

# Hello and welcome!

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

**If you could describe last year's peak season in one word... what would it be?**



# A few things before we start:

● This session will be recorded

## Chat



**Bloomreach**

11.28AM

I'm calling from NYC!

## Q&A



**Bloomreach**

11.28AM

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



## 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

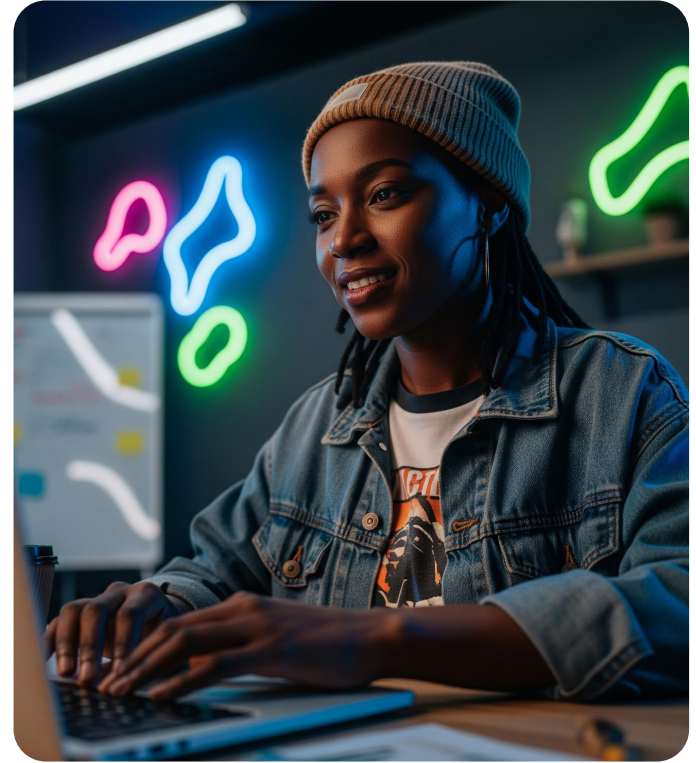


**The Ultimate Guide to Mastering Emai...**

Click to open

# Turning Peak Season Into Peak Impact

Customer Lessons for Smarter Campaigns



# Meet Today's Panel:



**Michal Blasko**

Manager, Business Consultancy,  
Bloomreach



**Jonnie Crimmons**

Senior CRM Executive,  
Lovall



**Ciaran Downes**

Group CRM Manager,  
The Big Table Group Limited



**Renato Pimenta**

Head of CRM and Retention,  
BÆRSkin Tactical

## AGENDA

1. Introduction & Polls
2. Peak data & trends
3. Panel Discussion with Ciaran, Renato and Jonnie
4. Key Takeaways for Peak strategies
5. Exclusive Peak Inside 2025 BFCM Burn Book
6. Q&A



POLL

How **prepared**  
do you feel for  
BFCM this year?



POLL

What's the **biggest challenge**  
standing between your brand  
and peak season success?



POLL

Where would  
**AI be most valuable**  
to you this BFCM?



# Peak Data & Trends

# What 2024 Taught Us about Global Peak Season Trends

## Omnichannel:

- **51.8% of Cyber Week sales came from mobile devices**, up from 49% in 2022. So optimising your strategies for mobile is recommended, mainly for 15–30y generations.
- **Conversion rates were 5.5x higher for SMS vs. email** during Black Friday campaigns. Real time mobile personalisation and urgency delivers the value

## Data capture:

- **80% of shoppers browsed your website before Black Friday** — highlighting the importance of early access campaigns, data capture strategies and pre-sale journeys
- **Personalised banner banners drove 3.6x higher engagement on average compared to static banners.**

# Black Friday and Cyber Monday 2024 Brought Big Numbers for our customers:

Email and SMS channels are expected to grow at least 30-40% YoY  
Other channels such mobile push even more, approx. 80-110%



## Over 500M+

**email campaigns** sent on Black Friday alone (32% YoY growth), as email continues to dominate strategies



## 103%

Increase in **mobile push notifications**, signaling brands are expanding touchpoints beyond traditional channels



## ~50%

YoY growth in **SMS sends** on Black Friday, showing a continued expansion of multi-channel strategies.

# Key Takeaways from Bloomreach's Proprietary Data:

- Email continues to drive the lion's share of engagement and revenue
- SMS and push delivered substantial YoY growth, offering brands the ability to meet customers in real time, on the devices they use most and prefer
- The brands that saw the biggest lifts last BFCM weren't sending more messages, **they were sending more contextually relevant messages and with the content, offers, and timing all calibrated to individual preferences.**

Recommendations

Contextual Personalisation

AI autosegments

Optimal send time

**Customer panel**

## PANEL QUESTION

What is the **Peak period strategy** that worked well the last year?

PANEL QUESTION

What analytics strategies have you deployed in order **to make a data driven decisions?**

Where there any reports, automations or segmentations **that delivered significant value** during the Peak and recent sales periods?



## PANEL QUESTION

What's one BFCM personalisation strategy **where AI has improved the performance** or the use case execution?

## PANEL QUESTION

How have you **improved Peak solutions or strategies** that initially have not performed in line with the expectations?



## PANEL QUESTION

What was your **biggest “burn” moment** during BFCM, and what did you learn from it?



# Meet Today's Panel:



**Michal Blasko**

Manager, Business Consultancy,  
Bloomreach



**Jonnie Crimmons**

Senior CRM Executive,  
Lovall



**Ciaran Downes**

Group CRM Manager,  
The Big Table Group Limited

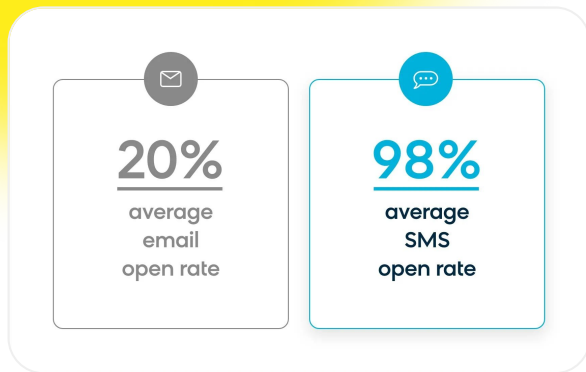


**Renato Pimenta**

Head of CRM and Retention,  
BÆRSkin Tactical

# **Key Takeaways on Peak Strategies**

# Personalisation with Omnichannel and segmentations



## Preparation tips before the peak season

### Segmentation and personalisation

- **As Ciaran mentioned:** Segment based on previous behaviour + timing. Works well not only for the Early bird or Always on offers campaign.
- **In line with Jonnie:** Segmentation for customers who purchased with and without the discount codes. In order to ensure messaging differentiations.
- **Ciaran: Location Targeting:** Use previous transactional data and location data (longitude and latitude from session start/email engagement) to target customers with relevant offers in relevant location.
- **Renato: Welcome journeys personalised from products viewed & purchased.** Important touchpoint driving value, loyalty and retention

### Omnichannel strategy:

- **Renato: sequence channels according to costs.** SMS and other expensive channels require even higher degree of personalisation and segmentation in order to drive ROI.
- **Ciaran about Retargeting:** retarget customers who dined during peak period with incentive to dine during quieter January period.
- **Jonnie: Use Back in stock automation to drive the Revenue & data collection.** This strategy is efficient for other pre-sales journeys such as price drop or wishlist reminder.

# AI features and audience strategy

"More than 44% of ecommerce sales, all done on a mobile device"

## Preparation tips before the peak season

### AI

- **Jonnie: Moving fast sales & Different recommendations:** in the email campaigns during and outside the sales periods.
- **Ciaran: Dish Recommendations & data structure:** we've integrated our menus so that we can provide dish recommendations to customers based on their previous behaviours and overall trends. "People who tried this dish also tried...", "Most Popular Dishes".
- **Ciaran: Predictions:** currently running a programme that is converting at +3% to visit.

### Audience and funnel strategy:

- **Renato: Enhanced segmentation + custom campaign tracking** (RFM + leads scoring ( before purchase stage!! RFM for leads) + engagement / adding preferred channel after sms migration); easy tracking performance for each segment.
- **Jonnie: Email Subject lines for peak period according to the customer funnel stage:** Change the subject lines for users based on what stage of the funnel they're in i.e. if they are considering but not adding to cart, be more informative and if they have items in cart, the email copy will be more action led.

# The BFCM Burn Book

**The BFCM Burn Book** is a curated collection of real stories from practitioners, who've faced the worst of peak season and lived to tell the tale — now, a little wiser, and definitely more caffeinated.

## Inside, you'll find:

- 🔥 Cautionary tales straight from the Bloomreach community
- 💡 Quick-hit fixes to help you to dodge déjà vu disasters
- ✨ Lessons learned that turn “never again” into “nailed it”

🎁 *Bonus: Every webinar attendee will receive ungated access to The Burn Book and a digital “Survival Kit” with tactical guides to level up your BFCM execution.*



**Bonus content**

# Peak Season Prep Checklist

Our Bloomreach solutions experts created a checklist to help you run smarter, faster, and with confidence this peak season.

## With it, you can:

- ✓ Plan ahead with proven pre-season strategies
- ✓ Apply expert best practices across email, SMS, and ads
- ✓ Protect deliverability and reputation during high-volume sends
- ✓ Personalize at scale with AI to drive revenue
- ✓ Retain seasonal shoppers with post-peak loyalty tactics



# Other Helpful Resources

## Exclusive Tools



[The BFCM Burn Book](#)



[Exclusive Bloomreach BFCM Prep Checklist](#)



[Bloomreach BFCM Content Hub](#)



[Marketers Rely on Channels To Reach Customers During Cyber Week](#)

## Case Studies



[Mayborn Group's Black Friday SMS Campaign Brings Massive ROI](#)



[Notino Expands Its Omnichannel Strategy With Bloomreach Engagement](#)



[The State of Personalization 2025 Report](#)



[Black Friday Dashboard - Use Case](#)

## Blog



[5 Things We Learned from BFCM 2024](#)



[Take Your SMS Marketing Strategy to the Next Level With Bloomreach Engagement](#)



[Using AI To Bolster Your Black Friday Ecommerce Strategies](#)

**Q&A**

**SURVEY:**

**Did this webinar meet your  
expectations?**



# Thank you

