

Hello and welcome!

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

What's the last thing you bought from a social ad that you weren't planning to buy?



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 Email...

Click to open

Introducing the EBPW's *Supercharge* Series ⚡

Unlocking Compound Value with Bloomreach

A three-part Best Practices series designed to drive smarter growth

What is Compound Value?

The exponential return you get when Apps and Agents work together

- Each addition makes your entire stack smarter
- More value from what you already use
- Stronger results over time

Today's Session:

From Social to Site

Turning traffic into high-value customers to drive acquisition and reduce CAC

Meet Today's Experts:



Michal Blasko

Manager, Business Consultancy
at Bloomreach



Yudi Almeida

Senior Business Consultant
at Bloomreach

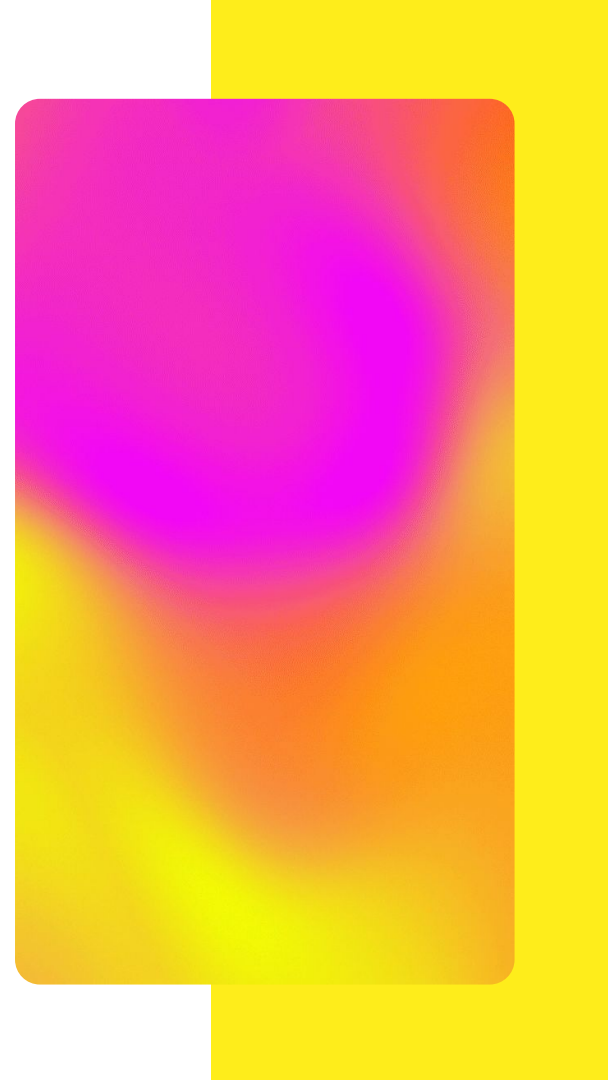


Chris Nweke

Senior Strategic Customer Success Manager
at Bloomreach

AGENDA

- 1. Best Practices for Social Media Acquisition** Michal Blasko | 10 min
- 2. Turning Social Traffic Into Revenue Using Bloomreach** Yudi Almeida | 20 min
- 3. Compound Value in Action: Smarter Acquisition, Lower CAC** Chris Nweke | 10 min
- 4. Q&A** 10 min



POLL

Where do you see your
biggest drop-off in your
social traffic today?



POLL

When you personally click
on a social ad, what
usually **makes you stay?**




Best Practices for Social Media Acquisition

Michal Blasko - Manager, Business Consultancy

5 Best Practices for Social Media Acquisition

Turning Clicks Into High-Value Customers

- **Treat social as an intent signal: CLTV-based lookalikes** → prioritize high-value acquisition
- **Design for momentum, not only exploration: AI + CP** → adapt to intent in real time
- **Let customer behavior shape the experience: Abandoned browse campaigns** → re-engage based on behavior
- **Optimize for the first action on-site: Abandoned cart program** → convert high-intent users
- **Reduce friction in decision-making: Personalized recommendations** → simplify decision-making

 **Key Takeaway:** Strong social performance comes from combining smarter targeting with a seamless post-click experience.

Social Media and CLTV based lookalikes

Best practices for building high value lookalikes:

- **Focus on high-quality seed data:** top CLTV customers and repeat buyers
- **Prioritise recent data and refresh lists regularly** to keep models up to date (+Predictions)
- **Segment audiences by value:** VIPs, Champions, one-time buyers (+ RFM).
- **...and product categories:** top 3-5 most valuable categories.
- **Maximise the match rate** (email, phone, etc.) and add at least 1000 contacts to the audience
- **Clean and deduplicate lists:** remove bounces, invalid accounts, bots or non relevant customers.

Turning Social Traffic Into Revenue Using Bloomreach

Yudi Almeida - Senior Business Consultant

Use Case #1: Customizable Acquisition Weblayers

Capturing Intent With Acquisition Weblayers

Social traffic often leaves before converting. Take the opportunity to capture intent immediately.

Weblayers are useful for: Sign-up prompts, targeted offers, category-led messages, and product recommendations.

How It Works:

- Capture intent at the moment of arrival
- Collect and enrich customer data in real time
- Adapt messaging to your strategy



Key Takeaway: Don't rely on retargeting when you can capture intent on the first visit.

Use Case: #2

Contextual Personalization


Adapting the Experience With Contextual Personalization

Once the user lands, the goal is to maintain momentum.

Contextual personalization helps adapt the experience based on: what brought them in, what they click, how they browse, and the intent they show.

How It Works:

- Adapt the experience based on click context and behavior
- Move beyond one-size-fits-all journeys
- Use real-time signals to drive the next best communication
- Continuously optimize with Loomi AI decisioning

 **Key Takeaway:** Don't optimize for the average — optimize for each customer in the moment.

Use Case #3: Autosegments

Improving Targeting with Autosegmentation

Social platforms are only as good as the audiences you give them.

Autosegments help identify more valuable audiences for: targeting, suppression, and lookalikes.

How It Works:

- Automatically identify high-value audience segments
- Go beyond broad targeting and static lists
- Build better lookalikes and suppression audiences
- Optimize acquisition using Loomi AI



Key Takeaway: Better targeting starts with better segments—not broader ones.

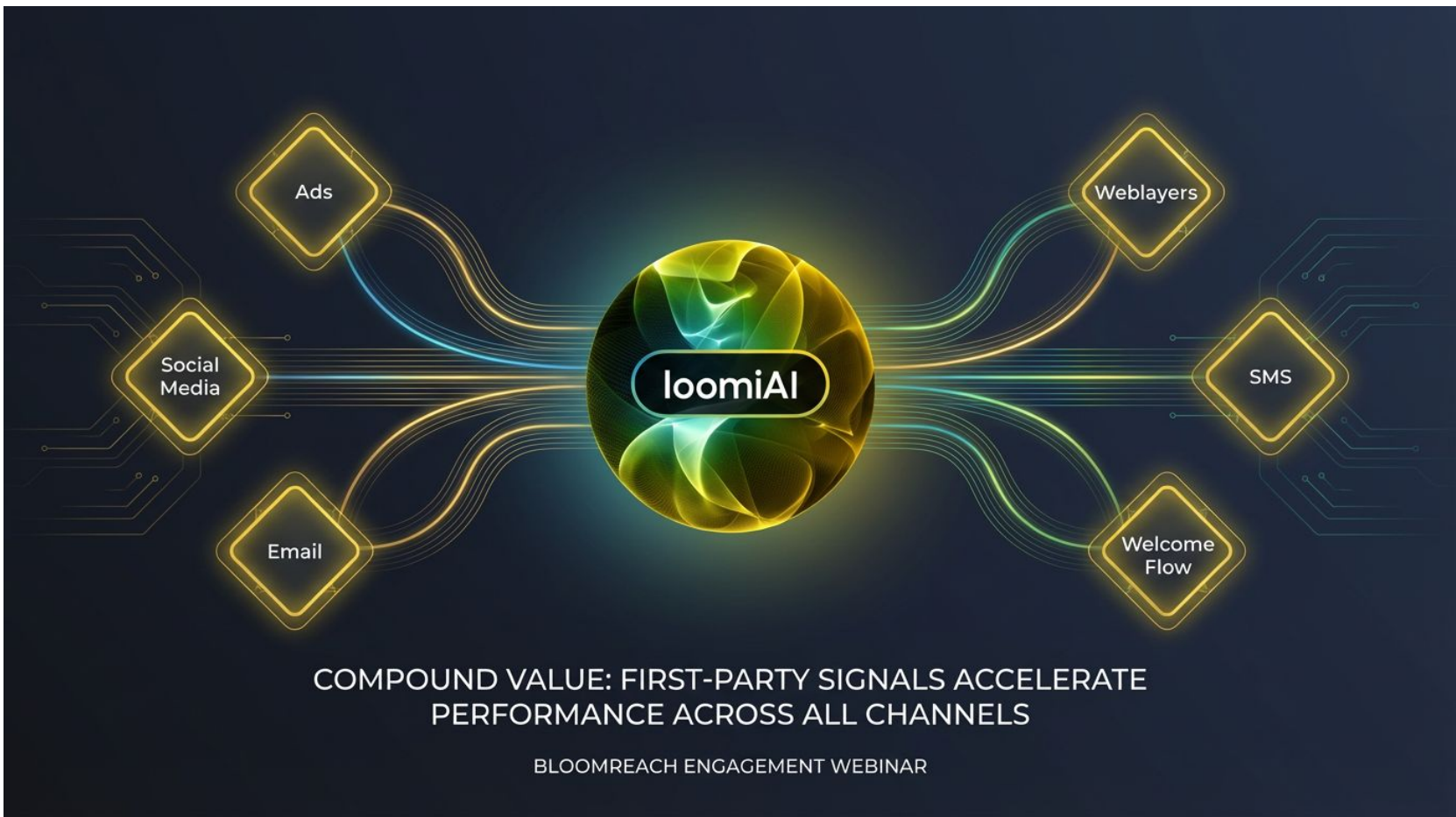
Key Points

- ✓ We started with social traffic
- ✓ We captured intent signals
- ✓ We improved our communications with the collected signals
- ✓ We used more targeted audiences

Next: Let's see how this becomes compound value.

Compound Value in Action: Smarter Acquisition, Lower CAC

Chris Nweke – Senior Strategic Customer Success Manager



COMPOUND VALUE: FIRST-PARTY SIGNALS ACCELERATE
PERFORMANCE ACROSS ALL CHANNELS

BLOOMREACH ENGAGEMENT WEBINAR

The Disconnect Between Acquisition and Customer Value

The Challenge

- CRM teams focus on growing the database
- Acquisition lives in Ads/Digital teams
- Limited connection between targeting and customer value

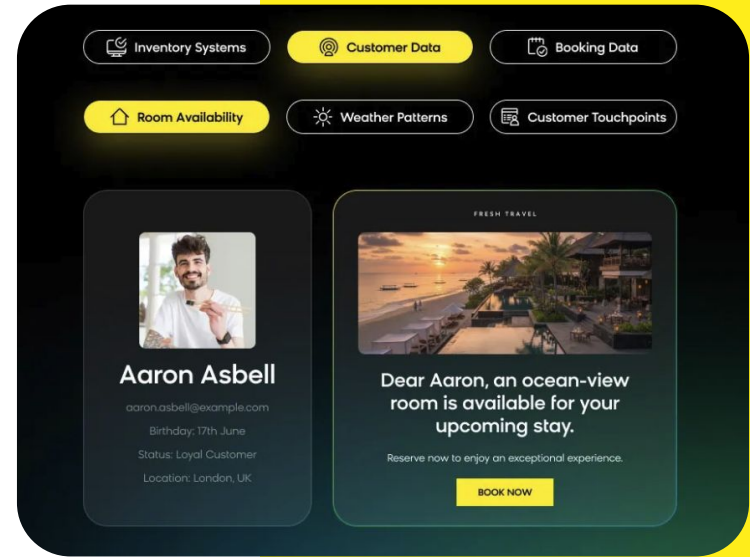
The Impact

- Rising customer acquisition costs (CAC)
- More spend, but no improvement in downstream value
- Broad targeting leads to wasted budget

Bloomreach helps brands:

- Identify better audiences
- Suppress low-value audiences
- Improve targeting over time
- Connect acquisition quality to downstream value

Most CRM marketers don't know where to start finding more customers like their best customers because the teams and tools don't talk.



Marketers need to be able to:

Identify and retain
their **highest CLTV**
customers

Acquire more
like them

Not waste budget retargeting
high-returners or negative LTV customers.

How Value Compounds

A Compounding Loop of Better Performance

- Better signals create better audiences
- Better audiences create better customers
- Better customers create better future signals
- This is the loop:
 - **Acquisition**
 - **Suppression**
 - **On-site conversion**
 - **Follow-up**
 - **Smarter next campaign**

REAL-WORLD UPLIFT

**HMV can find more
high-value
customers
and optimize
acquisition costs**

14%

Revenue lift

+425%

Increase in landing
page views



bloomreach



hmv.com

PROVE our differentiation

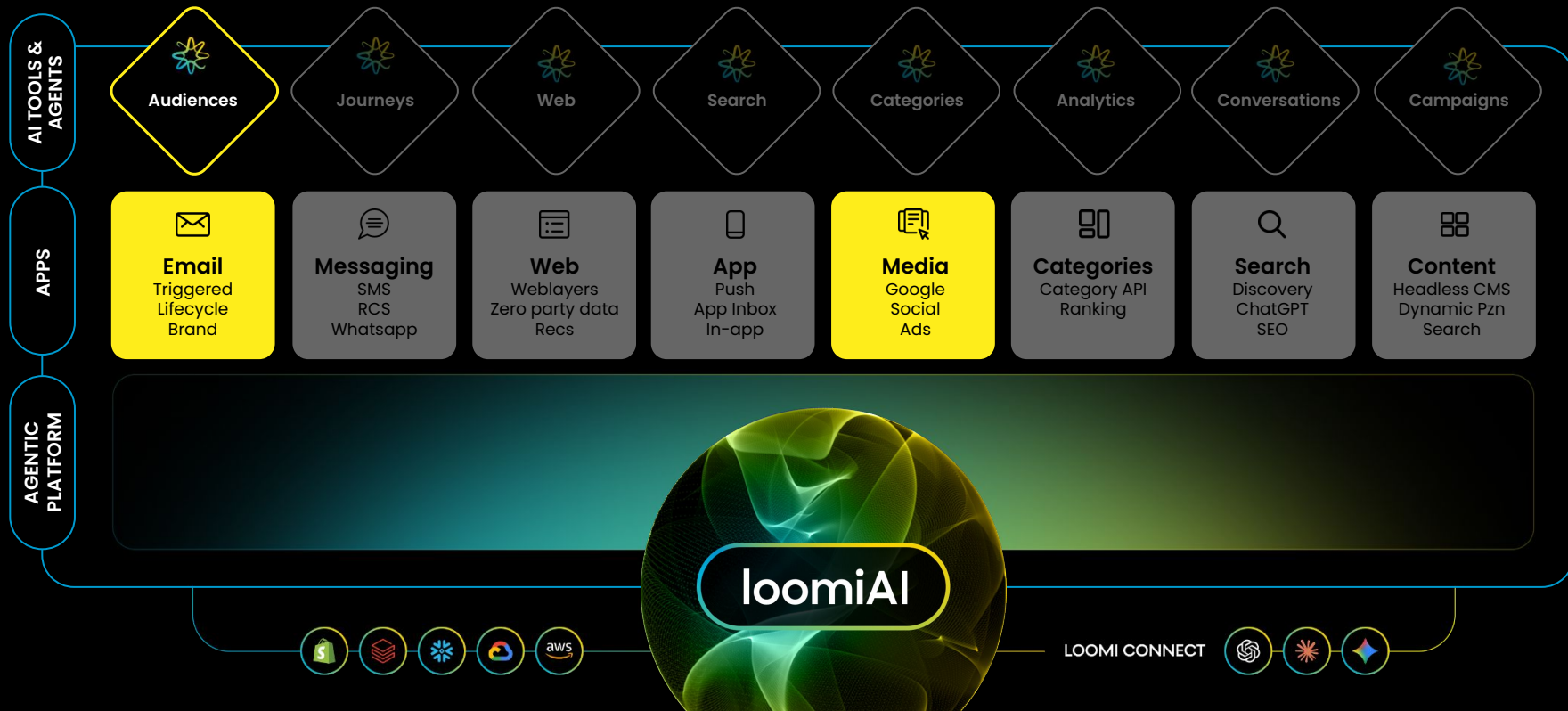
“AutoSegments were exactly the kind of ‘nextgen’ tool that let us take our tons of customer data and translate it into useful, actionable insights to get a leg up on our competition.”

Connor Weir,
Community Marketing Manager, HMV

hmv.com



Supercharge Acquisition and Reduce CAC



Final Takeaways

Final Takeaways

- ✓ The click is only the start
- ✓ Capture intent, personalize the journey, and improve audience quality
- ✓ Connected data creates compound value over time
- ✓ The teams reducing CAC are not just spending smarter, but they're also signaling smarter and converting smarter

Bonus Content

Other Helpful Resources

Use Cases

 [Acquisition Banners](#)


 [Autosegmentation](#)

 [Contextual Personalization](#)

 [Facebook/Instagram Lead Ads](#)


Case Studies

 [Arena Turns Real-time Insights Into 71% ROAS Lift](#)

 [How SCANTO Transformed Customer Engagement With Bloomreach and Acomware](#)

 [O2 Slovakia Builds Better Ad Audiences With Bloomreach](#)

Blogs

 [Audience Activation: From Segments to Autonomous Experiences](#)

 [The Power of a Connected CRM Strategy](#)

Innovation Fest 2026: Agentic Edge

WHAT

Our premier launch event is back! This year, we're focused on the Loomi AI platform, AI Agents, and Loomi Connect. 3 layers build to drive real business outcomes.

WHEN

June 3, 2026 | 11 am EST | 4 pm BST (VIRTUAL)

WHY

Win the agent race with value before volume.

Registration opening soon, stay tuned!



Q&A

POST-EVENT SURVEY

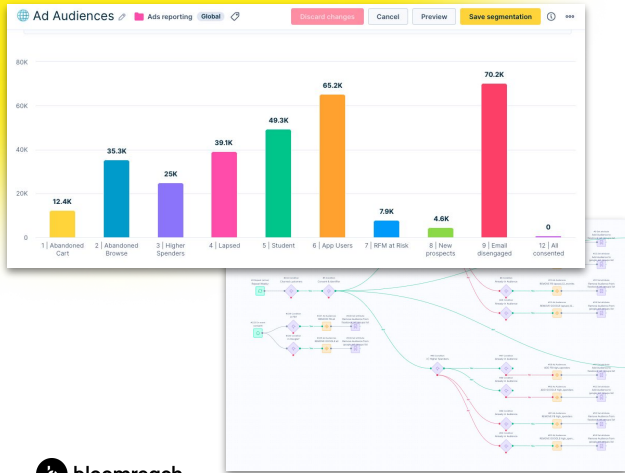
Help us shape the future of our Best Practices Webinar series. Your feedback helps us make every session more relevant and valuable for you.



Thank you



Social Media and CLTV based lookalikes



Social Acquisition Optimisation

Define all retargeting segments in Master segmentation and create a flow for each retargeting Ad in a master retargeting scenario.

Benefits:

- Identify Customer Retargeting Segments
- Create a hierarchical order for the Segments
- Build master retargeting scenario
- Each customer will be in only one retargeting segment at a time, **optimizing ad spend** by focusing on the most relevant ads for each customer.

1.57x

More
purchases

18.30%

Higher
conversion rate

2.85x

Higher
ROAS