



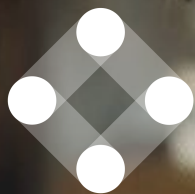
ITERABLE

Fireside Chat: How Iterable Enables Personalized Experiences for Billions of Users

Jack Chi, Senior Infrastructure Engineer, Iterable
Chris Casano, Director, Customer Engineering Americas, Cockroach Labs



RoachFest24



ITERABLE

**Our mission is to connect people
with products that bring joy**

Proven at Scale

700+

Employees

1200+

Global customers

175+

Technology & solution
partners

150+

CS and professional
services employees

7.1B+

Global users
supported

122B+

API calls every month

\$200M+

Annual recurring revenue

226B+

Annual message
sends

1.8PB+

Data activated

Global Customers Across Multiple Verticals

RETAIL & ECOMMERCE

JOYBIRD



StanleyBlack&Decker

V O L V O

MeUndies

MADISON REED®

BOLL & BRANCH

BEAUTY PIE®



MEDIA & ENTERTAINMENT



Fender

Forbes

A+E
NETWORKS

SEATGEEK

Penguin
Random
House

CINEMARK

FANTASYPROS®



TOTTENHAM
HOTSPUR



TRAVEL & HOSPITALITY

priceline®

secret Escapes

the dyrt



Care.com

klook

Thomas Cook

FINTECH & INSURANCE



Blockchain.com

HoneyBook

pangea®

quadpay

comparis.ch



Policygenius

Aspiration

CONSUMER APPS & SERVICES

Orangetheory®

Calm

StreetEasy

LIFETIME®

yogaworks®

REDFIN

ZOOPLA

IMPERFECT
FOODS

Rover

BUSINESS TECHNOLOGY

GitLab

zapier

box

asana

IQVIA™

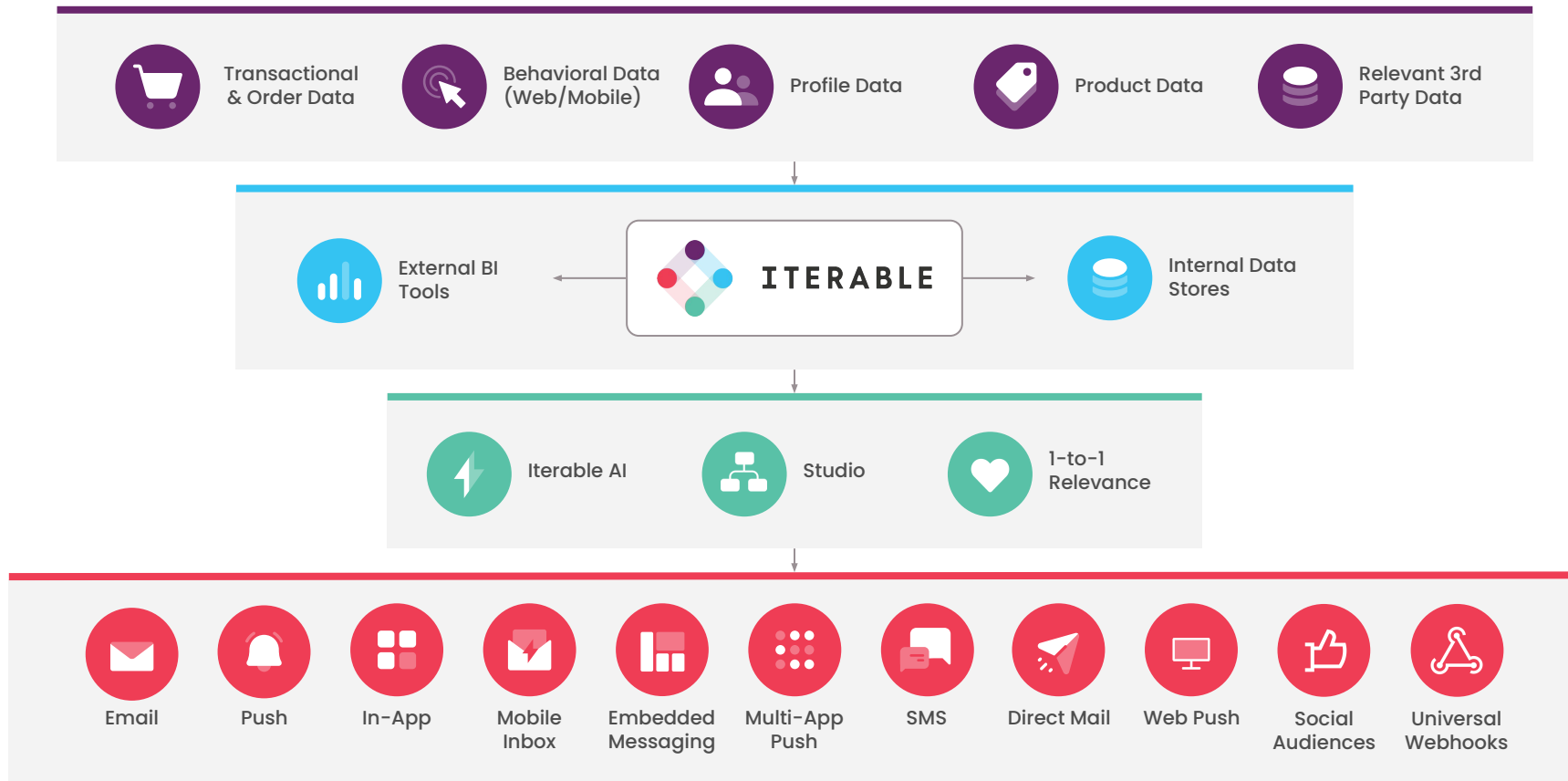
POSTMAN

Airtable

Dropbox

User Identity Shallow Dive

Messaging Options & Capabilities



Users API

```
1 // Users
2 // POST /api/users/update
3 {
4   "email": "jack.chi@iterable.com",
5   "userId": 4865461565,
6   "dataFields": {
7     "registrationDate": "2024-01-05",
8     "username": "SmithMorraGamit",
9     "skillLevel": "New",
10    "country": "US",
11    "membershipLevel": "Platinum Membership",
12  },
13  "preferUserId": true | false
14 }
15
16 // Events
17 // POST /api/events/track
18 {
19   "email": "jack.chi@iterable.com",
20   "userId": 4865461565,
21   "eventName": "emailClick",
22   "id": "abcdefg1234",
23   "createdAt": "2024-06-03T14:55:00Z",
24   "dataFields": {
25     "title": "Make the Most of Your Pieces - Chess
26     Lessons",
27     "description": "Explore the strengths and
28     weaknesses of each piece",
29     "completed": 85.71428571428571
30   },
31   "campaignId": 12345
32 }
```

Users API

UUID-
based?

YES

CockroachDB

- **userId-based pkey**
- **stores mappings (email, uuid, customer_id)**

```
1 row-based
2
3 userID
4 customerID
5 email
6
```

NO

Elasticsearch

- **email-based id**
- **stores user events (eg. emailClicks, customEvents)**

```
1 documents
2
3 users
4 - profile info
5 events
6 - flexible schema
7
```

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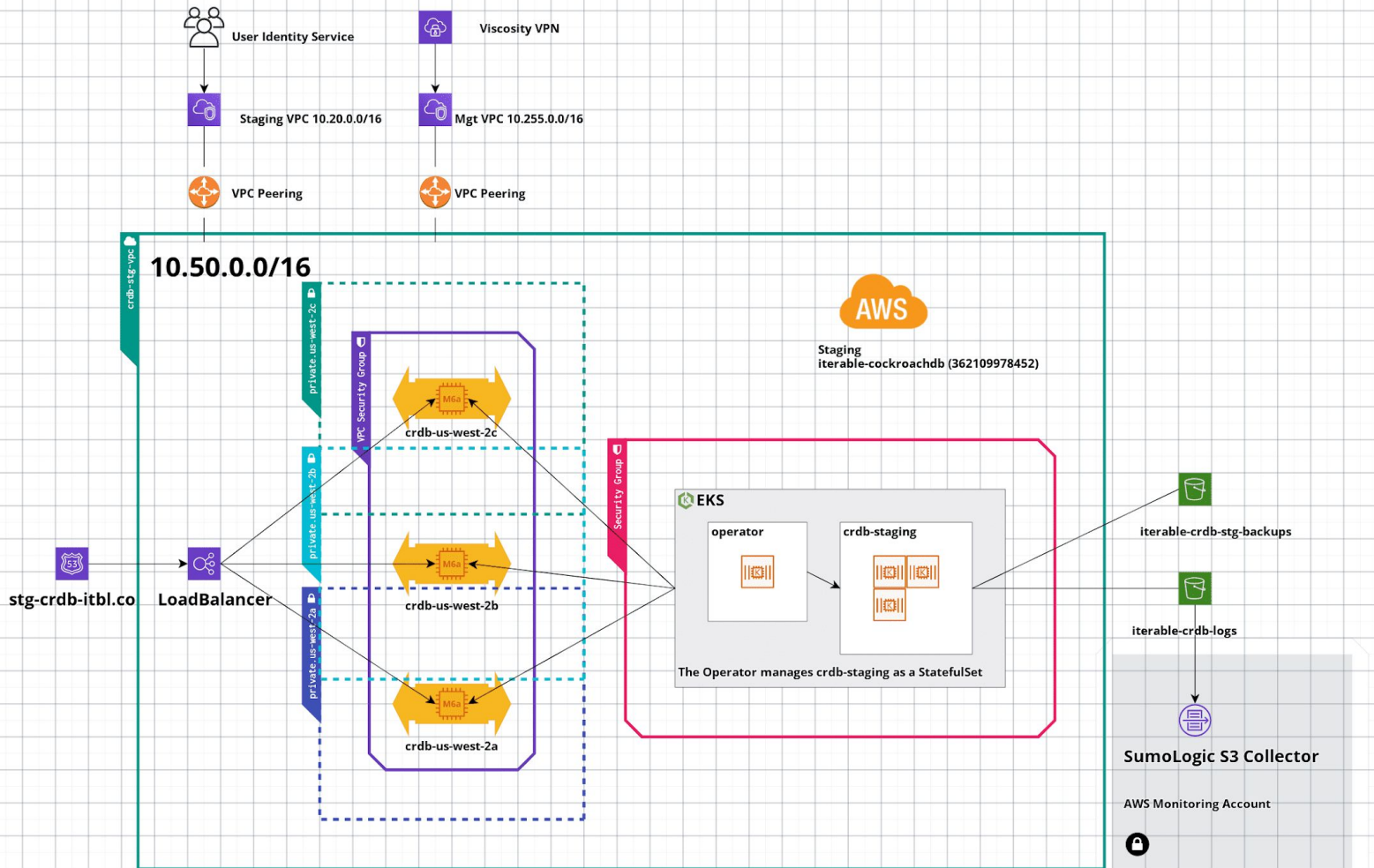
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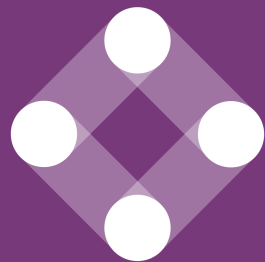
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AWS | CockroachDB Operator





ITERABLE