Better.

WORKS WITH ITERABLE

Iterable runs your journeys. Better Email makes the emails easy to build.

Better Email is the email production platform for enterprise marketing teams. Your developers set up the design system once, your marketers build on-brand campaigns from approved modules, with AI help, and every campaign lands in Iterable ready to schedule.

Sound familiar?

"Every email waits for a developer or designer."

Marketers build campaigns themselves from approved modules. Developers and designers look after the design system, not every single email.

"We feel boxed in by what our editor can design."

Developers build any layout in plain HTML and Liquid and turn it into modules. Marketers get full design freedom, inside the brand.

"We want more teams building, without losing the brand."

A central team owns the design system. Business units, markets and local teams build their own campaigns inside it, with roles and folder access.

"Sign-off takes longer than building the email."

Comments sit on the email itself and approvals are built in, so feedback rounds take hours, not days of screenshots and email threads.

"It takes days to get one email out."

Campaigns go from brief to a Ready campaign in Iterable in hours, built by the people who write them.

"We want AI, but not off-brand emails."

Betty, our AI agent, can only build with your approved modules, and nothing leaves without approval.

How it fits with Iterable

Better Email

CREATING THE EMAIL

DEVELOPERS

Design system

Brand-locked modules in plain HTML and Liquid. You own the code.

MARKETERS + BETTY AI

Build

Drag and drop, or hand Betty a brief, URL or document.

TEAM

Review and approve

Comments on the email, approvals and checks before export.

One-click sync

Template, Ready campaign, personalization as Handlebars, all languages

Opens, clicks, bounces and more

Iterable

EVERYTHING AFTER

Customer data and segments

Your profiles and lists stay in Iterable.

Journeys and scheduling

Your team decides when and to whom.

Sending and deliverability

Iterable sends, as it does today.

Better Email never sends email and doesn't import your subscriber lists. Iterable stays your platform for data, journeys and sending. US and EU data centers supported.

What your team gets

- **Campaigns in hours, not days,** built by the people who write them
- **One design system** for every brand, market and language
- **Approvals and an audit trail** before anything reaches Iterable
- **Performance next to the creative:** Iterable results on the campaign your team built
- **Enterprise ready:** SSO/SAML, SCIM, roles, folder access, EU hosting, GDPR

Live in days, not months

3 days	3 weeks	5 weeks
Tryg live on Better Email	Norlys, full team live	Co-op, 5 business units live

We build your design system with you as part of onboarding, from your existing templates.

See it with your own emails.

Book a demo at better.email · Setup guide: learn.better.email/docs/integrations/iterable

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