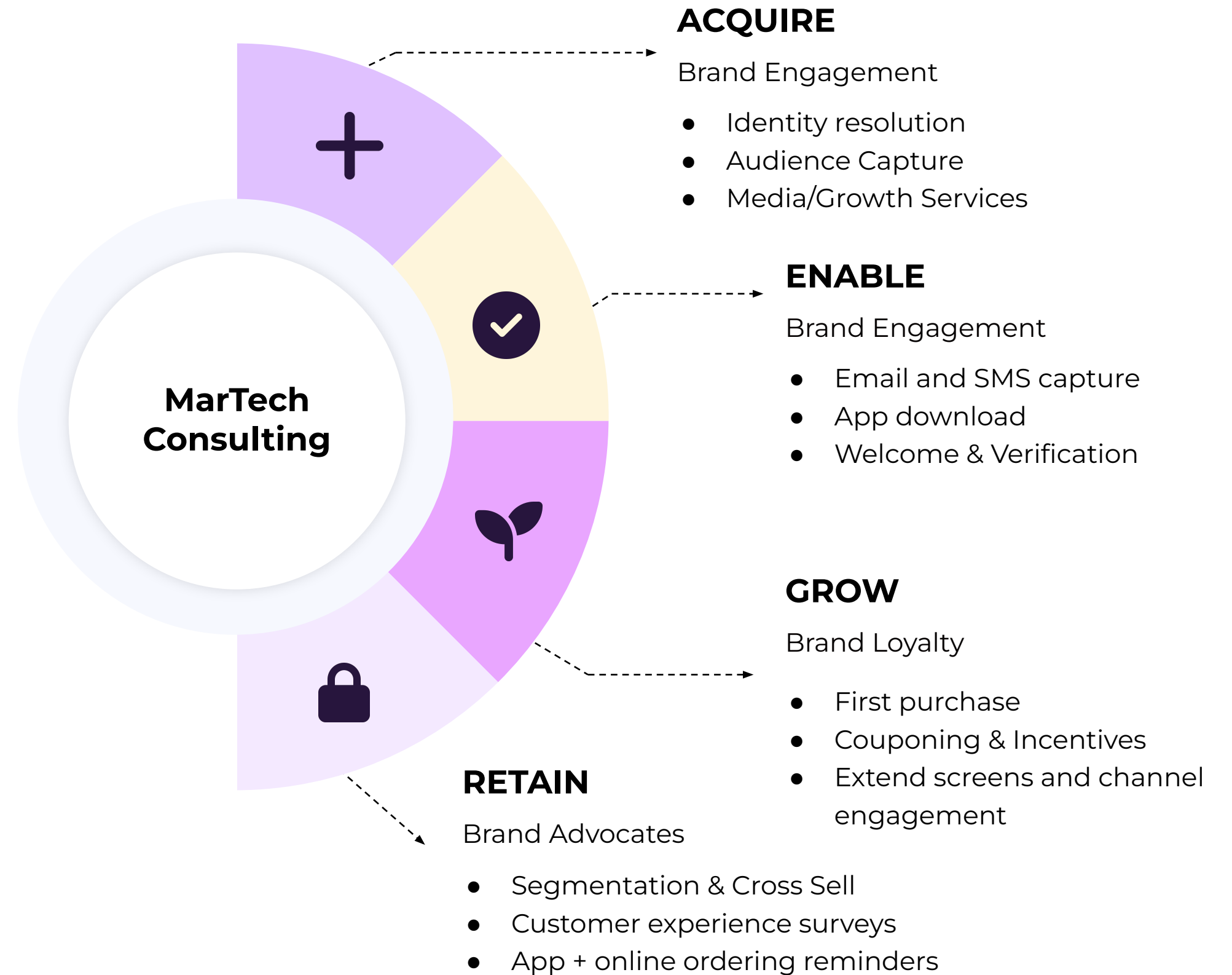
RAGNAROK | ABOUT US

Ragnarok is a full-service Martech agency that **unifies solutions engineering with marketing acumen** to get leverage more out of your technology stack. We build personalization programs to drive incremental revenue.



YOUR GROWTH MARKETING PARTNER

Ragnarok's technical and strategic skill set blends with our marketing expertise, uniquely qualifying us to deliver **scalable and personalized outcomes across all marketing channels** through the optimization of a modern Martech stack.



GET MORE OUT OF ITERABLE

Ragnarok has 30+ Email and CDP experts to help you enable and unlock advanced features and integrations that drive personalization.



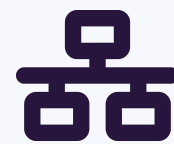
**Journey
Configuration**



**Data Pipelines
& Data
Warehouse
Sync**



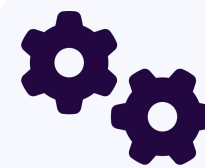
**Strategic
Support**



**In-App
Messages**



**Personalization
At Scale**



**Audience Sync
& Identity
Resolution**

RAGNAROK X ITERABLE PARTNERSHIP

20+

**Iterable Certified staff members
with 75+ collective years of experience on the platform!**

- Iterable Fundamentals
- Iterable SME
- Iterable IC
- Appsflyer
- Segment
- Hightouch
- Census
- Movable Ink
- Digioh

**Active Slack channel with exclusive
partner solutions team**



Technical Consulting services: Assistance with the technical aspects of implementing and integrating Iterable and other platforms



Marketing Support: Providing high-level strategy and the day-to-day details of campaign management



Full-service Solutions: Contributing both technical services and marketing campaign support

CENTER OF EXCELLENCE

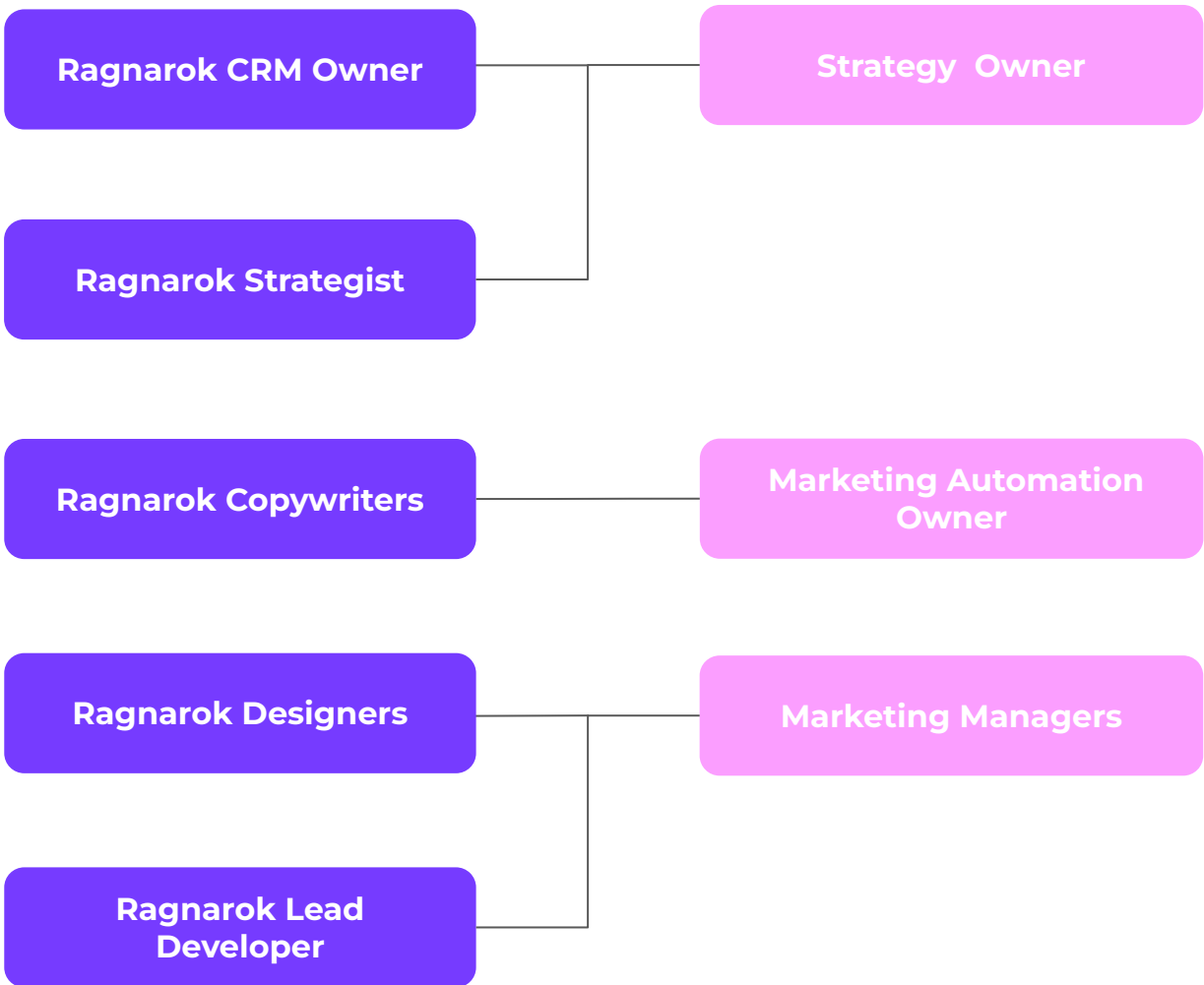
WHAT

- Strategic vision for personalization
- Growth model and stage progression
- Design framework
- Production and QA processes
- Acceptable deployment criteria
- Reporting methodology
- Multi-business unit scaling
- Program automation
- In-Product customer experience enhancements

HOW

- Roadmap of marketing personalization use cases to advance the program
- Strategic brief writing and review for program structure
- Hands on program design and execution in Iterable
- Usage of MarTech tools to fulfill use case requirements
- Hands-on support for ongoing reporting and analysis
- Evaluating scale of operation across all business units

WHO



DRIVE MORE REVENUE FROM YOUR MARTECH STACK

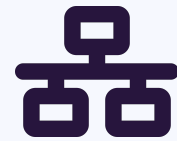
We identify the best tool for the job to drive the highest value from your marketing toolset.



**Analyze value
from existing
stack**



**Managed
evaluations &
RFPs**



**Data
Connectivity,
ETL & rETL**



**Data Governance
Cleanup &
Hygiene**



**Find
Consolidation
Opportunities**

Ragnarok Partners

We immerse ourselves into partners' programs and how they interact with our clients' initiatives to ensure long-term success.



Services Partner



Twilio Segment
Select partner



Services Partner



Implementation Partner



Services Partner



Services Partner



Preferred Partner



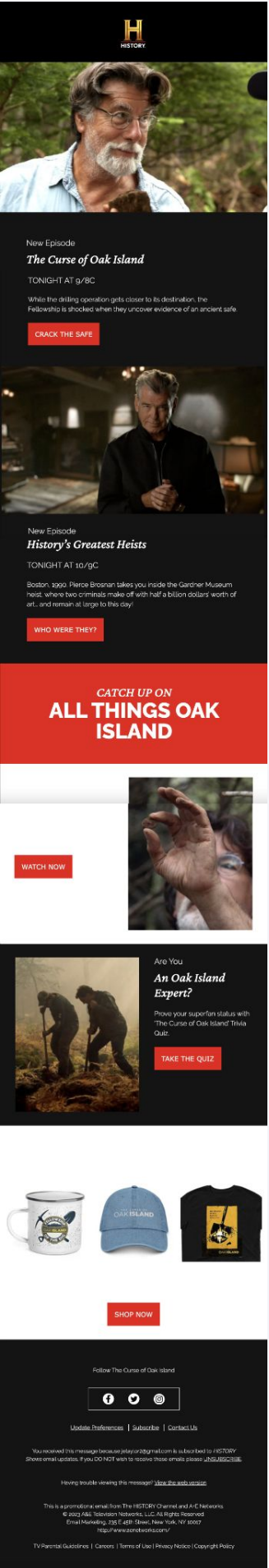
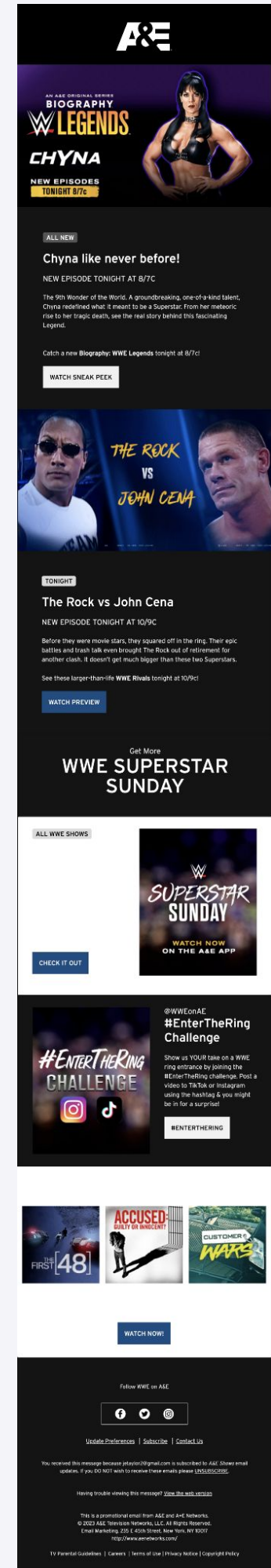
Services Partner



Services Partner



Preferred Partner



CRM Campaign Management and Growth

- We support A +E Networks largest newsletter sends for the History brand, as well as development and deployment of show notifications
- Over the last 4 years, our team has developed several automated campaigns around show reminders, upcoming events and season premieres across email, SMS and mobile channels to drive incremental tune-ins
- We also supported several automations for their subscription video-on-demand product
- We enhanced their template to scale easily to more brands and support dark mode

Ragnarok Campaign Process and Services:

- Our team **assessed and organized** the brands’ existing newsletters.
 - ◆ Through this exploration, Ragnarok became an extension of the editorial department while reinforcing brand voice and content.
- We then **standardized their email templates** by supporting the implementation of **Taxi**, greatly reducing production time while also re-organizing existing automation flows.

The Results:



Higher client engagement



Monthly campaign sends



Increase in page views



Increased engagement of unique visitors

Thank You

Get in touch with the Ragnarok team to
get your next project started!