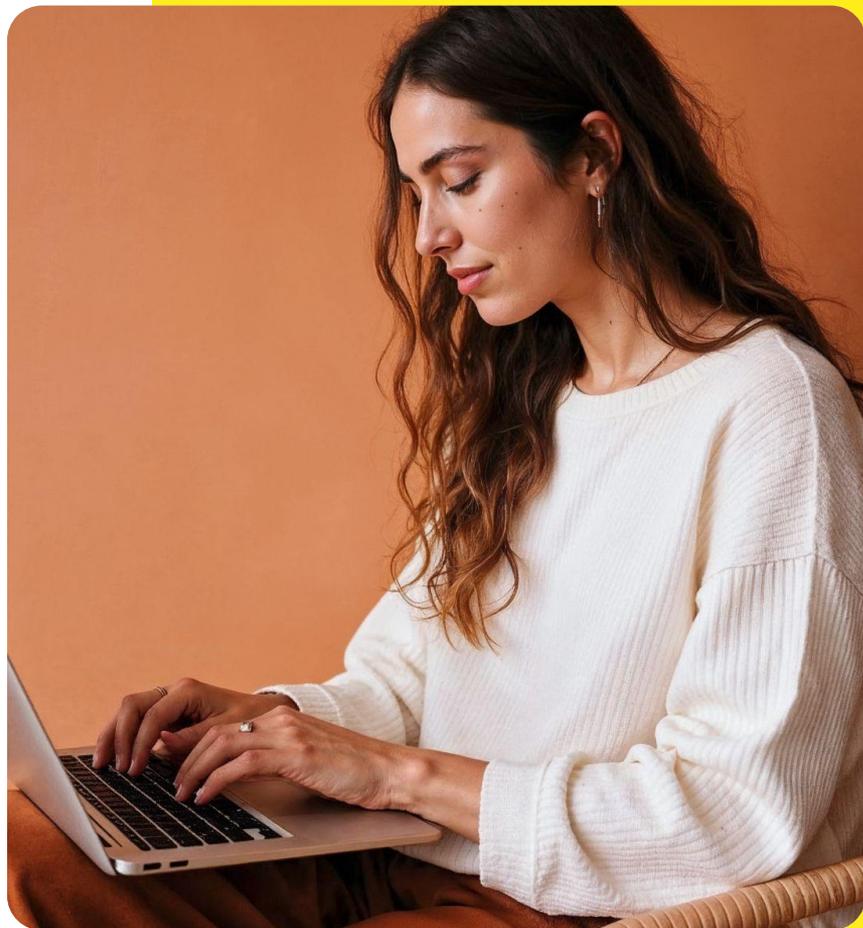


Hello and welcome!

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

What's your favorite spring travel destination?



A few things before we start:

 This session will be recorded

Chat



Bloomreach

I'm calling from NYC!

11.28AM

Q&A



Bloomreach

Does this apply to only promotional emails or to transactional emails as well?

11.28AM



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

Meet Today's Speakers:



Michal Blasko

BC Team Manager
Bloomreach



Chris Wilde

Lead Technical Consultant
Bloomreach

Master Mobile Marketing: Trends, Tactics, and Personalization

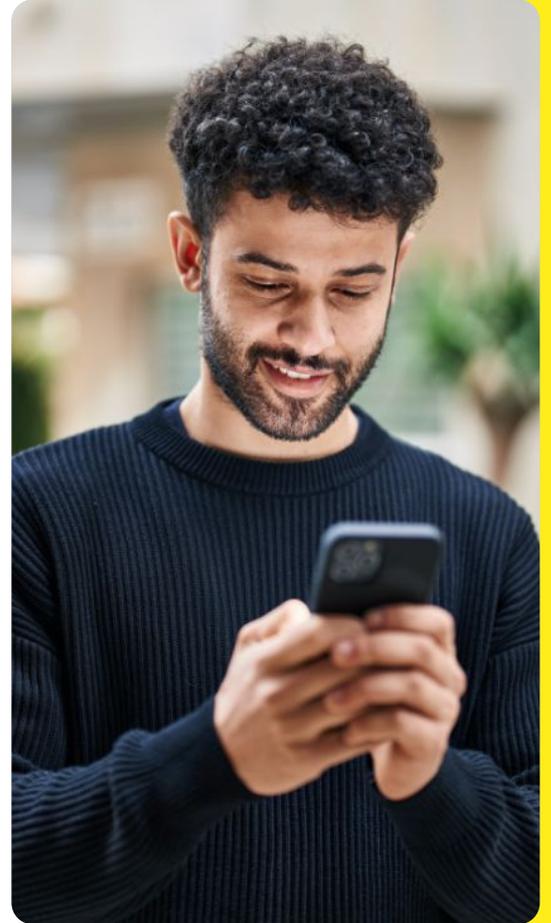


Engagement Best Practices: March 2025



AGENDA

1. **Why Mobile Matters**
2. **How RCS is Changing Mobile Messaging**
3. **Mobile App Best Practices & Use Cases**
4. **Key Takeaways**
5. **Q&A**



Why Mobile Matters?



Consumers live on their phones

[91% of Americans have a smartphone](#), and check their phones **205 times** per day on average.

[Western, Central, and Eastern Europe](#) have **over 990 million smartphone subscriptions**.



Incredibly high open rate

Mobile channels like SMS, RCS, push notifications, and in-app messaging boast a high [open rate of 98%](#).



Real-time interactions

[90% of SMS marketing messages are read within three minutes](#) of a send, reinforcing mobile as a powerful channel for immediate and impactful engagement that fosters brand loyalty

The Metrics Say Mobile Marketing Works

More emails aren't the answer;
a smarter omnichannel strategy is

95%

of text messages are read in <5 min

98%

of marketing text messages are opened

93%

of consumers have more trust in text over email

62%

of consumers subscribed to text messages
from at least one business

Real Bloomreach customers with 3+ channels see:

Up to 21x

Average Revenue Per Visitor when using 3+ channels vs. one

Up to 15x

Higher Average Conversion Rate when 3+ channels are used

2.9x

Increase in email CTR for segments above +50 yrs vs 20 yrs old

1 in 6

Marketing emails don't reach inboxes

Omnichannel vs Multi-Channel: What's the Difference & How to Choose

[Read the Article](#)

Previous Best Practice Sessions on Mobile Strategy

RCS, SMS, MMS and Whatsapp



[Optimizing Mobile Messaging and How RCS is Changing the Game](#)

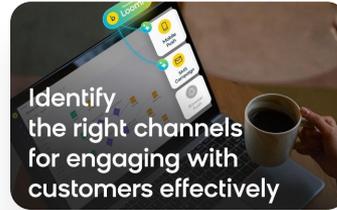


[Everything You Need to Know About Mobile Messaging](#)



[SMS and MMS Best Practices](#)

Incorporating Mobile into Omnichannel



[Omnichannel Communication](#)



[Building Your Omnichannel Safety Net](#)

How RCS is Changing Mobile Messaging



Rich Communication Services

- **Rich media to increase engagement and click-through-rates**, proven to be at least 2X higher than SMS
- **Capture huge volumes of zero-party data** via carousels and buttons, leading to additional segmentation, personalization, and analysis
- **Automate two-way conversations** to scale engagement and easily handover customer support inquiries



Key RCS Features



Custom branding

Embedding RCS-enabled brand elements such as logo, brand name, and corporate colors on screen.



2-way messaging

Triggered in real-time upon any customer event with 24-hour conversational window that's after customer response free of charge.



Interactive Buttons

Embedded clickable buttons allow users to respond or take action with a single tap, fostering a more conversational experience.



High Character count

Without the 160-character limit of SMS, businesses can send comprehensive messages in a single communication.



Verified senders

Sender authentication ensures trustworthy communication, reducing fraud and increasing response rates for important content.



Enhanced Analytics

Detailed metrics on open rates, clicks, and interactions enable businesses to optimize future campaigns and improve conversion rates.



Applicable SMS Consent

Phone Number-Based RCS uses existing customer phone numbers, with SMS as a fallback option when RCS is unavailable.



Rich media

Messages can include diverse media types such as images, GIFs, audio, video, documents, enhancing visual appeal and increasing engagement.



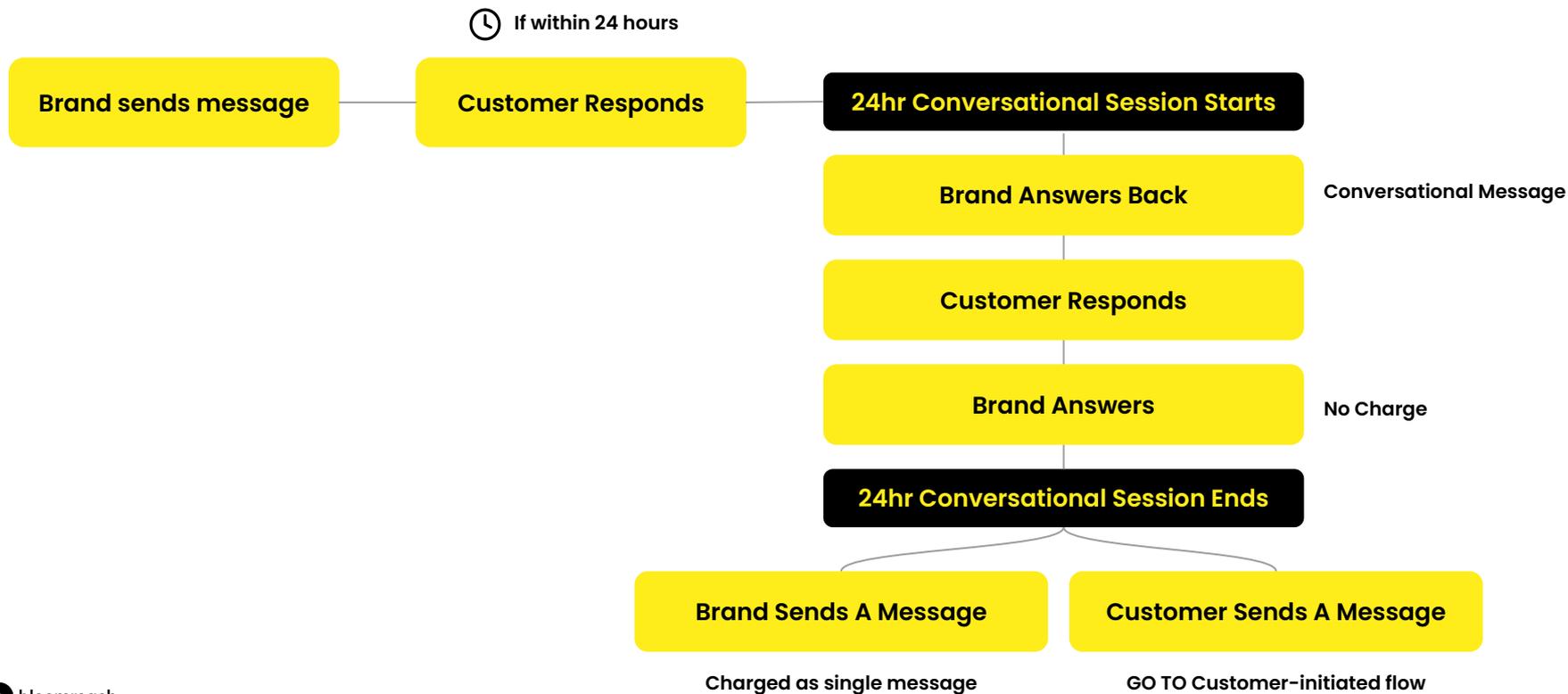
Cards and Carousels

Engage customers with interactive, swipeable content that lets them explore options and take action directly within the message.

RCS vs. SMS/MMS

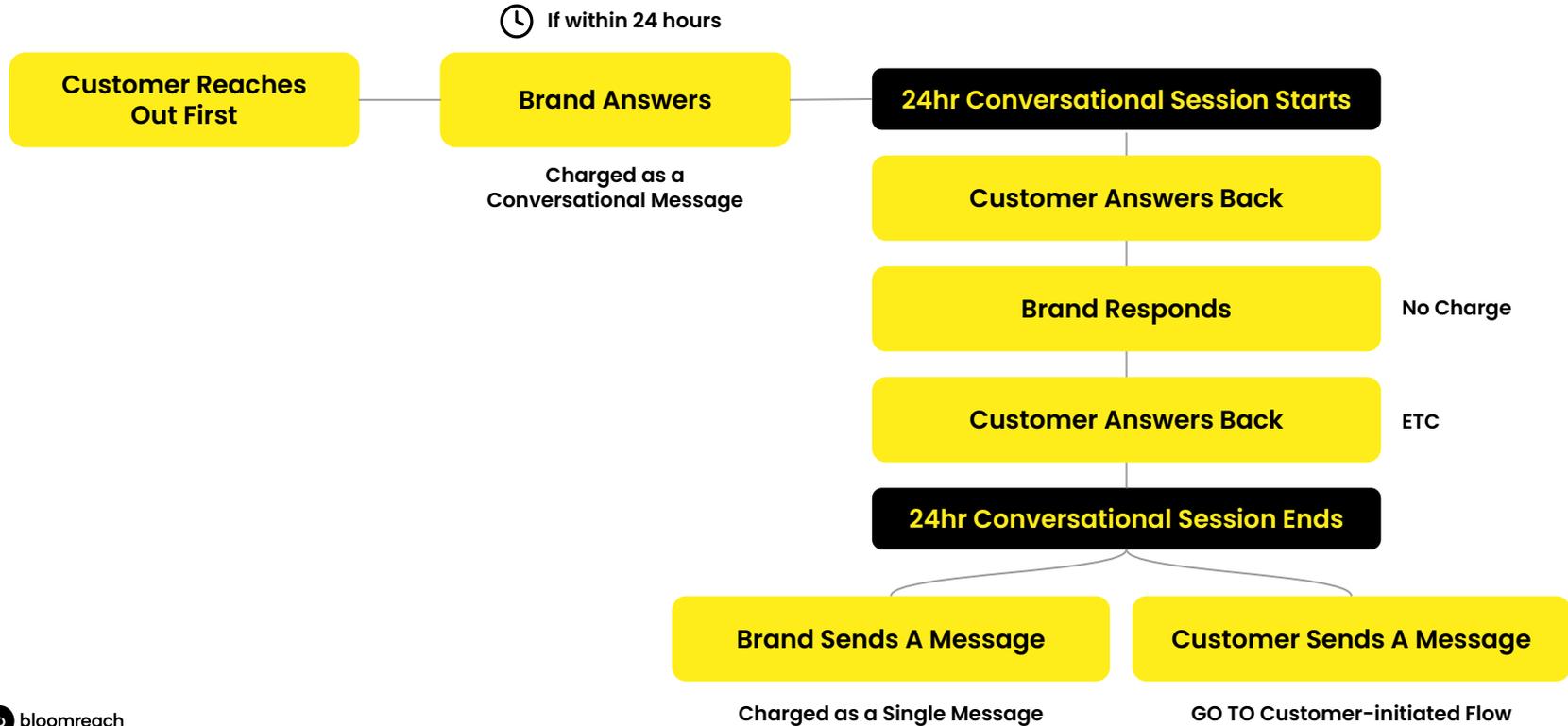
Capabilities	SMS	MMS	RCS
Native Support on Android and Apple devices	Yes	Yes	Yes
Text	Yes	Yes	Yes
Image	No	Yes	Yes
Video	No	Yes	Yes
Card/Carousel	No	Can only include multiple images in slideshow format	Yes
Suggestions/Quick Replies	No	No	Yes
Files	No	Limited file support	Yes
URL Preview	No	No	Yes
Branding	No	Yes	Yes
Delivery and Read reports	Only delivered	Yes	Yes
Requires Internet Connection	No	Yes	Yes
Low Character Limit	Yes (160)	(1600)	No

Brand-Initiated Flow



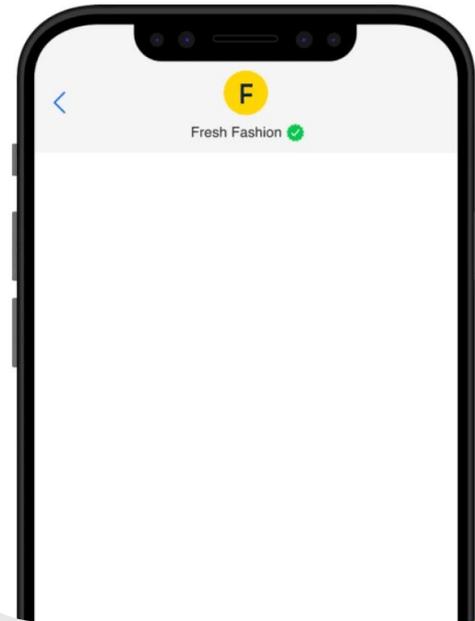
Customer-Initiated Flow

This scenario is considered to be outside the 24-hour conversational window.



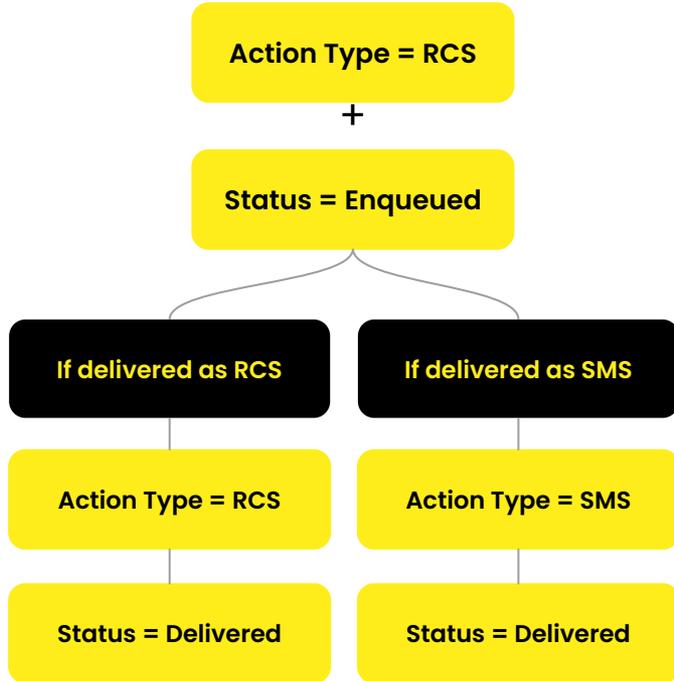
Strategy & good practices

- **Maximize interactivity** once you have opened the 24-hour window.
- This means making **buttons clicks and responses** easy and incentivized
- **Do NOT simply replicate your SMS strategy onto RCS.**
- **Use Engagement features** like Conditions and Triggers to control when you send Conversational RCS
- **Ensure SMS fallback** To maximise reach, configure campaigns to default to SMS if RCS isn't supported on the recipient's device



RCS Segmentation

How we identify RCS messages that fallback as SMS



The screenshot shows the "CUSTOMER FILTER" interface. It has a "Select customers" section with "matching" selected and a "funnel" dropdown. There are two funnel steps:

- 1. Step: campaign**
 - campaign: action_type equals rcs
 - AND status equals enqueued
 - AND action_id equals 1
 - Refine more
- 2. Step: campaign**
 - campaign: action_type equals rcs
 - AND status equals delivered
 - AND action_id equals 1
 - Refine more

At the bottom, there is a "+ Add funnel step" button.

campaign	
action_type	rcs
status	enqueued
action_id	1

campaign	
action_type	sms
status	delivered
action_id	1

USE CASE

Abandoned Cart with Recommendations

COMPLEXITY: Medium

- ✓ Timely Purchase Nudges
- ✓ Relevant Product Suggestions
- ✓ Reduced Checkout Friction
- ✓ Higher Purchase Rates



REVENUE
RPV, Conversion Rate

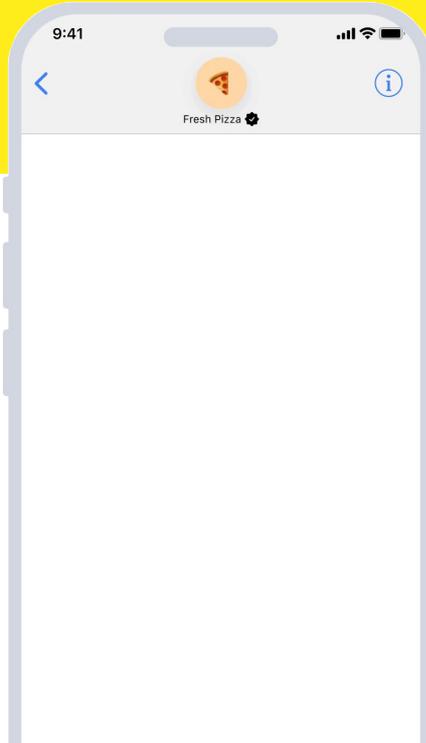


Other RCS use cases

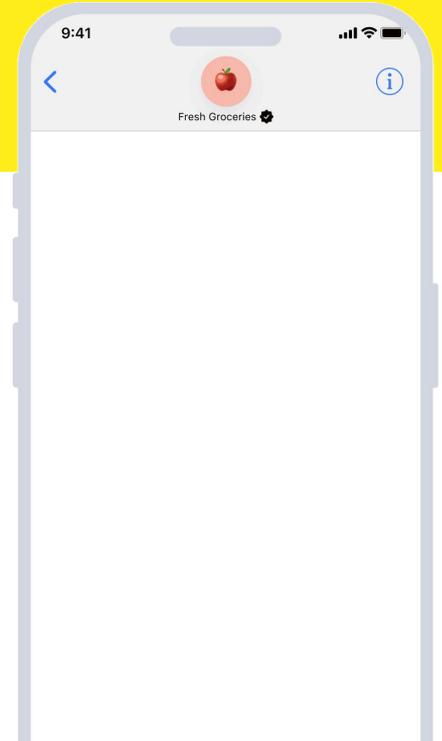
**Personalised App
Download
Prompt**



**Satisfaction
Surveys**

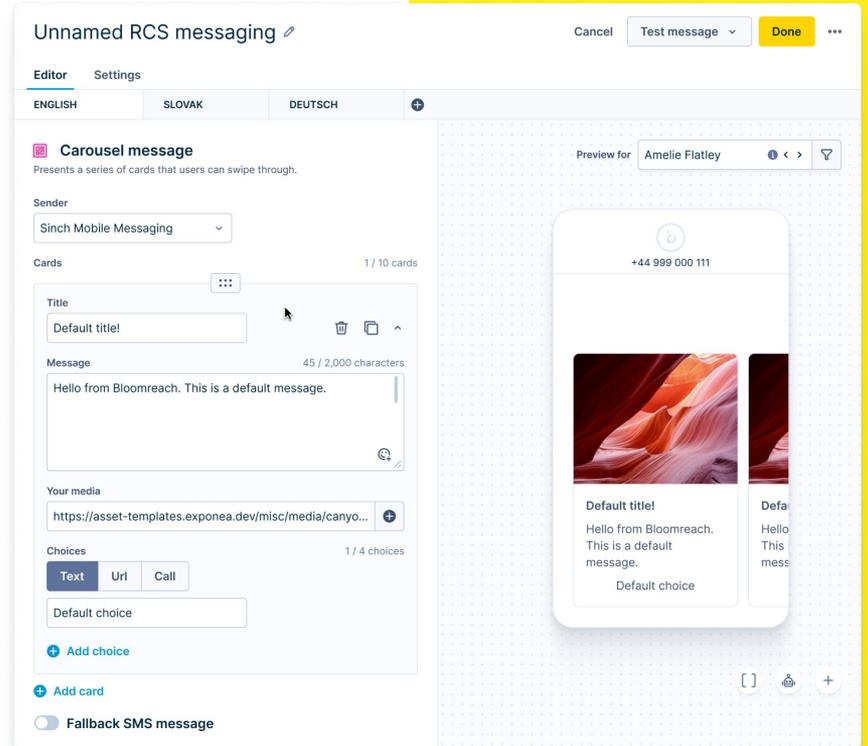


**Personalised
Retargeting
Campaigns**



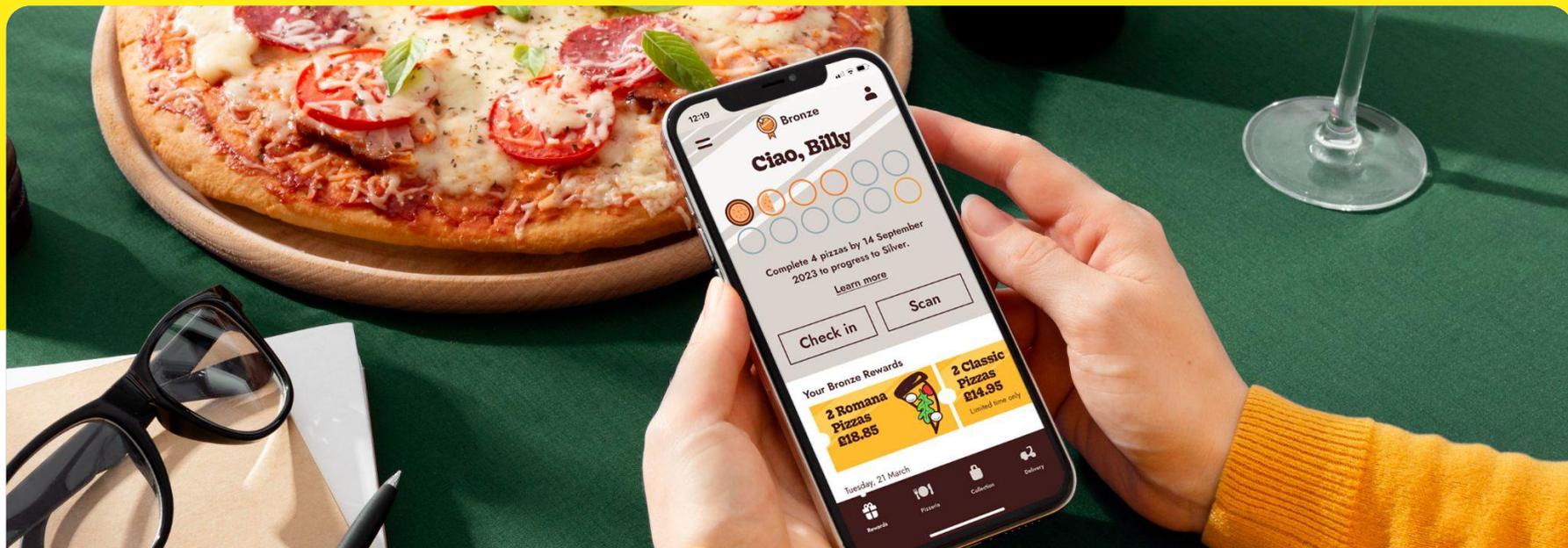
Easily craft RCS messages

- Build RCS campaigns inside Scenarios or Campaigns
- Use a visual builder to input text, media, and links
- Leverage Loomi AI features like Loomi Copy or product recommendations
- Easily enable SMS fallback option for each RCS message



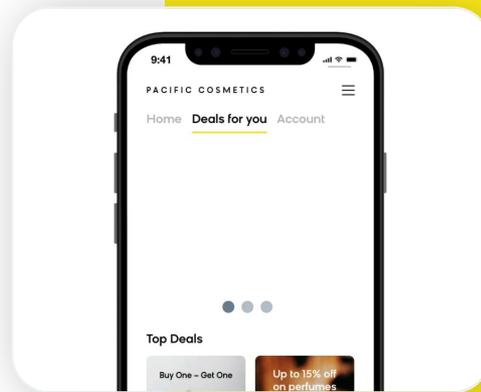
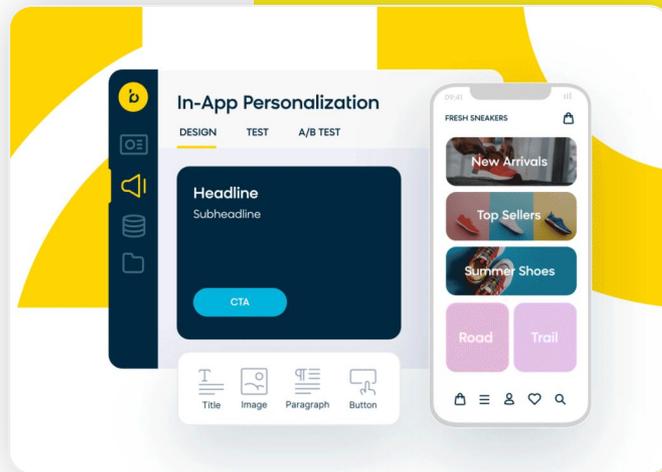
Mobile App

Overview, Best Practices and Use Cases



Mobile SDKs

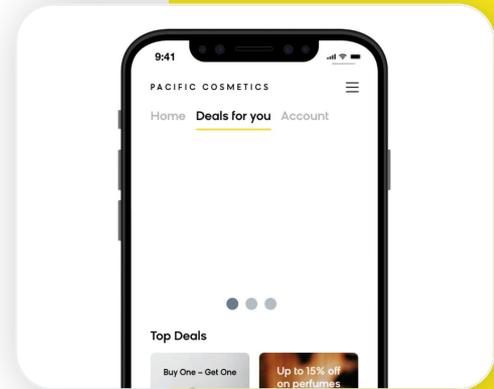
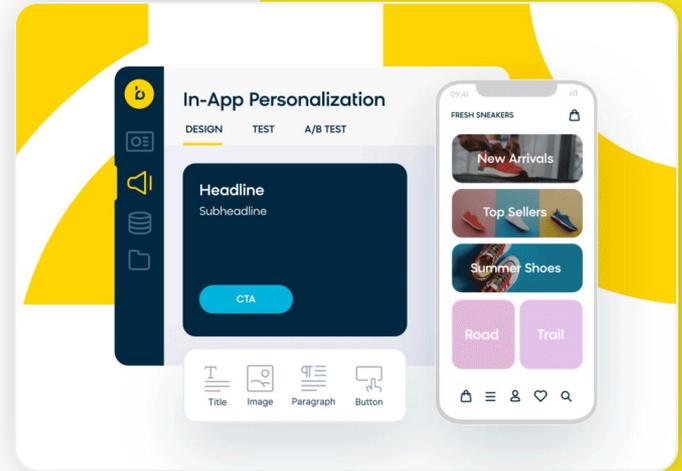
- **Mobile Apps** can be built in many different languages. The most common ones we have build SDKs for, as they all work differently.
 - React Native, Flutter, iOS Native, Android Native, MAUI
- **Features:** We have dedicated features for **App personalisation** which are separate to weblayers & experiments
- **Tracking:** Apps should be tracked exactly the same as the website is, but with a new property such as **platform = app/web**
- **Identification:** should happen at the same stages on the app as it does on the website. Log in, account creation, purchase etc.



Mobile SDK Tracking

Best Practices

- As we do with the website, we want Apps to be fully tracked so we can make use of that customer data.
- Apps should be tracked exactly the same as the website is, but with a new property such as **platform = app/web** so you can differentiate App & Web users in the project.
- **Identification** should happen at the same stages on the app as it does on the website. Log in, account creation, purchase etc.



Push Notifications: Overview

Push Notifications are a part of the App SDKs that needs specifically integrating.

When they accept notifications in the app, users are given a **push token** which is used to send Push to.

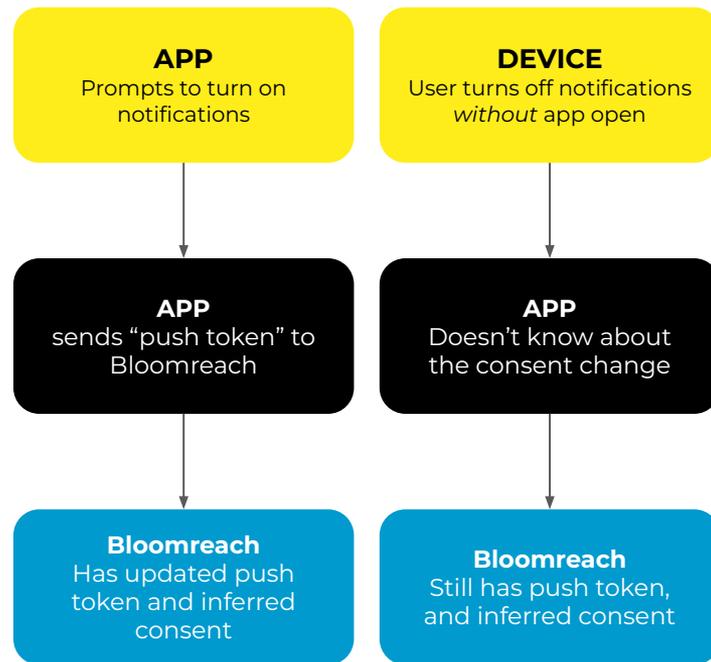
While this **push token** *should* be unique, it can be seen across multiple profiles in BR if customers share a device.

Push Notification consent is stored at a *device-level*. Bloomreach does not store direct push consent

Bloomreach is set up for a 1-1 relationship between **project and app**.

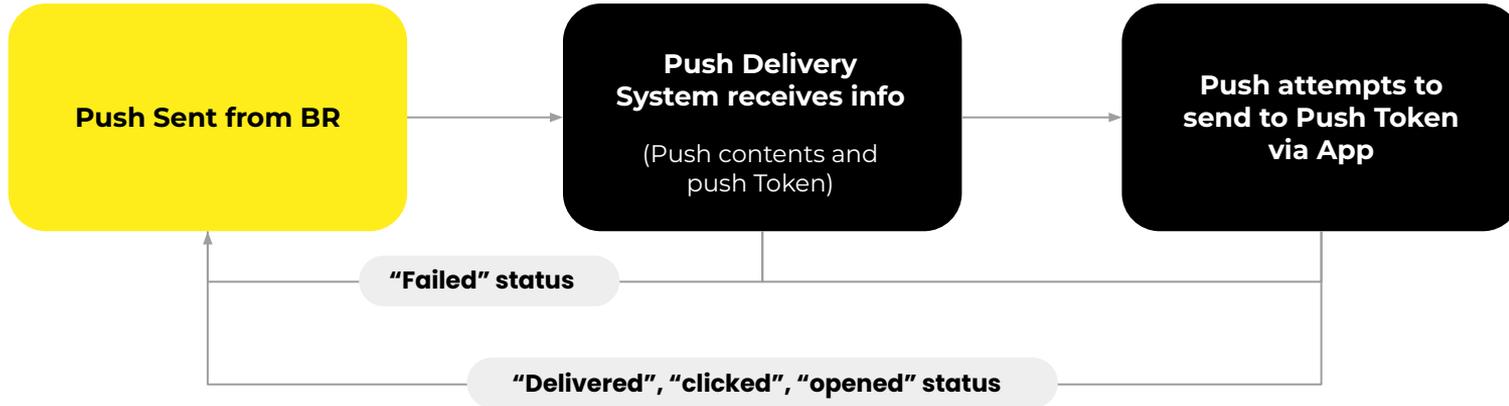
Push Consent

- Push consent is not like Email consent, it's not black & white.
- A user can turn off push notifications on their **device** without the app ever knowing
- Apps can **offload** themselves, so a user can still have consent without ever receiving a push notification
- **Bloomreach** therefore does **not** recommend storing push as a consent. The device is the consent master, and anything we hold could be inaccurate compared to the device.
- Users with a **push token** have active consent as far as we are made aware from the device



Push Notification Flow

When we send push notifications from Bloomreach, we send the push information to **another system** on the client's App that manages the delivery of the Push Notification (like mailgun for email). This can introduce a lack of delivery information and failures.



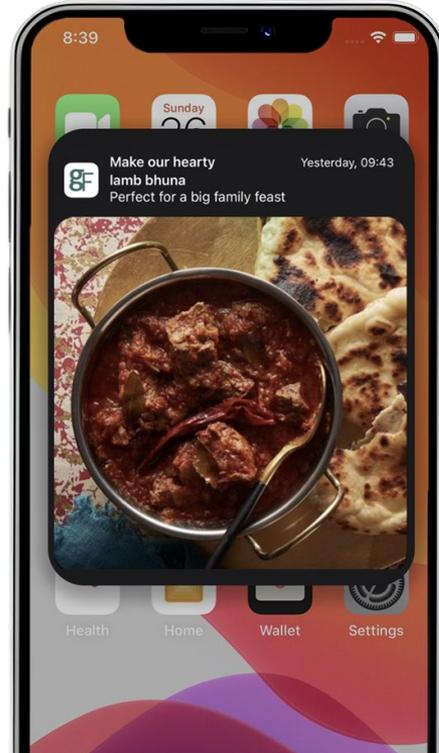
Rich Push for iOS

Rich Push allows you to add **images and action buttons** to your Push Notifications when you “Long press” the push notification.

Android has this behaviour by default, but is a separate integration for iOS.

Features:

- Images
- Animated GIFs
- Action Buttons



Push Notifications:

Best Practices

Deduplicating Push Tokens

Users are given a **push token** for their device/app combo (like an identifier for the users app) which is used to send Push to. While this *should* be unique, it can be seen across multiple profiles in BR.

To counter this and ensure that we can de-duplicate these push tokens before send to them we create 2 new IDs in the project:

- apple_push_notification_id
- android_push_notification_id

We then create a scenario where each time an app **session_start** is triggered, if their push token **property ID** isn't in their **ID** then we add it.

As Soft ID values can only exist on 1 profile, that means we can de-duplicate the database in our filtering:



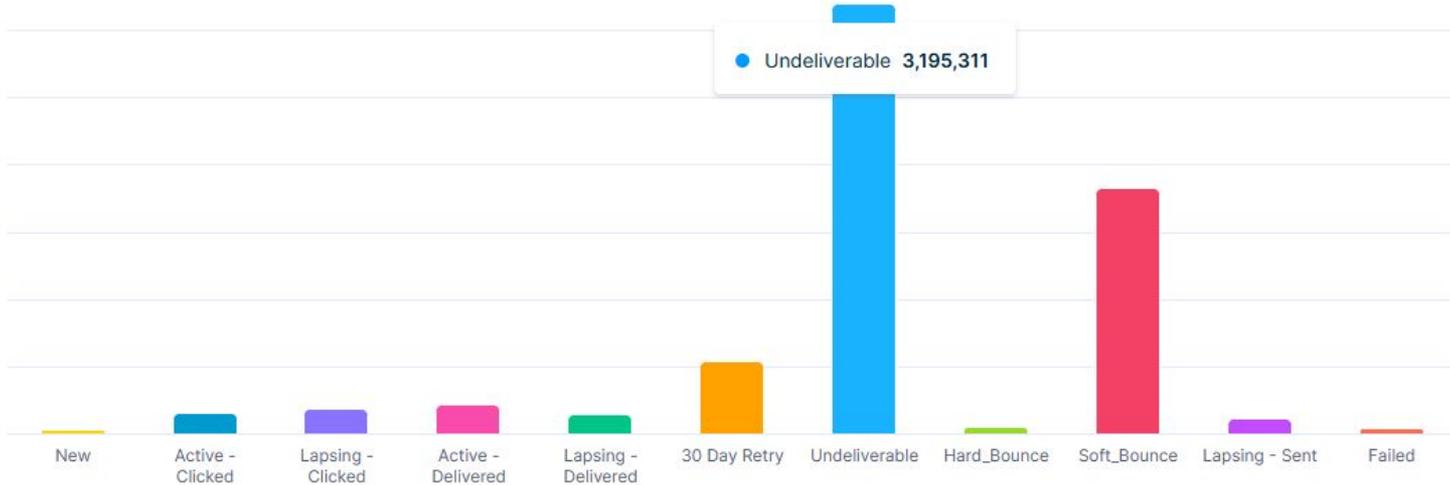
The screenshot shows a filtering interface with the following elements:

- A header section with three buttons: "Select customers", "matching" (highlighted in blue), and "not matching". To the right is a dropdown menu labeled "attribute".
- A filter rule bar containing:
 - A dropdown menu with a key icon and the text "apple_push_notification_id".
 - A dropdown menu with the text "any item".
 - A dropdown menu with the text "equals".
 - A dropdown menu with a key icon and the text "apple_push_notification_id".

Use Case: Push Toolkit

Due to a **lack of opt-in and opt-out** information that we get from Apps, we have to use behavioural cues and statuses to create “Push Health Segmentation” which we included in the **Push Toolkit**.

This segmentation looks at the number of delivered, failed, clicked, opened and also *no status received*. Allowing us to reduce the number of Push that we’re sending with no returns.



Toolkit Segmentation Criteria

Overview

-  **New:** Has a valid push token & never sent a push before
-  **Active Clicked:** Has a valid push token & clicked push in the last 30 days
-  **Lapsing Clicked:** Has a valid push token & clicked push in the last 90 days
-  **Active Delivered:** Has a valid push token & had a delivered push in the last 30 days
-  **Lapsing Delivered:** Has a valid push token & had a delivered push in the last 90 days
-  **30-day retry:** Has a valid push token & not been sent (or failed) a push in the last 30 days
 - This is a critical part of this segmentation. You include this, and the above 5 other segments into all your push sends.
 - 30-day retry will allow you to periodically, and automatically, attempt to send to your inactive & "unknown" (neither delivering nor failing) push audience
-  **Soft Bounce:** Has valid push token, sent more than 7 push ever and not clicked/delivered in the last 30 days
 - *These customers will automatically filter into 30-day retry every 30 days.*
-  **Lapsing - Sent:** Valid push token and has been sent at least 1 push ever
 - *Segments are mutually exclusive, this is a fallback of all the above segments so these are inactive customers*
-  **Undeliverable:** Valid push token & Has 20 total push "failure" statuses
-  **Hard Bounce:** Valid push token & Has 3 total push "failure" statuses
-  **Failed:** Valid push token but only fails

Other App Features

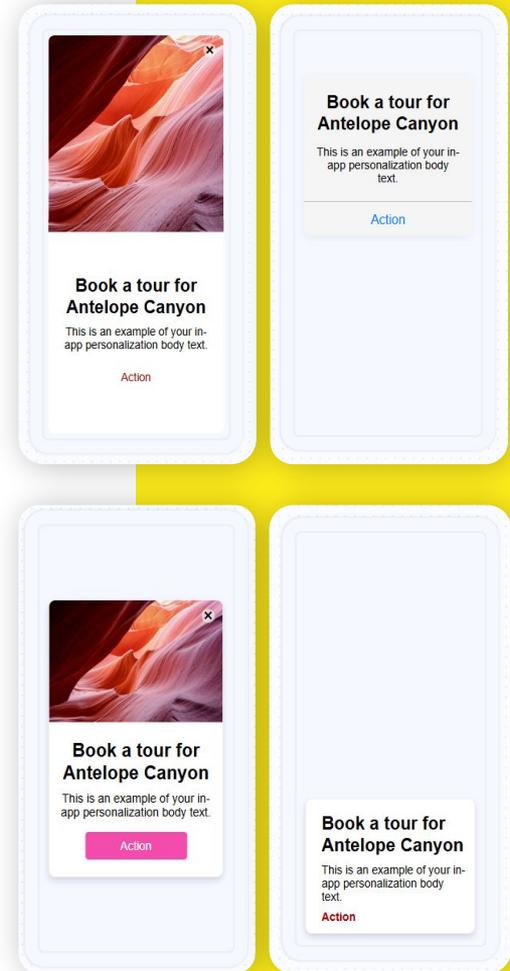
In-App Messages

EFFORT ●●○○○

- In-App Messages are effectively weblayers for App. They can appear in a few different “styles” such as **full-screen, alerts, modals or slide-in** and currently can only display information to a customer and track interaction with buttons.
- **Example Use cases:**

WhatsApp opt-in banner to gather consent from existing SMS customers

Preference Capture: Vegan, Gluten Free or Vegetarian?
Mens or Womens? Bermuda or Thailand?



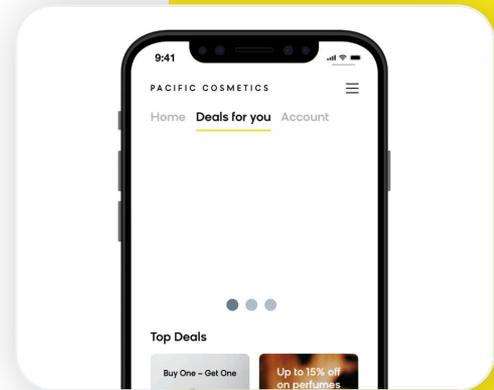
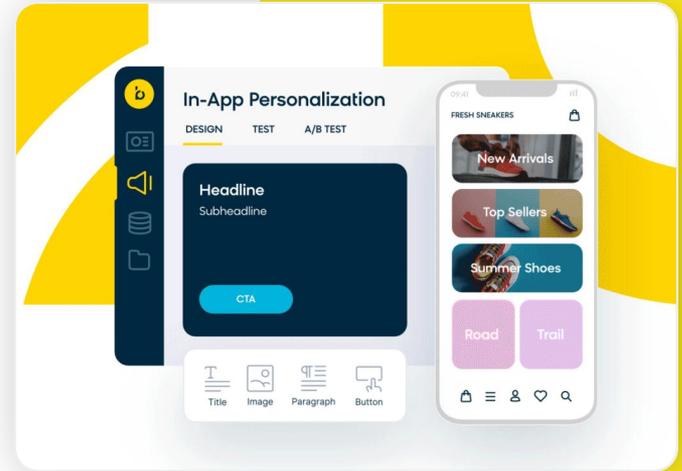
In-App Content Blocks

EFFORT ●●●○○

- In-App content blocks allow you to display content to the user **within the app content itself** rather than a pop-up.
- Multiple content blocks live against the same placeholder will create a **carousel!**
- They can be made with a Visual Builder or using custom HTML
- **Example Use cases:**

Category Cross-sell banner for items of interest

Post Purchase feedback survey with link to Bloomreach Survey



App Inbox

EFFORT

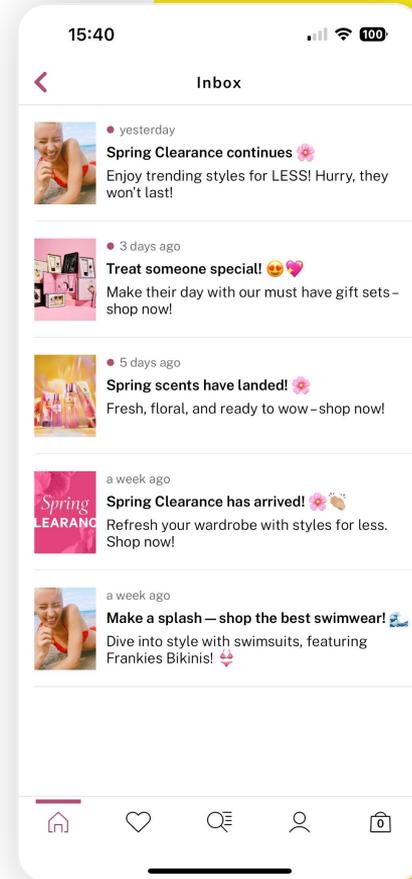


- App Inbox is a brand new channel that App teams can set up, allowing the front-end users to have a **longform message format** to use with App.
- It can be used to **store push notifications** or send specific content from a scenario.
- It **requires** an app user to have a **Hard ID**. This is to ensure that the messages they receive are the same each time.

Example Use cases:

Long term Push Notification Storage

Store Discount Codes In the app itself for ease of use and increased conversion



App Limitations

1-1 relationship between Project and App by default

- Large dev lift to integrate multiple

Push Opt-in/Opt-out is not black & white

- Users can opt out on the device without the app knowing
- The device is the final consent holder

Push delivery reporting is **reliant on the App SDK** integration and delivery system

In-App messages & content blocks **can only display data & track interactions**

Key Takeaways

Mobile Messaging Key Takeaways

1

Tailor your channel mix

According to your goals, audiences and campaigns

2

Pick the channel that works the best for you

Depending on the content and messaging, pick the most appropriate channel.

3

Unlock value with RCS/SMS

Use 2 way comms, rich media and capture the zero party data for RCS or setup SMS fallback.

4

Mobile Push toolkit

Download and apply Push Health Segmentation.

5

Mobile SDK tracking

Make sure the data has the same structure and can be distinguished according to the attributes like **platform = app/web**

6

Explore other App channels

...and features

Thank you



Appendix

Other Mobile Messaging Resources

Best Practices Webinars

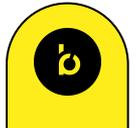
- ☆ [Optimizing Mobile Messaging and How RCS is Changing the Game](#)
- ☆ [Everything You Need to Know About Mobile Messaging](#)
- ☆ [SMS and MMS Best Practices](#)
- ☆ [Omnichannel Communication](#)
- ☆ [Building Your Omnichannel Safety Net](#)

Case studies

- ✍ [Mayborn Group's Black Friday SMS Campaign Brings Massive ROI](#)
- ✍ [Notino Expands Its Omnichannel Strategy With Bloomreach Engagement](#)
- ✍ [Boohoo Group Maximizes Personalization Across Its Site and Mobile Apps](#)

Blog Posts

- 📄 [Setting Up SMS for Success: How To Build an Effective SMS Marketing Strategy](#)
- 📄 [RCS Explained: How Rich Communication Services Can Revolutionize Your Marketing](#)
- 📄 [How To Harness AI for More Engaging SMS Campaigns](#)
- 📄 [Introducing Rich Communication Services: The Future of Mobile Messaging](#)
- 📄 [MMS Marketing 101: Your Complete Guide](#)



USE CASE

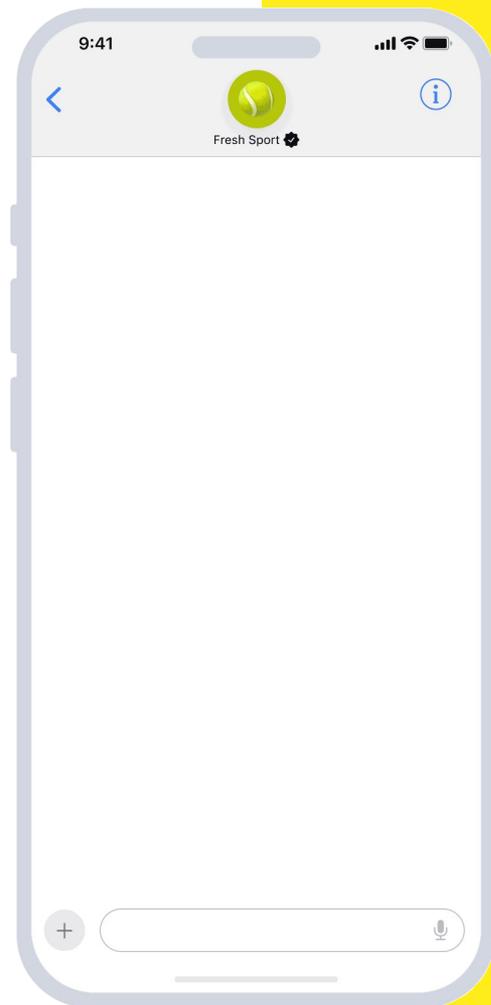
Targeted Promotions and Offers

COMPLEXITY: Easy

- ✓ Immediate Purchase Incentives
- ✓ Highly Relevant Deals
- ✓ Streamlined Path to Checkout
- ✓ Increased Brand Affinity



REVENUE
Conversion Rate, CLTV



USE CASE

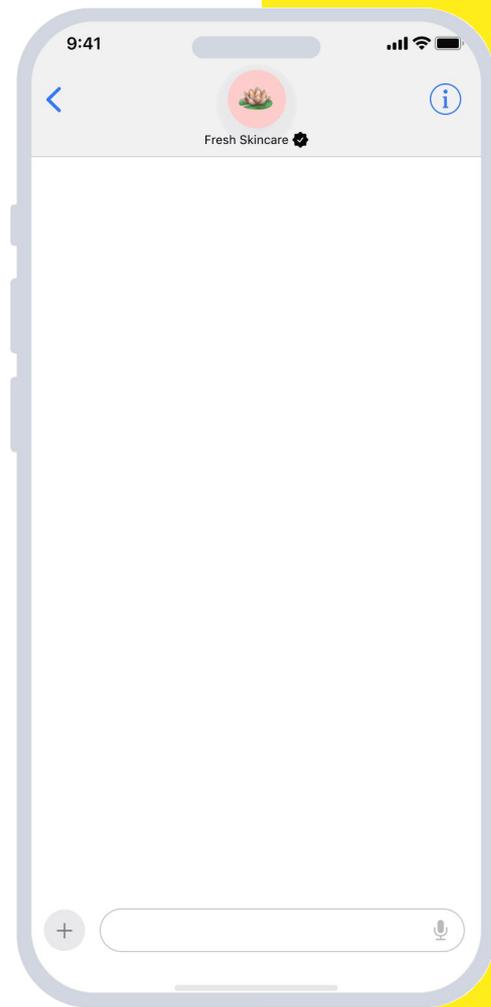
Product Discovery Quiz

COMPLEXITY: Medium

- ✓ Guided Purchasing
- ✓ Instant Tailored Recommendations
- ✓ Valuable Customer-Provided Data
- ✓ Collection
- ✓ Customer Relationship Building



REVENUE
Conversion Rate



USE CASE

Booking Confirmations with Upsell

COMPLEXITY: Medium

- ✓ Instant Reassurance
- ✓ Clear Upgrade Pathways
- ✓ Personalized Service Enhancements
- ✓ Elevated Booking Confidence



REVENUE

Conversion Rate, Customer Satisfaction



USE CASE

Personalized Reactivation Campaign

COMPLEXITY: Medium

- ✓ Reignited User Interest
- ✓ Tailored Comeback Incentives
- ✓ Strengthened Brand Loyalty
- ✓ Ongoing Customer Retention



REVENUE
Retention Rate



RCS vs. WhatsApp

Feature	RCS Business Messaging (RBM)	WhatsApp
Usability	Found in the native messaging app on an Android user's mobile device.	App-based service (requires users to download the WhatsApp mobile app).
Availability	All smartphone devices	All smartphones with the WhatsApp app downloaded.
Unique business features	Branded, verified sender profiles that land in a user's native messaging inbox.	WhatsApp offers WhatsApp Flows , click-to-chat ads , business templates , and more. Note that WhatsApp offers these, but not Bloomreach.
Security	Messages on both iOS and Android are encrypted in transit .	Messages are end-to-end encrypted .
Cost	Pay-as-you-go and priced per message or 24-hr conversation. Basic RCS messages are typically comparable to sending SMS.	WhatsApp Business API charges are based on each 24-hr conversation a business has with a customer and dependent on conversation type.