



MAXIMIZE THE REVENUE OF YOUR REFERRAL AND ENGAGEMENT PROGRAMS WITH CROSS-CHANNEL MESSAGING FROM ITERABLE

Make your referral and engagement programs more effective with the power of cross-channel messaging from Iterable. With this easy-to-enable integration, you can create targeted and personalized messaging that resonates with customers, understand the impact of your advocates, and grow your marketing list, leading to better performing campaigns and more revenue.



BOOST REVENUE WITH CROSS-CHANNEL MESSAGING

Reach customers on their preferred channels with real-time SMS, push, or in-app messaging campaigns for your Extole-powered programs in Iterable. Messages can include earned reward notifications, or a nurture series for referred friends who haven't converted yet.



UNDERSTAND THE IMPACT OF YOUR ADVOCATES

Using your CRM channels to market your referral program to customers is an easy and effective way to generate advocates, but can be difficult to scale if you don't have access to performance data. With Extole data available in Iterable, you can easily understand which campaigns are the most effective in generating advocates and new customers for your brand.



TURN EVERY CUSTOMER INTO AN ADVOCATE

Make it easy for your customers to refer by including their personalized share link in your Iterable-powered communications. When customers receive an email or SMS message with their pre-generated link, they can simply forward the message to friends to start referring.



GROW YOUR MARKETING LIST

Your Extole campaigns generate a valuable source of first-party data. Capture email addresses and phone numbers for those who opt-in to marketing in your Extole powered programs and automatically subscribe them to your marketing list in Iterable.



EXTOLE'S CUSTOMER-LED GROWTH PLATFORM

Extole has powered more than 500 customer-led growth programs across industries ranging from retail, financial services, and travel to consumer subscription, technology subscription, and more. Our approach revolves around giving marketers the power to use offers and rewards to boost what your customers are already doing naturally: sharing their love of your brand. Extole's enterprise-ready SaaS platform gives marketers the tools they need to launch, measure, and optimize programs that engage, motivate, and perform.

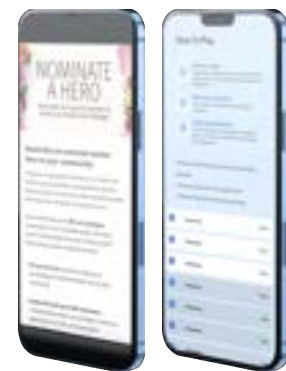


ENCOURAGE IMPORTANT ACTIONS USING REWARDS

Thanks to Extole's rewarding system which combines events, visitor profiles, and qualification rules, you can use Extole not just for referrals but to encourage any activity such as trying a new product, downloading the app, joining a loyalty program or learning about a capability, and more.

TAKE ADVANTAGE OF ENGAGEMENT PROGRAMS

Extend the power of Extole to engage your customers by leveraging programs like Nomination, Friends & Family, Influencer, Contests, and more.



ACQUIRE NEW CUSTOMERS WITH REFER-A-FRIEND PROGRAMS

With Extole-powered refer-a-friend programs, you get the power of all of Extole's platform capabilities, including flexible rewarding, limited time offers, a/b testing, audience targeted experiences plus full analytics.

