

Hello and welcome!

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

Do you prefer to shop online or in-store? Why?



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...

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Gmail and Yahoo's New Email Sender...

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Email Deliverability Tips

Click to open



The Ultimate Guide to Mastering Email...

Click to open

Meet Today's Experts:



Michal Blasko

Manager, Business Consultancy
at Bloomreach



Hugo Habodasz

Senior Customer Success Manager
at Bloomreach



Harsh Wardhan

Customer Relationship
Manager
at Al-Futtaim

AGENDA

1. Unifying Online and In-Store Experiences

Michal Blasko | 5 min

2. Panel Discussion with Harsh Wardhan and Hugo Habodasz

Hugo & Harsh | 20min

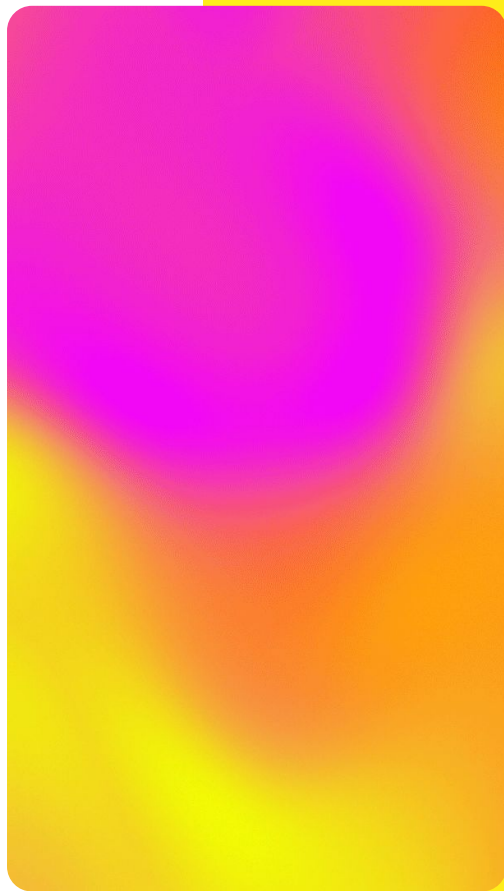
3. Growing CLV With Compound Value Use Case

Michal Blasko

4. High-Value Strategies for Online-Offline Journeys

Michal Blasko

5. Q&A



POLL

**How connected are your
online and offline customer
experiences today?**



POLL

What's the biggest barrier to connecting your online and offline customer data?



POLL

**Which online-to-offline
strategy would have the
biggest impact for your
brand?**



Unifying Online and In-Store Experiences

Michal Blasko – Manager, Business Consultancy

The Online-Offline Divide

Customers expect a seamless experience both online and in-store

Customer journeys span multiple channels, and gaps between touchpoints break the experience.

But business struggle to connect the dots:

- Capturing data from offline interactions
- Syncing in-store behavior with online profiles
- Designing journeys that weave online and offline together

How to Bridge the Gap With Loomi

- ✓ **Unified Customer Profiles** connect in-store interactions with online behavior in both ways: online to offline and offline to online.
- ✓ **Real-Time Activation** turns offline signals into triggers for personalized digital campaigns through the Cross-Channel orchestration across email, SMS, web, app,
- ✓ **Multiple strategies, approaches and journeys** for inspiration and your success.

Al-Futtaim's Online-Offline Success

A discussion with Hugo Habodasz and Harsh Wardhan

What is the foundation for utilizing offline data in the online world?

How is your data structured defined and collected?

How long does it take for offline data to be pushed into Bloomreach?



**Can you walk us through one
online-to-offline campaign that worked
— from the first digital touchpoint to the
moment the customer completed an
in-store action? What made it click?**



If you were advising a company just starting their online/offline journey today, what's the one use case you'd tell them to nail first — and what emerging capability are you most excited about for the next two years?



What's an online/offline initiative that underperformed or flopped? What did you assume that turned out to be wrong, and what would you do differently now?



Growing CLV With Online-Offline Customer Journeys

Michal Blasko – Manager, Business Consultancy

How value compounds

Measure the full journey

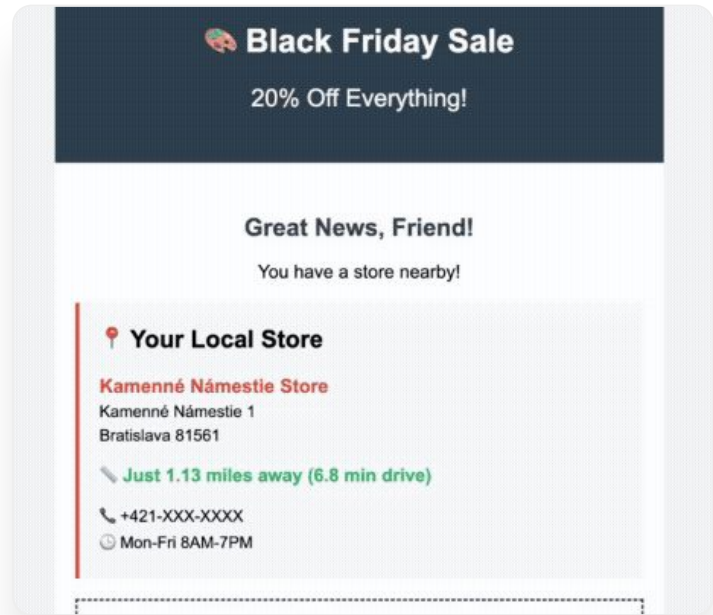
Tie online spend to offline revenue

Online Intent → Offline Conversion

Digital signals drive the right in-store prompts

Offline → Online Personalization

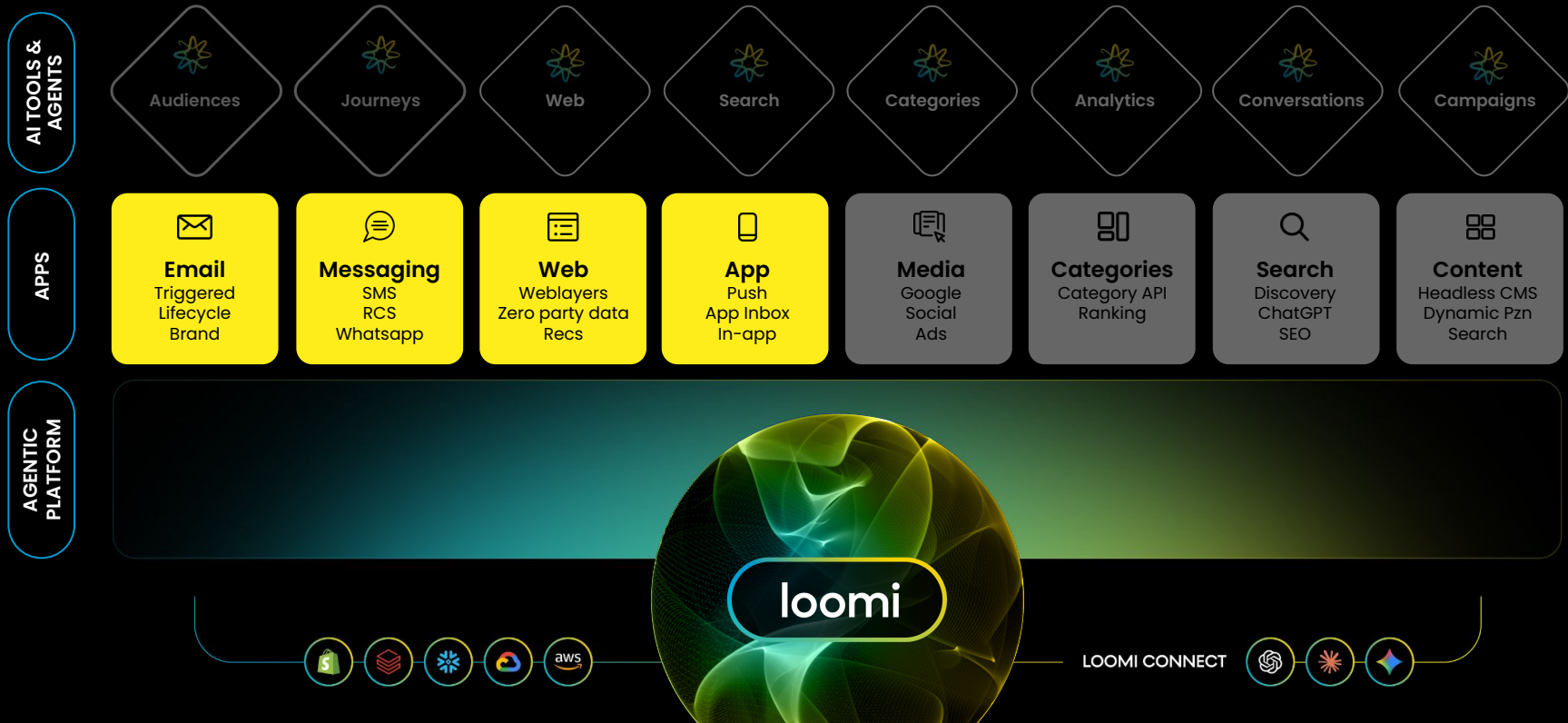
In-store actions instantly improve digital experiences



Connect 

Connect 

Connect Online ↔ Offline to grow CLTV



High-Value Strategies for Online-Offline Journeys

Michal Blasko – Manager, Business Consultancy

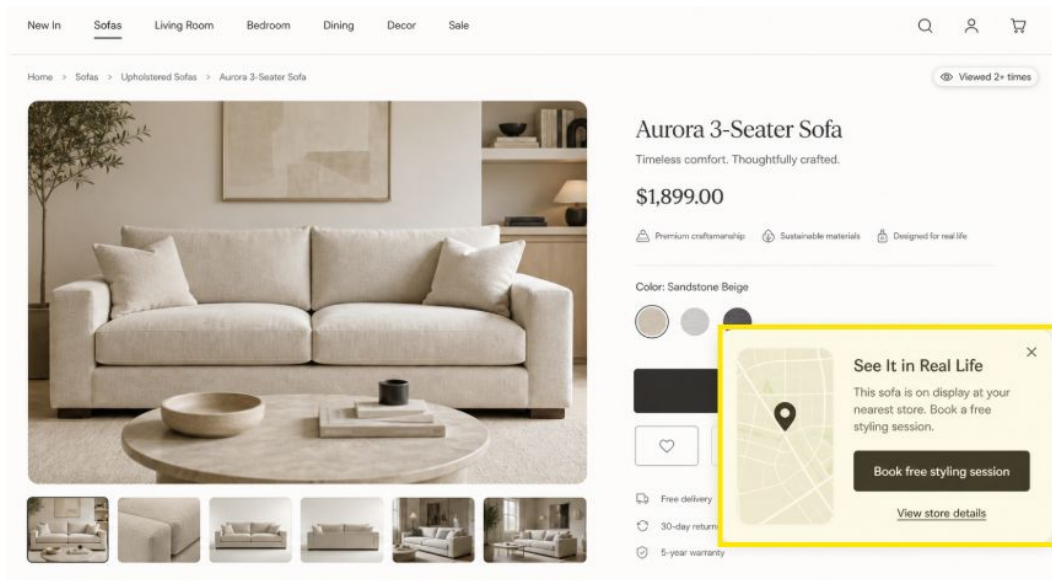
Online → Offline

"See It in Real Life" Personalized Weblayers

When a visitor views the same product
2+ times, trigger a geo-targeted web
layer:

'This sofa is on display at your nearest
store. Book a free styling session.'

Simplifying the store finder to one nearby
store lifts' online conversion.



✦ Implemented by BR Clients

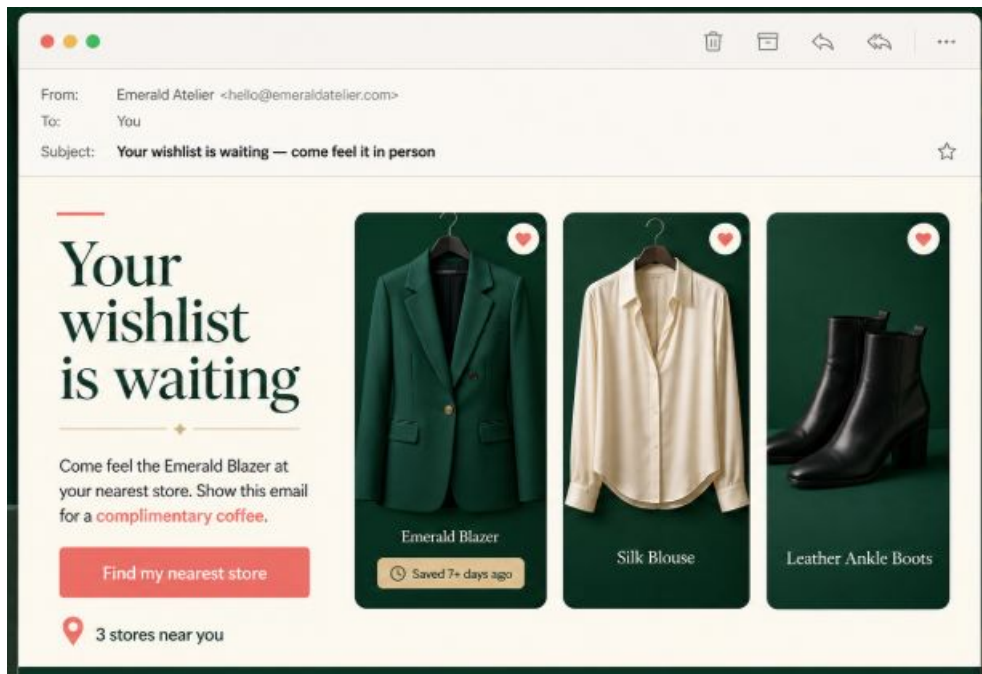
Online → Offline

Abandoned Wishlist → Store Nudge

If a wishlist sits untouched for 7+ days,
send a personalized email:

'Your wishlist is waiting — come feel the
[product] at your nearest store. Show this
email for a complimentary coffee.'

Ties the digital journey to the in-store
experience.



◆ Implemented by BR Clients

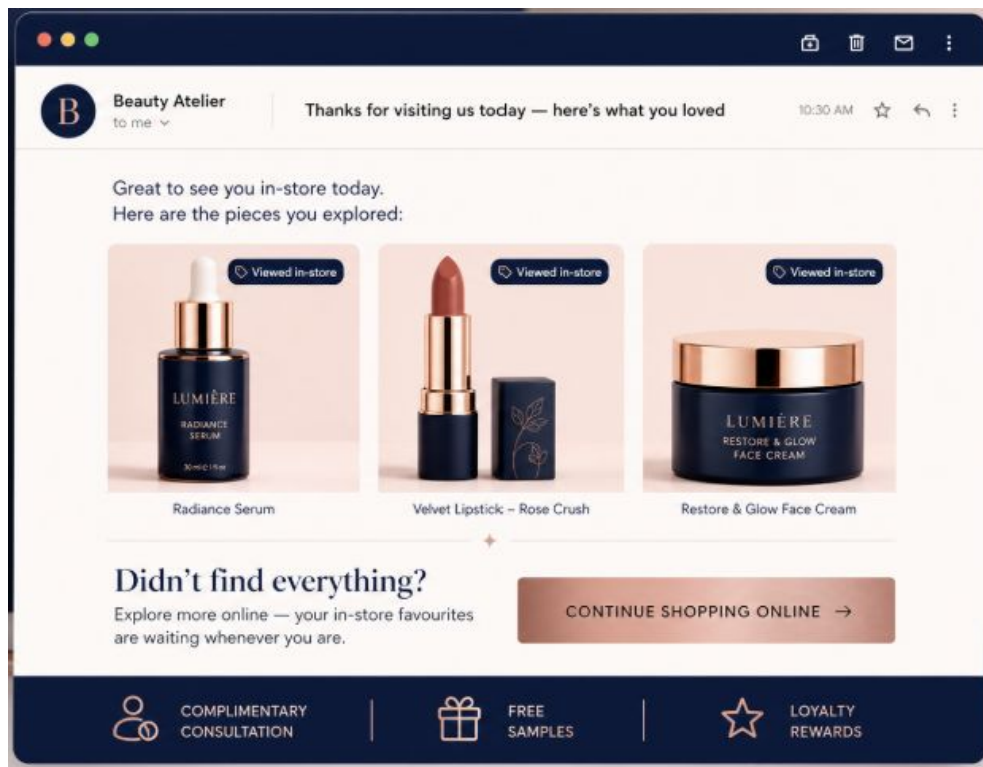
Offline → Online

Post-Visit Email

When a store advisor logs a customer interaction, trigger an automated email with the products they viewed (*event: view_item | source: store*).

Include 'Didn't find everything? Explore more online.'

Extends the store visit digitally and captures the customer for future online engagement.



◆ Implemented by BR Clients

Sofology Connects In-Store and Online Data

With Dynamic Welcome
Campaigns



- In-store tablets capture offline data
- Ten the Welcome campaigns adapt based on real-time interactions
- Shopping journeys are personalized across every channel

REAL-WORLD UPLIFT

Customer Experiences Seamlessly Adapt

Shopping journeys that recognize every touchpoint can create the clearest path to purchase

16%

Conversion rate from
personalized welcome
campaigns

+7%

Average order values
compared to standard email
campaigns

Goossens Connects Offline Conversions With Google Ads Performance



- In-store purchases are linked to online customer profiles
- Automated scenarios export conversion data to Google Ads
- Bidding strategies optimize for real omnichannel performance

REAL-WORLD UPLIFT

Real-Time Insights Fuel Smarter Bidding Strategies

When your ad platform can see the full picture, including what happens in store, you can optimize for the outcomes that actually matter to your business.

49.48%

Increase in omnichannel
margin

3.22%

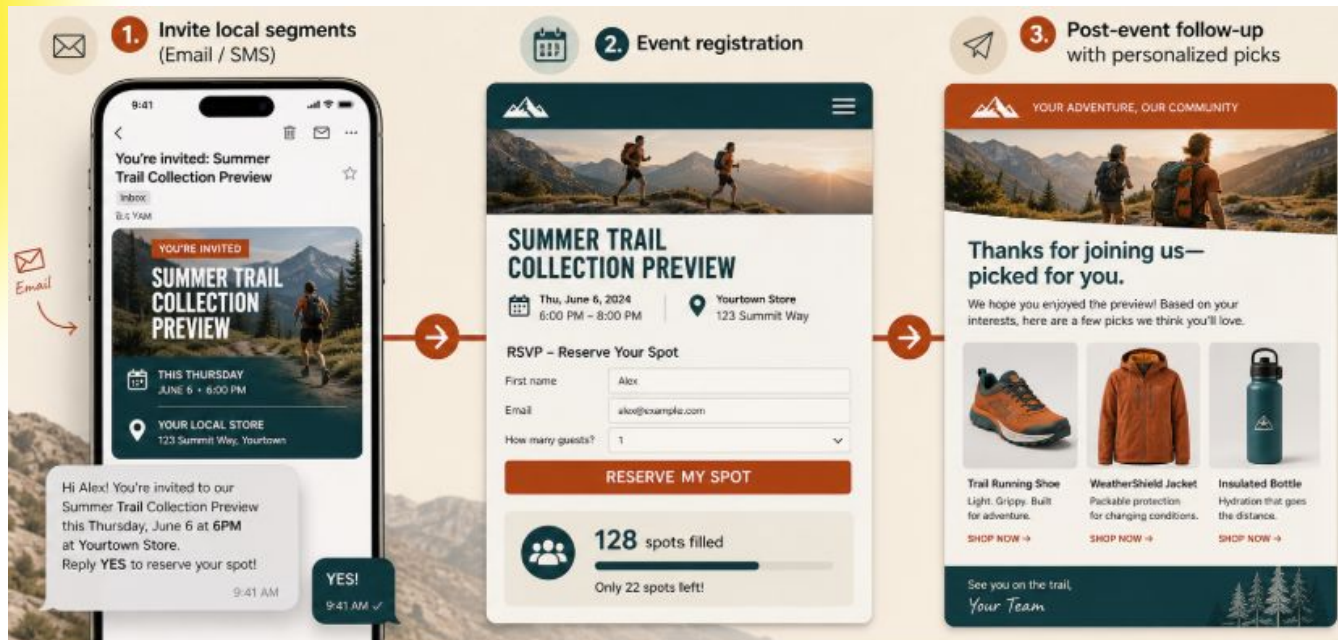
Decrease in ad costs

Offline → Online

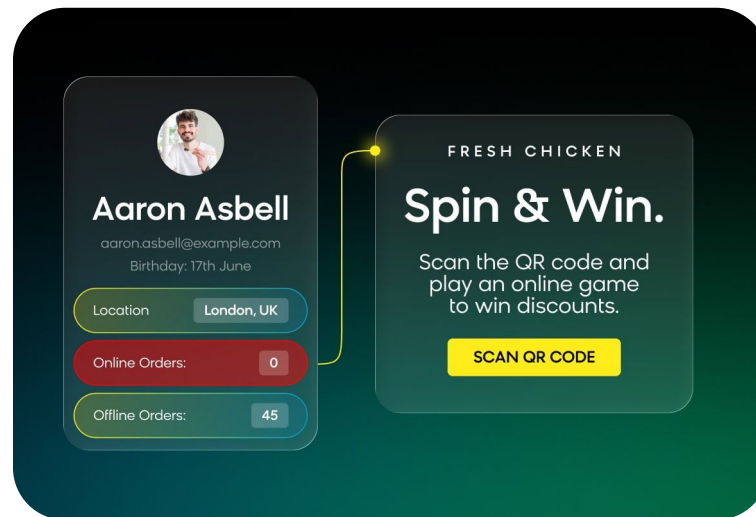
Store Events → Digital Community

Host in-store events (styling workshops, Summer Collection previews, 'design your living room' evenings, etc) and use Bloomreach to manage the full lifecycle:

Invitation via email/SMS to local segments → Event registration → Post-event follow-up with personalized product picks.



Popeyes UK Activates Offline Data With a Gamified Campaign



- QR codes encourage customer identification
- A digital prize wheel offers rewards
- Offline interactions inform personalized campaigns

REAL-WORLD UPLIFT

In-Store Interactions Drive Loyalty

A well-designed campaign gives customers a reason to identify themselves, unlocking personalization and lasting relationships

20%

of in-store purchase data
now matched to online
customer profiles

3x

repeat visits from engaged
customers

Final Takeaways

- ✓ Connecting online and offline interactions is the key to growing CLV
- ✓ Capture online identity with creative campaigns
- ✓ Personalization should follow the customer, not the channel.
- ✓ When every interaction informs the next, value compounds over time.

Other Helpful Resources

Use Cases

-  [Online-Offline Customer Journeys](#)
-  [Gamified Engagement Campaign](#)
-  [Personalized Welcome Flow](#)

Case Studies

-  [Popeyes UK Drives 3x Repeat Visits by Capturing Offline Data](#)
-  [Sofology Weaves Online and Offline Data Into Personalized Customer Journeys](#)
-  [How Goossens Used Automated Offline Conversions to Improve Google Ads Performance](#)

Blogs

-  [How AI Can Bridge the Gap Between Offline and Online Commerce](#)
-  [The Ultimate Guide to Journey Orchestration](#)

The Edge Awards Are Open

The Edge Awards recognize the best work in marketing and commerce — judged by industry peers, not Bloomreach. Nine categories, from Campaign of the Year to Best Use of Agents to Customer Love.

Nominations take less than ten minutes.

- Independent panel of industry judges — no vendor panel
- Open to customers and partners across NA and EU
- Winners announced live at Edge Summit this Fall

[Submit your nomination](#)

BLOOMREACH x EDGE SUMMIT 2026



NO. 02 EDITION

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

