LeadsBridge partners with Iterable to enable enhanced cross-channel campaign management

Miami, Nov 15, 2019 (Issuewire.com**)** - Today, LeadsBridge announces its partnership with Iterable, the growth marketing platform that empowers the world's leading brands to achieve world-class customer engagement at scale.

The LeadsBridge integration with Iterable will enable mutual clients to enhance their cross-channel marketing campaigns by connecting first-party data from a brand's website, mobile app and customer database to third-party advertising platforms, like Facebook, Instagram, LinkedIn, and Google.

By doing so, marketers can leverage the Iterable platform to retarget their customers across the web and stay top-of-mind until the point of purchase.

Features and benefits of the new integration include:

- Keeping high-volume CRM segments automatically synced
- Tailor-made integrations with other platforms and in-house software on request for specific needs

The Enterprise integration is already available, at $149/mo. For more information, visit www.leadsbridge.com

About LeadsBridge

LeadsBridge is helping over 10,000 advertisers increase Return On Advertising Spend (ROAS) by providing an easy-to-use and secure integration between Iterable and over 370 CRMs, email and SMS software, call centers, and other marketing tools.

About Iterable

Iterable is the growth marketing platform that enables brands to create, execute and optimize cross-channel campaigns with unparalleled data flexibility. Leading brands, like Zillow, SeatGeek, and Box, choose Iterable to power world-class customer engagement throughout the entire lifecycle. Iterable was founded in 2013 and is backed by Blue Cloud Ventures, Index Ventures, CRV and other top-tier VCs. Visit iterable.com for more information.

Media Contact

LeadsBridge

partnerships@leadsbridge.com

+1 415 360 0005

Source : LeadsBridge

See on IssueWire : https://www.issuewire.com/leadsbridge-partners-with-iterable-to-enable-enhanced-cross-channel-campaign-management-1650170835832775