Hello and welcome!

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

Did you use AI to shop for gifts this holiday season? If so, how?

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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

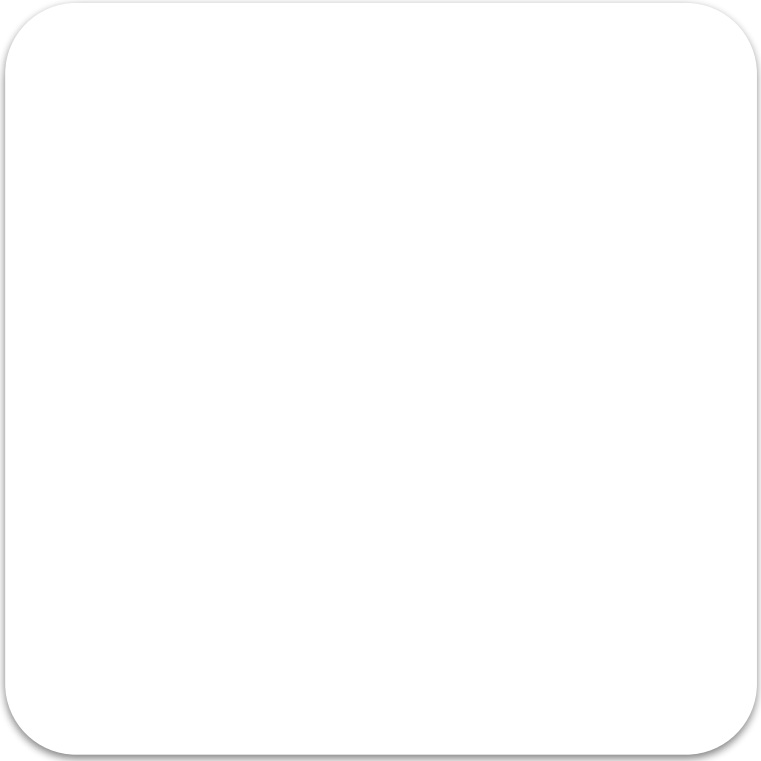
Gmail and Yahoo's New Email Sender...
Click to open

Email Deliverability Tips
Click to open

The Ultimate Guide to Mastering Emai...
Click to open

Murmurations in Motion:

How AI Helps Marketers Move as One



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Meet Today's Experts:

Michal Blasko

Manager,
Business Consultancy WE

Taylor Whiteley

Associate Director,
Customer Success UK

Chris Wilde

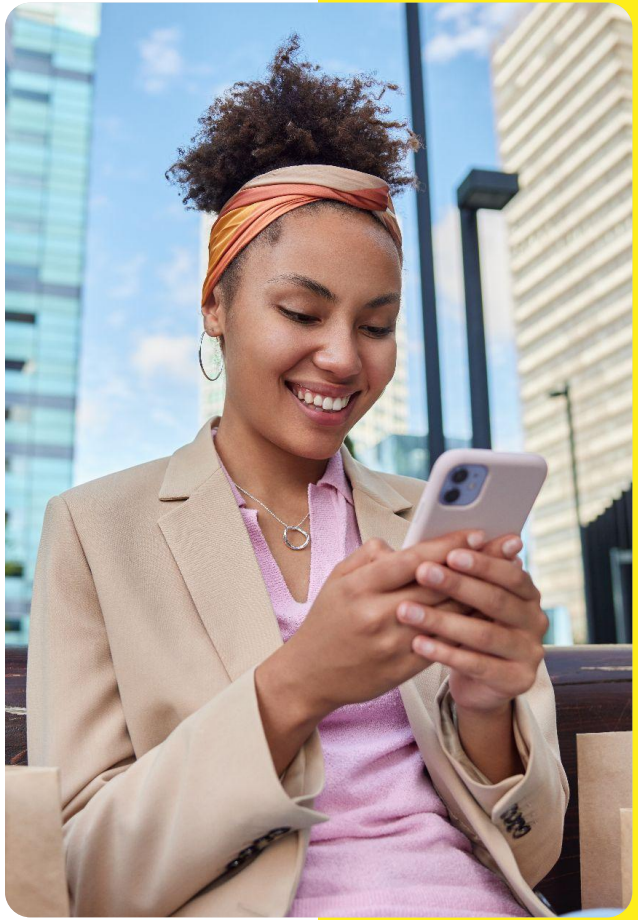
Lead Technical
Consultant

Alice Bryant-Chidgey

Senior Strategic Customer
Success Manager

AGENDA

1. **The State of the Flock:** Patterns of 2025 Peak Season
2. **From Chaos To Coordination:** Making Data Work in Harmony
3. **When Messages Move in a Personalized Sync**
4. **Panel with Bloomreach Experts**
5. **Q&A**



The State of the Flock: Patterns of 2025 Peak Season

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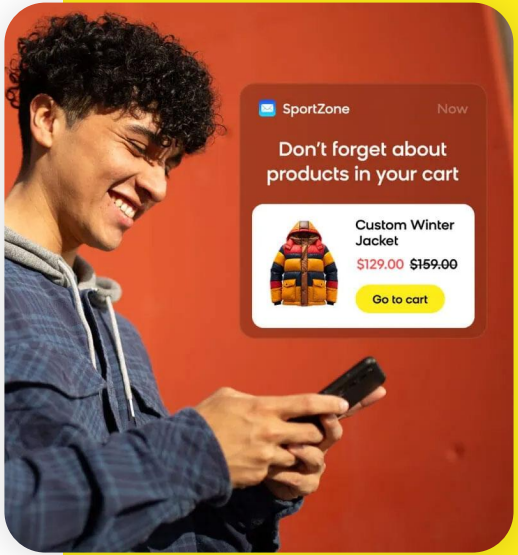
Email Remains the Powerhouse of Peak Season

Email Still Wins:

- Most scalable, reliable marketing channel
- **600M emails** sent on Black Friday
- **510M emails** on Cyber Monday
- Black Friday = Highest engagement day

Why It Matters:

- Best channel for behavioral and predictive personalization
- AI makes the inbox even more powerful



SMS Had Another Breakout Year in the Channel Mix

SMS is Surging During Peak Moments:

- **+104% YoY** SMS volume on Black Friday
- **+47% YoY** on Cyber Monday
- Increasingly used for high-urgency moments, not batch sends

Why It Matters:

- Reaches customers instantly when decisions are being made
- Cuts through inbox and channel noise
- Compliments email to drive action at peak moments

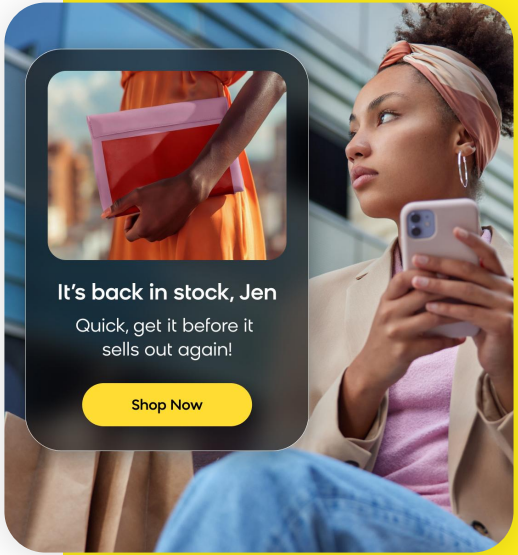
Push Notifications Continue Steady Growth

Push Drives Loyalty-Led Growth:

- **+6% YoY** push growth on Black Friday
- **+16% YoY** on Cyber Monday
- Strong performance with repeat buyers
- Especially effective for loyalty and app-based shoppers

Why It Matters:

- Direct access to your most engaged customers
- Drives repeat purchases with minimal friction
- Best for timely, behavior-triggered moments



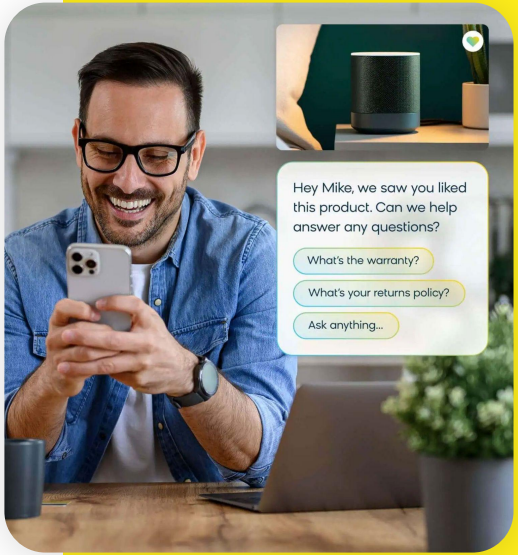
Conversational Is Complimenting All These Core Channels

Conversational AI Spikes During Peak Shopping:

- **+113%** AI assistant messages on Black Friday
- **+61%** on Cyber Monday
- Top questions: Product details, product comparisons, gift guidance
- Predominantly mobile and late-night conversations

Why It Matters:

- Supports demand spikes when human teams aren't available
- Captures high-consideration moments in real time
- Complements email and SMS during peak season



POLL

What was most surprising to you about the 2025 BFCM data?

From Chaos To Coordination: Making Data Work in Harmony

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The Reality of Modern Marketers

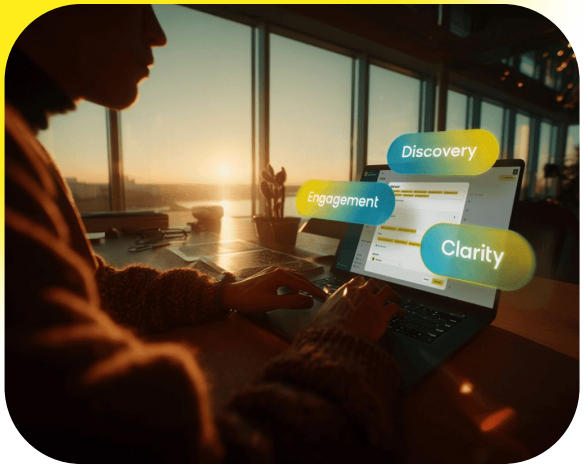
Today's Environment:

- Multiple channels and touchpoints
- Expanding catalogs and regional complexity
- Rising expectations for real-time personalization

The Result:

- Fragmented data pipelines and inconsistent schemas
- Repetitive work and inefficiencies across teams
- Slower execution and higher operational overhead
- Limited ability to measure and optimize experiences

Introducing Bloomreach's Data Hub



What Data Hub Does:

- Unifies product and customer data across your ecosystem
- Replaces fragmented, point-to-point integrations
- Creates a single, consistent data flow for all channels

What This Enables:

- Faster, cleaner data movement
- Lower operational complexity

Available now for new integrations

Modern Marketing Has Data at the Heart

A Data Foundation Allows You To:

Execute on strategic goals

Determine AI's output

Predict overall AI performance

Different AI Types Require Different Data:

- **Predictive AI** relies on consistent, structured data
- **Generative AI needs** rich descriptions, naming, and metadata

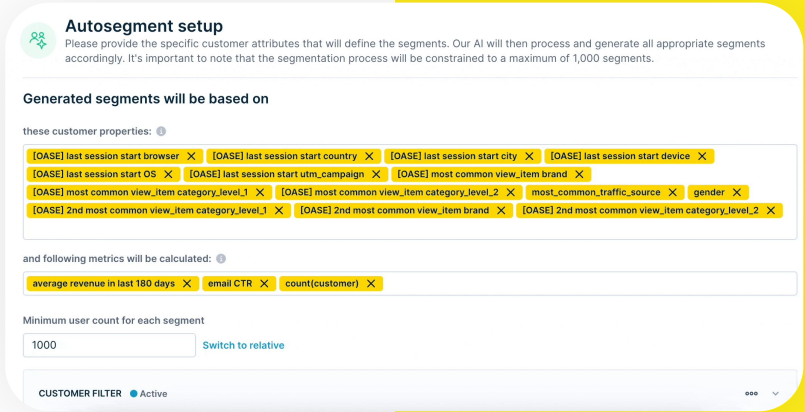
Standard Predictive AI: Autosegments

Autosegments Explained:

- AI-generated customer groups built from behavioral and transactional patterns
- Automatically clusters customers with shared traits
- **Examples:** High-intent shoppers, bargain hunters, new vs. returning buyers

Data To Define:

- Which customer attributes and actions matter most?
- Which performance metrics define success?



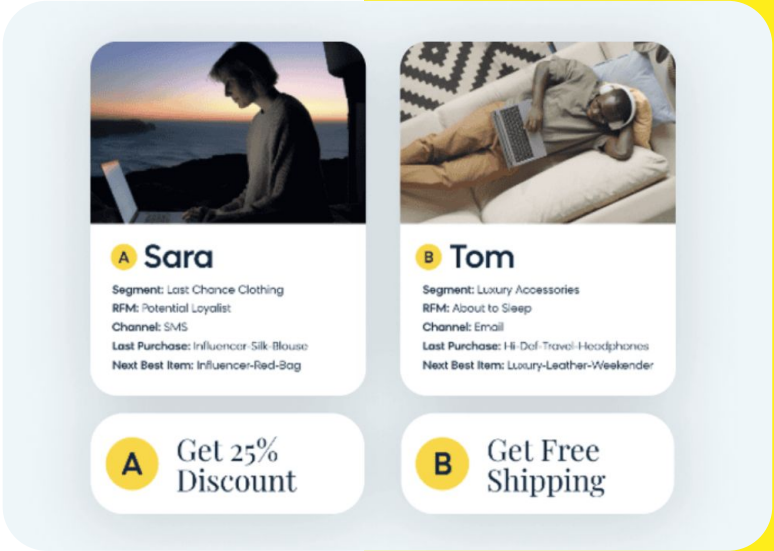
Generative AI:
Contextual Personalization

Contextual Personalization Explained:

- Uses GenAI to interpret intent and meaning from signals
- Delivers individualized experiences in real time
- Responds to context instead of predefined segments

Data To Define:

- What customer properties and actions could relate to different messaging?
- What messaging hypothesis could I consider?



Get the Most Out Your AI Models

1

Capture Rich Signals

Leverage preferences, sizes, styles, interests, and browsing behaviors

2

Stay Consistent

Keep data clean and structured for AI to find accurate patterns

3

Experiment Continuously

Use AI to trends and your marketing expertise to maximize relevance and ROI

POLL

Which data challenge deserves a spot on your 2025 “Naughty List?”

When Messages Move in a Personalized Sync

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The Personalisation Lifecycle

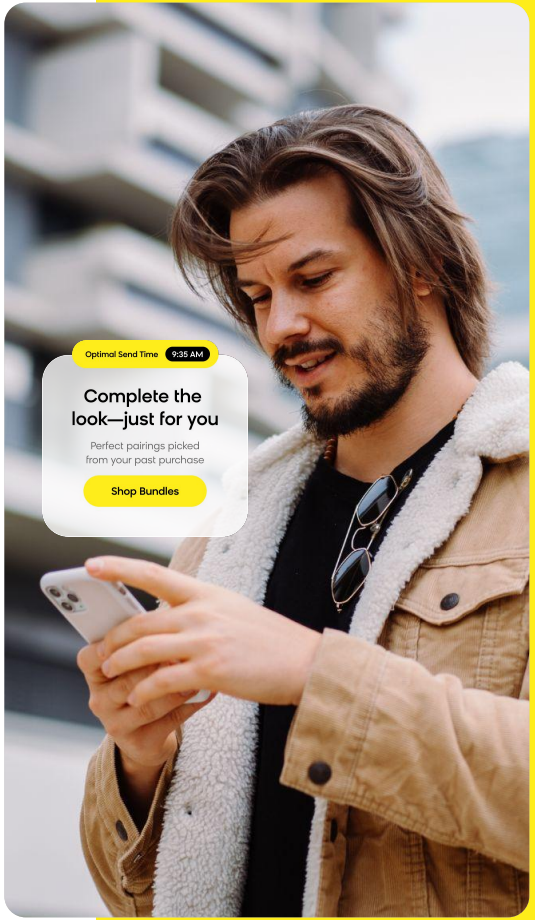
Meet Customers' Expectations for Personalization

Expectations Have Changed:

- Customers expect emails to feel relevant and timely
- First-name personalisation no longer works in silo
- Real impact comes from behavioral data and context

Personalisation Enables Your Brand To:

- Stand out in crowded inboxes
- Build meaningful connections
- Drive engagement and conversions



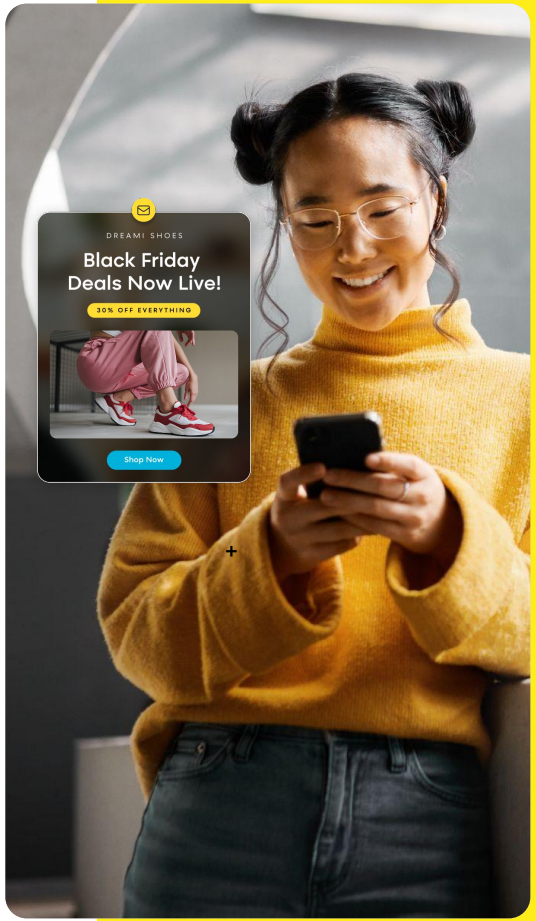
Prioritize Real-Time, Fluid Journeys

Email Must Keep Pace With Customer Behavior:

- Shoppers move seamlessly across channels
- Email must reflect real-time behavior, not static plans
- AI enables instant, responsive personalisation

Email Can React To:

- Browsing behavior
- Recent purchases
- Engagement signals



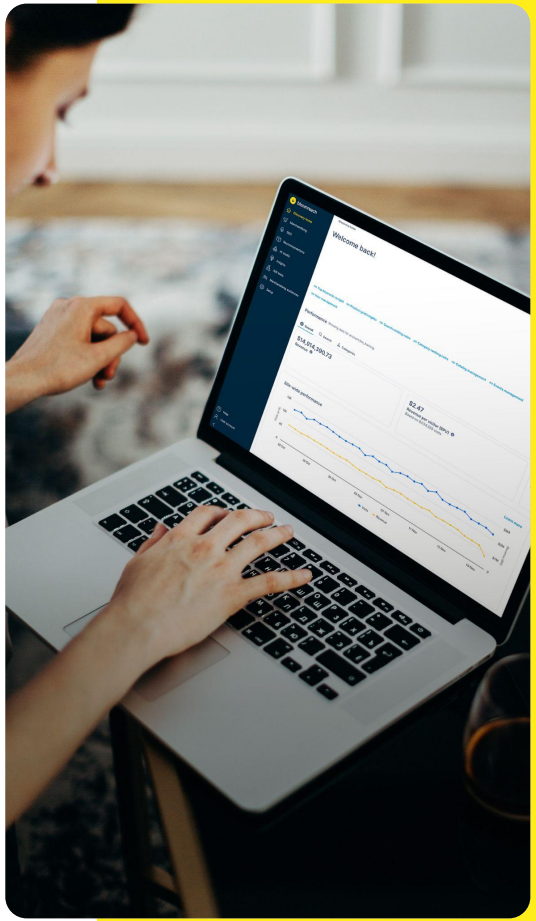
Reconfigure Your Data Approach

Trust Is the Foundation of Personalisation:

- Inbox access is earned, not guaranteed
- Clean, consented first-party data makes personalisation feel valuable instead of invasive

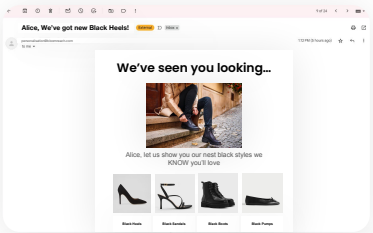
The Payoff:

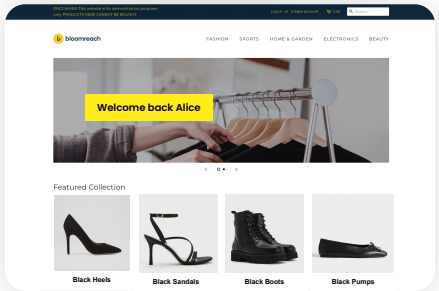
- Higher engagement and click rates
- Stronger customer loyalty
- Long-term brand credibility



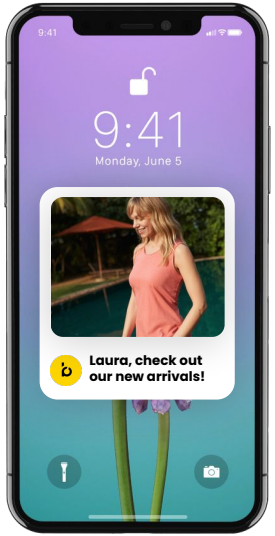
The Goal: Personalised Messages Across All Channels

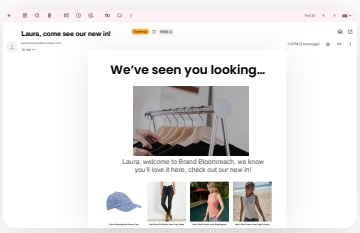
Returning Customer

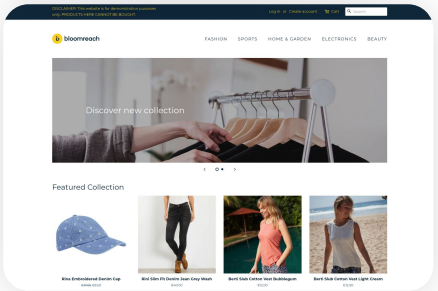




New Customer







Send what matters, when it matters, on the channel customers prefer

POLL

If your email program could deliver one Christmas miracle in 2026, what would you hope for?

Murmurations Panel:

Michal Blasko

Manager,
Business Consultancy WE

Taylor Whiteley

Associate Director,
Customer Success UK

Chris Wilde

Lead Technical
Consultant

Alice Bryant-Chidgey

Senior Strategic Customer
Success Manager

If you had to summarize the biggest shift in customer behavior brands are seeing this year, what would it be?

What's the most common data "red flag" you see that marketers underestimate?

If a brand could only improve upon one channel in 2026 — what should it be, and where should they start?

What's one pattern you're seeing right now that marketers should act on to strengthen AI-driven personalization in 2026?

What's one outdated personalization tactic you wish brands would retire in 2025, and what should they replace it with?

Bonus content

Murmurations: Why Patterns Matter More Than Predictions

- In a world where AI capabilities shift weekly, the marketers who thrive don't try to outguess the future, they stay in tune with emerging customer and team behavior patterns.
- Murmurations show how coordination can emerge without centralized control — just shared awareness and responsiveness.
- For marketing teams, this means using real-time data and signals to guide decisions instead of relying solely on predictions.
- When teams align around shared intelligence rather than isolated predictions, they move faster and more cohesively — just like birds in a murmuration.
- The takeaway: *Collective observation beats individual prediction.* Winning teams don't chase forecasts — they move together, guided by real signals, adapting in sync as conditions change.

Murmurations in the AI Era

Other Helpful Resources

Exclusive Tools

- Murmurations in the AI Era
- Edge Summit 2025
- Bring Customer Loyalty Back Into Style
- Put the AI in Email, Featuring Forrester

Case Studies

- Smart Lock Leader Nuki Elevates Loyalty With Bloomreach and Antavo
- United Fashion Group Drives Conversions With Loomi-Powered Contextual Personalization
- Weblayers in Scenarios

Blog

- AI-Powered Churn Prevention: How To Use Loomi To Identify and Reengage Lapsing Audiences
- BFCM 2025 Numbers and Observations
- Data Hub: The New, Streamlined Way To Integrate With Bloomreach Products
- How To Use AI in Email Marketing To Save Time and Money
- What Is Contextual Personalization?

Q&A

Survey:
Did this webinar meet your expectations?

Thank you

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