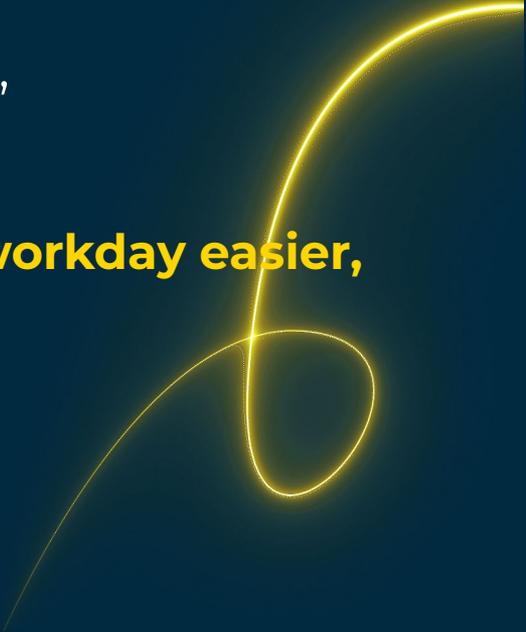


Hello and welcome!

While we wait for everyone to join,
share in the chat:

**If you could have any superpower to make your workday easier,
what would it be and why? 🧐**





 This session will be recorded

A few things before we start:

Chat

 Valentina Benaglio 11:28 AM
I'm calling in from NYC!

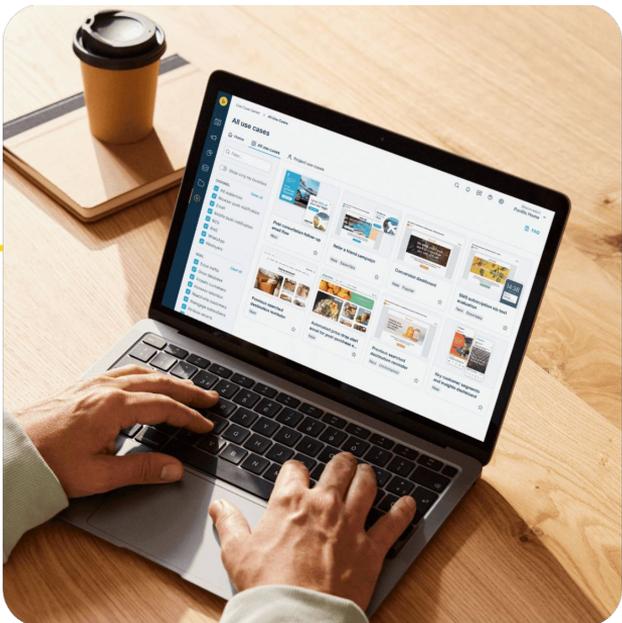
Q&A

 Valentina Benaglio 11:28 AM
Does this apply to only promotional emails or to transactional emails as well?

 1

Docs

-  Navigating Gmail and Yahoo's Deliver...
Click to open
-  Gmail and Yahoo's New Email Sender ...
Click to open
-  Email Deliverability Tips
Click to open
-  The Ultimate Guide to Mastering Emai...
Click to open



Building Your Omnichannel Safety Net

Why it's crucial to diversify channels in a constantly evolving landscape.



Meet Today's Speakers



Michal Blaško
Sr. Business Consultant
Bloomreach



Jonathan Senin
Sr. Product Marketer
Bloomreach



Richard Frno
Business Consultant
Bloomreach



Agenda

- 1. Gartner Magic Quadrant for Personalization Engines Report**
- 2. Omnichannel Personalisation & CLTV**
 - a. Channel fit for campaigns
 - b. What is the customer's preference? + Demo
 - c. 3 key use cases + Demo
- 3. Key Takeaways**
- 4. Q&A**



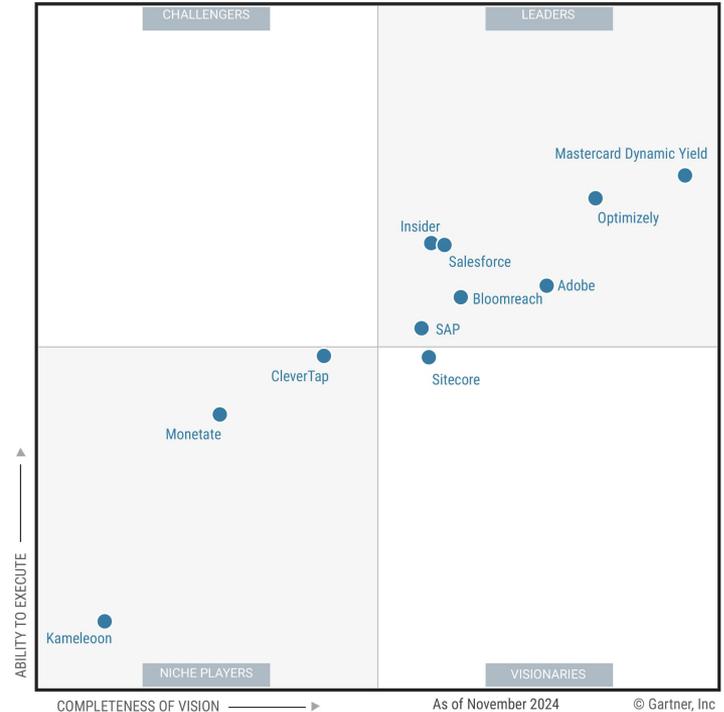
Bloomreach Named a Leader

Bloomreach is thrilled to be named a Leader in the 2025 Gartner® Magic Quadrant™ for **Personalization Engines**.

Being recognized as a Leader solidifies our **Composable Personalization approach** and gives eCommerce brands **a future proofed AI vision**.

[FIND OUT MORE](#)

Figure 1: Magic Quadrant for Personalization Engines



Gartner.

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Gartner.



Omnichannel Personalisation & CLTV

Using Bloomreach Engagement



Omnichannel Personalization isn't only about customer experience - it also performs better

2.9x

Higher email **CTR** for segments above +50 yrs than 20 yrs old

~3-15x

Avg. **Conversion Rate** | 1 channel vs. at least 3 channels

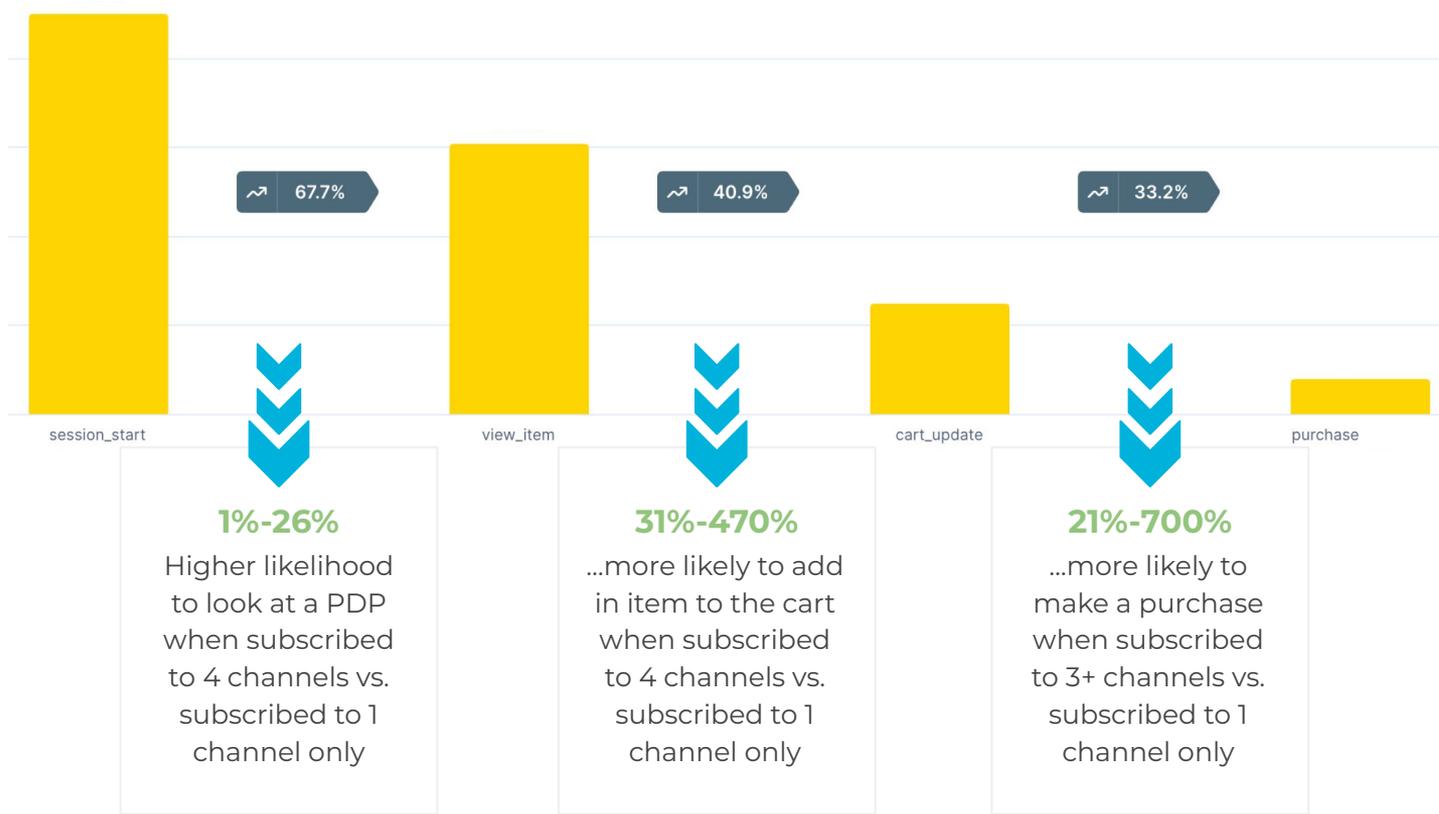
~4-21x

Avg. **Revenue Per Customer** | 1 channel vs. at least 3 channels

Omnichannel vs. Multichannel: What's the Difference and How To Choose? By Ian Donnelly ([article here](#))



Impact of the omnichannel personalisation





Channel fit for campaigns



Channels and campaign types

	Bulk comms	Real-time comms	Long-lasting message	2-Way comms
Email	✓	✓	✓	✓
SMS/RCS	✓	✓	✓	✓
MMS	✓	✓	✓	✓
WhatsApp	✓	✓	✓	✓
Mobile Push	✓	✓	✗	✗
Browser Push	✓	✓	✗	✗
Web	✓	✓	✓	✗
App Inbox	✓	✓	✓	✗
In-app Content	✓	✓	✓	✗
Ad Audiences	✓	✓	✗	✗



Personalization & the importance of having an omnichannel strategy: everything in one place

Omnichannel Communications

[Recording](#) & [Deck](#)

Extend Personalization to Your Paid Ads Strategy

[Recording](#) & [Deck](#)

Personalization in Email

[Recording](#) & [Deck](#)





Omnichannel Communication webinar

Welcome

Top Channels Email SMS/MMS In-app App Inbox Mobile Push

Level ★ ★ ★

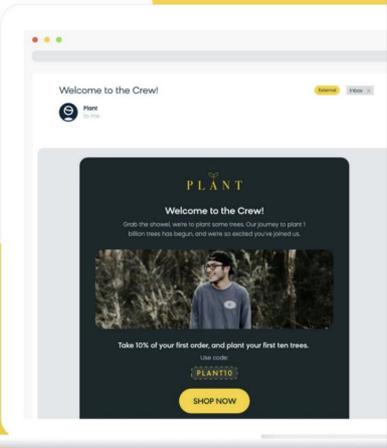
Goal
Onboard new customers and make a positive first impression with them, building a strong foundation for a long-lasting relationship.

Solution
Send a series of emails or messages to new customers who have opted into any of your marketing channels to introduce your brand, provide valuable information, and offer incentives to engage and make their first purchase.

Value
Increased customer engagement, improved brand loyalty, and increased sales. By making a positive first impression with new customers, a welcome marketing campaign can set the tone for a successful customer journey and encourage repeat business.

Bloomreach tip
Focus on personalization, relevance, and value. Offer incentives that are appealing and relevant to each customer (by segmenting your audience to provide a more tailored experience), and make sure that your message is clear and concise.

Examples
Personalize the welcome messages to make the customer feel special and valued using information based on their previous interactions with the brand (e.g., location or purchase history). Be sure to include a clear call to action (CTA) in each message, such as a discount code or an invitation to follow the brand on social media (e.g., "Get 10% off your next purchase").



Mobile Push Bring customers back to your mobile app

Overview
Mobile Push is a built-in channel on Bloomreach to send multimedia and interactive push content to your mobile app users in order to bring them back to your app.

App Inbox A new marketing channel to engage and retain your customers, while ensuring your most important notifications.

Overview
App Inbox is a customizable message centre within your app to store push notifications for a custom period of time, and a brand new built-in marketing channel on Engagement (available as an action node in scenarios) to send notifications directly to your App's inbox. Deliver personalized.

Whatsapp Messaging

Overview
WhatsApp is an integrated channel that offers another way for brands to send transactional and non-transactional messages with multimedia content on mobile.

Order Confirmation and Tracking

Top Channels Email SMS/MMS In-app App Inbox Mobile Push

Level ★ ★ ★

Goal
Provide customers with updates and information about their order build and contribute to the brand's customer experience.

Solution
Send order confirmation and tracking messages to customers who have placed an order.

Reactivation & Win-back

Top Channels Email SMS/MMS In-app App Inbox Mobile Push

Level ★ ★ ★

Goal
Reengage with customers who have become inactive or lapsed.

Solution
Send personalized messages to customers who have not purchased in a while to encourage them to return.

Back in Stock

Top Channels Email SMS/MMS In-app App Inbox Mobile Push

Level ★ ★ ★

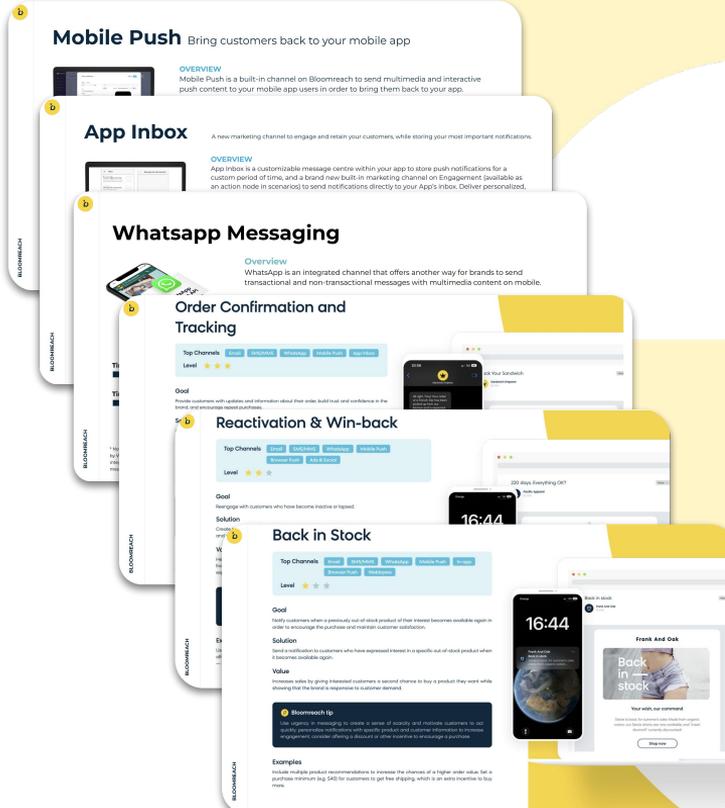
Goal
Notify customers when a previously out-of-stock product of their interest becomes available again in order to encourage the purchase and increase customer satisfaction.

Solution
Send personalized notifications to customers who have expressed interest in a specific out-of-stock product when it becomes available again.

Value
Prevents sales by giving interested customers a second chance to buy a product they want while showing that the brand's response to customer demand.

Bloomreach tip
Use urgency or scarcity to create a sense of urgency and motivate customers to act quickly. Personalize messages to include specific product and brand information to increase engagement, include offers, discounts or other incentives to encourage purchase.

Examples
Include multiple product recommendations to increase the chances of a higher order value. Set a purchase minimum (e.g. \$40) for customers to get free shipping, which is an extra incentive to buy more.



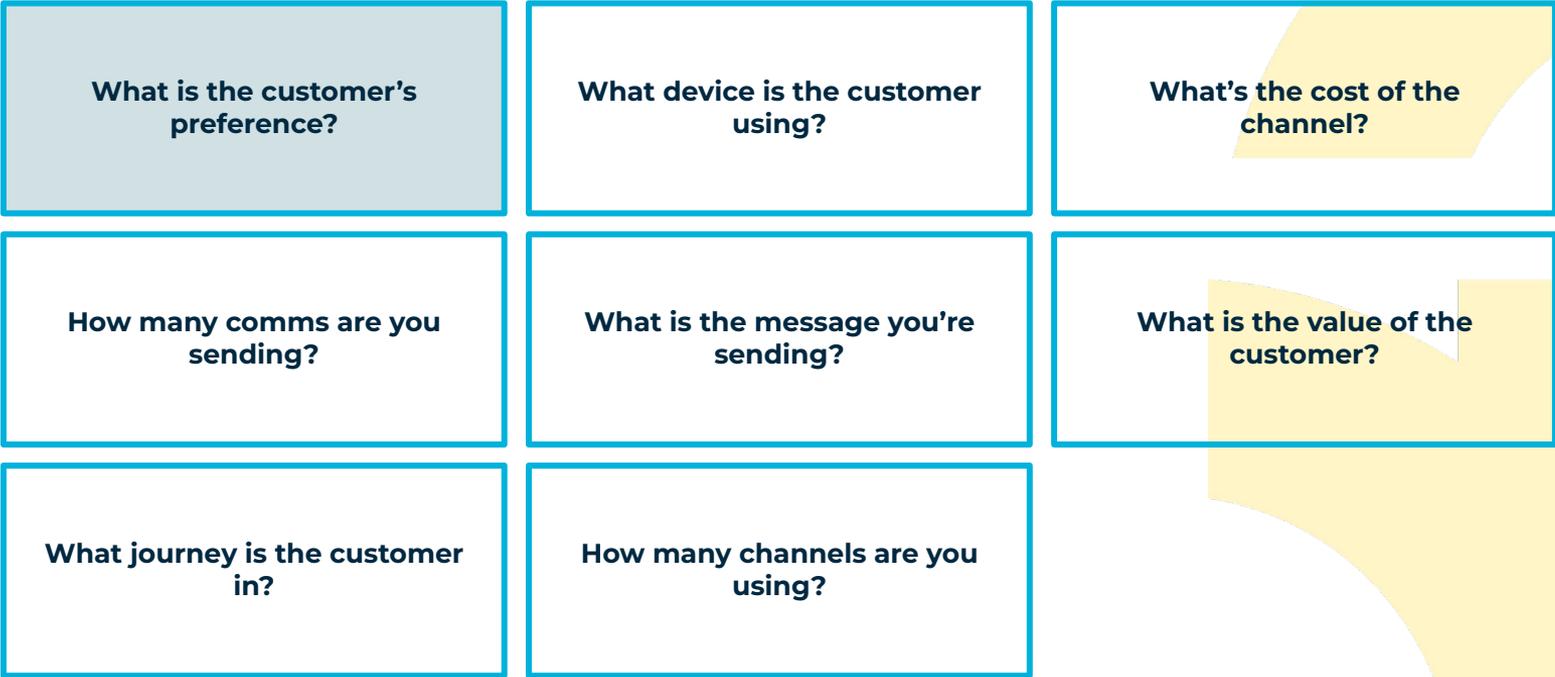


What is the customer's preference?



Channel Priority

What to consider when determining channel priority?





Using Aggregate Most Common

most common | campaign | action_type | Skip | Lifetime

WHERE status equals clicked

Refine more

Group events before applying the filter.

most_common(campaign.action_ty) | Cancel | Apply

most common | campaign | action_type | skip 1 | most common | Lifetime

WHERE status equals clicked

Refine more

Group events before applying the filter.

email | browser notification

158.9K Customers overall | 1.45K in this segmentation | 323 in this segment

CUSTOMER FILTER

Select customers | matching | not matching | attribute

Σ most_common(campaign.action_type) | in | email

+ Add filter condition



Using the CTR comparison

Expression for customer customer

`ifnull((Clicked / Delivered) * 100, 0)`

Clicked

count campaign

WHERE status equals clicked

AND action_type equals email

Group events before applying the filter.

Expression for customer customer

`ifnull((Clicked / Delivered) * 100, 0)`

Delivered

count campaign

WHERE status equals delivered

AND action_type equals sms

Group events before applying the filter.

Email

CUSTOMER FILTER

A AND B AND C AND D AND E

A Select customers matching not matching attribute

Click rate - Email greater than Click rate - Browser Push

AND OR

B Select customers matching not matching attribute

Click rate - Email greater than Click rate - Mobile Push

AND OR

C Select customers matching not matching attribute

Click rate - Email greater than Click rate - SMS

AND OR

D Select customers matching not matching attribute

Click rate - Email greater than Click rate - Whatsapp



Using Consent Segmentations

Channels By Consent + Contactability + By Priority	Customers
✉ Email Only + Contactable - send email	4,859,575
📱 Email + SMS + No push - SMS	1,065,419
✉ Email + SMS + No push + Email Activity - Email	663,879
📱 SMS Only + Valid number	316,967
🔔 Push Only - send push	287,838
📱 Email + SMS + Push	125,915
🔔 Push + Email + No SMS - Push	41,468
📱 Push + SMS + No email - Push	30,487

Channel_pref_combined	Count(Customer)
email	5,924,295
push	541,918
sms	1,607,606



DEMO



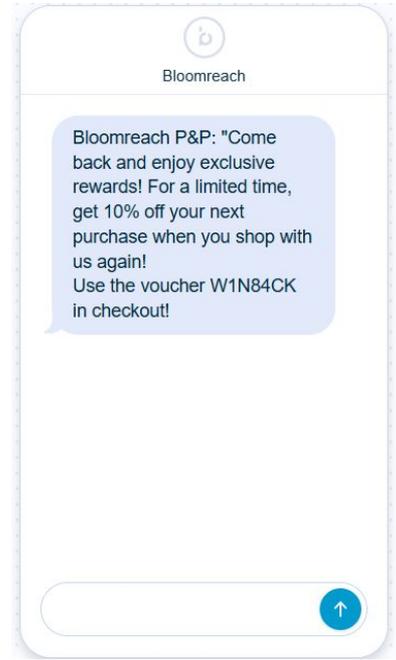


3 Must-have Omnichannel Use Cases from UCC



RFM Omnichannel Winback Campaign for 'Hibernating' and 'At Risk' customers

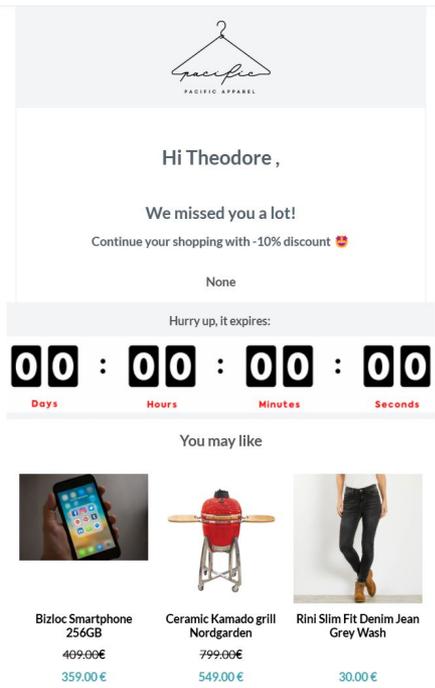
- Goal of [this Use Case](#) is to **target** specific RFM segments that we want to win-back **through Omnichannel strategy**
- **Key Omnichannel features:**
 - Winback customers through direct channels like mobile or browser push, email, and SMS - if not successful > fallback through Ad Audiences.
 - Uses Weblayer for customers without consent for direct channels ↑
 - Includes a universal discount coupon in every message.



-  [Walkthrough of the Use Case](#)



RFM Omnichannel Reactivation of ‘Promising’ and ‘Need Attention’ customers

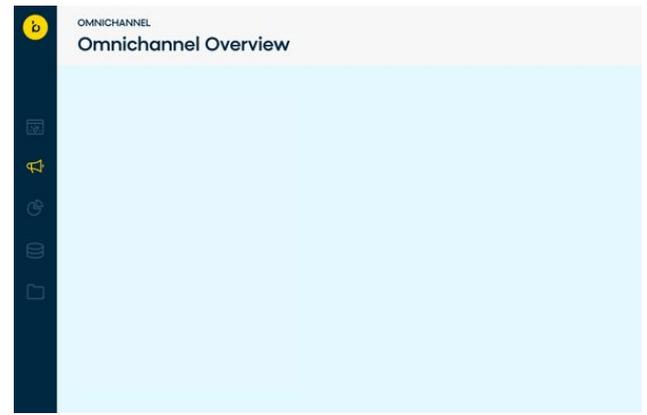


- Goal of [this Use Case](#) is to **reactivate** specific RFM segments **through Omnichannel strategy**. Communication creates sense of urgency with countdown banners and personalized recommendations.
- **Key Omnichannel features:**
 - Reactivates customers through gradually reaching through different channel. It starts with email, continues with mobile or browser push - if not successfully > fallbacks through Ad Audiences.
 - Includes a unique discount coupon in every message.

- [Walkthrough of the Use Case](#)

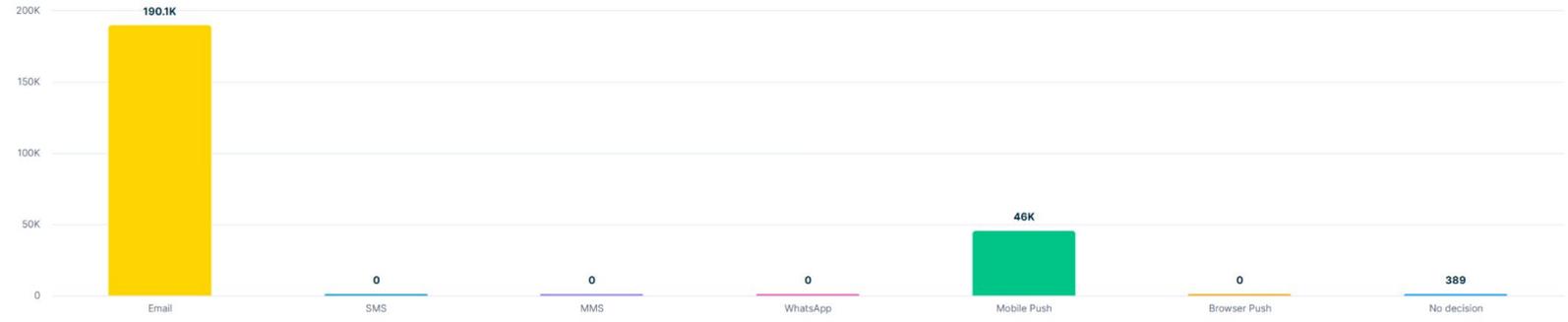


Omnichannel Overview



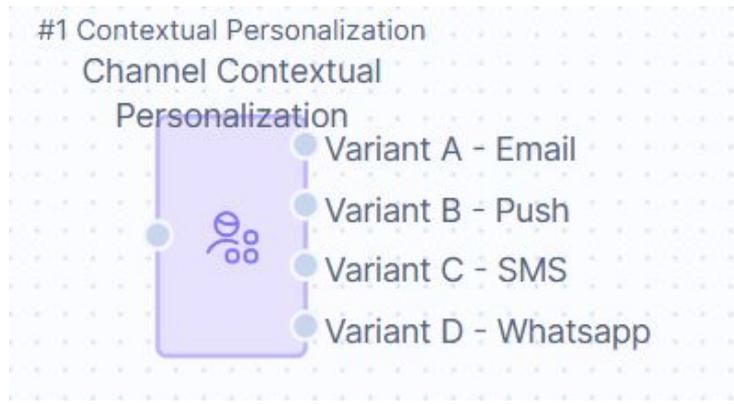
- Use case provides insight into how many customers can be targeted across different channels
- Includes logic for **Next Best Channel** prioritization, identifying the most effective channel for each customer.

Example with just 2 applicable channels





Bonus: Contextual Personalization



- You can use Contextual Personalization feature to determine best channel
- It allows you to set different 'Rewards' for different channels, based on your costs

How to set it up ?

> use **Next Best channel segmentation** from 'Omnichannel Overview' as Context

> Set Reward target for **Click** (only email channel has the Open)

Contextual personalization setup

Definition of data which would be used to train Contextual personalisation AI model.

Contextual features ⓘ

- Next Best Channel - engagement logic ⓘ
- last ride ⓘ

+ Add features

Campaign type

One off campaign ⓘ Automatic campaign ⓘ

Distribute within 12 hours ▾

Reward target ⓘ

Click Open



Key Takeaways



Key Takeaways

1. **Personalize Customer Experiences Across Channels:** Email, SMS, web, and mobile can drive significant engagement and conversions when personalized and combined in a smart way.
2. **Leverage Advanced Analytics for Continuous Improvement:** Consistently analyze customer data to identify patterns, preferences, and potential pain points. Advanced analytics tools can help understand customer behavior and optimize the omnichannel strategy.
3. **Explore the use case centre for the use cases, filter setup personalisation** and make sure you have access to the right tools to support the omnichannel strategy.

Poll



Q&A

Thank You!

