ITERABLE + adjust

Turn Mobile Actions Into Valuable Marketing Data
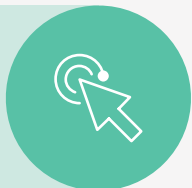
Our Partnership

Adjust captures valuable mobile user attribution data that can be automatically sent to Iterable via API in real time. With this partnership, Iterable customers have greater visibility into the mobile behavior of their users and are able to take action in response to new installs or in-app events. This enables the automation of real-time, behavioral-based activation and engagement campaigns.
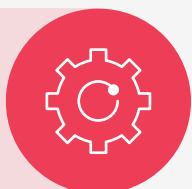
Better Together

Complete User Journey Optimization
Optimize your user acquisition strategy through accurate mobile measurement and boost user retention and value through lifecycle engagement.

Seamless Experience
Once callbacks are configured in Adjust, valuable install and event data is shared directly with Iterable.

Full Automation
Leverage mobile activity to trigger acquisition, engagement and retention campaign workflows, automating processes that would otherwise be manual.

Use Cases

Activation Campaign

Julie is interested in health and wellness and is targeted with a Facebook ad for a fitness app. She clicks on the ad and installs the app. Adjust attributes Julie's new install to the correct Facebook campaign and forwards that information along to Iterable as a new install event. A "Welcome Series" workflow that has been preconfigured in Iterable leverages information about the Facebook campaign Julie engaged with and triggers and customizes a series of welcome messages.

Abandoned Cart Campaign

Kevin is shopping for a jacket on his favorite retailer's mobile app. He finds one he's keen to buy and adds to cart, but he gets distracted as his friends message him about their upcoming travel plans. Adjust captures the actions he took in adding the jacket to the cart and subsequently leaving the app, then sends them to Iterable. This event data launches an "Abandoned Cart" workflow which nudges Kevin an hour later with a message, reminding him of his not-yet-purchased jacket and a free shipping coupon code.

Performance-Driven Teams Choose Iterable & Adjust

About Iterable

Iterable is the growth marketing platform that enables brands to create, execute and optimize campaigns to power world-class customer engagement across email, push, SMS, in-app and more with unparalleled data flexibility. An integrated, cross-channel solution—built for marketers, trusted by engineers, designed with intelligence.

About Adjust

Adjust is a global B2B SaaS company. Born at the heart of the mobile app economy and grown out of a passion for technology, the company has 16 offices around the world. In total, more than 32,000 apps have implemented Adjust's solutions to secure their budgets and improve results.

Check out our integration page or reach out to your Iterable or Adjust representatives for pricing and support questions.