

Emarsys (SAP Engagement Cloud) to Bloomreach

This is a practical guide for marketing teams considering or planning a move from Emarsys (SAP Engagement Cloud) to Bloomreach.

It'll cover what to expect, how the platforms compare, and how to run a smooth transition — based on real migration experience.

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1. How To Think About Migration

Switching marketing platforms is a significant decision, and it's worth framing it correctly from the start. A migration isn't about replicating what you have today in a new system. It's an opportunity to step back and evaluate what's working, what's become a workaround, and what you'd design differently if you were starting fresh.

That doesn't mean throwing everything away. It means being intentional. In our experience working with teams moving from Emarsys, the most successful migrations start with a clear-eyed audit: Which automations are driving revenue? Which ones exist because the platform required a workaround? Which segments are actively used, and which have accumulated over time without anyone maintaining them?

"We have like millions of segments now, which is just completely pointless."

Marketing team, APAC Retail Company

This is a common pattern. Emarsys' segmentation model requires pre-created rules for automation conditions, which naturally leads to segment proliferation. That's not a criticism of how your team works — it's a constraint of the platform. Migration is the moment to simplify.

A Few Principles That Help

- **Prioritize, don't duplicate.**

Focus on what needs to be live on day 1 — revenue-critical journeys, transactional emails, core newsletters, etc. Everything else can follow in phases.

- **Plan for a dual-run period**

Both platforms run in parallel during the transition. You don't flip a switch — there's always a safety net.

- **Treat it as a team effort.**

Marketing leads the process, but IT cooperation is important for integrations and data plumbing. Align early.

- **Be realistic about timing.**

Plan around contract end dates, peak seasons, code freezes, and your team's capacity. A well-paced migration beats a rushed one every time.

2. Common Reasons Teams Explore Alternatives to Emarsys

Every team's situation is different, but certain themes come up consistently in conversations with marketing leaders evaluating their options. Here's what we hear most often.

Data Latency and Real-Time Limitations

Many teams find that Emarsys' batch-oriented data processing creates friction for time-sensitive use cases. Web behavior can take up to four hours to become available, and purchase data up to 24 hours. For teams that want to trigger campaigns based on what a customer is doing right now — not what they did yesterday — this becomes a meaningful constraint.

Loomi's architecture processes events in real time through an in-memory framework, with data available for activation within milliseconds. This is a fundamental architectural difference, not a feature toggle — it shapes how campaigns, segmentation, and personalization work across the platform.



"Emarsys is blind for us — we know when a customer signs up, but not what happens before or after."

Head of CRM & Marketing
Automation, German retail brand

The SAP Platform Transition

Since SAP's acquisition of Emarsys in 2020, the product's direction has shifted. In February 2025, the Emarsys legal entity was dissolved and the product was rebranded as SAP Engagement Cloud. Two editions now exist:

Emarsys Edition:

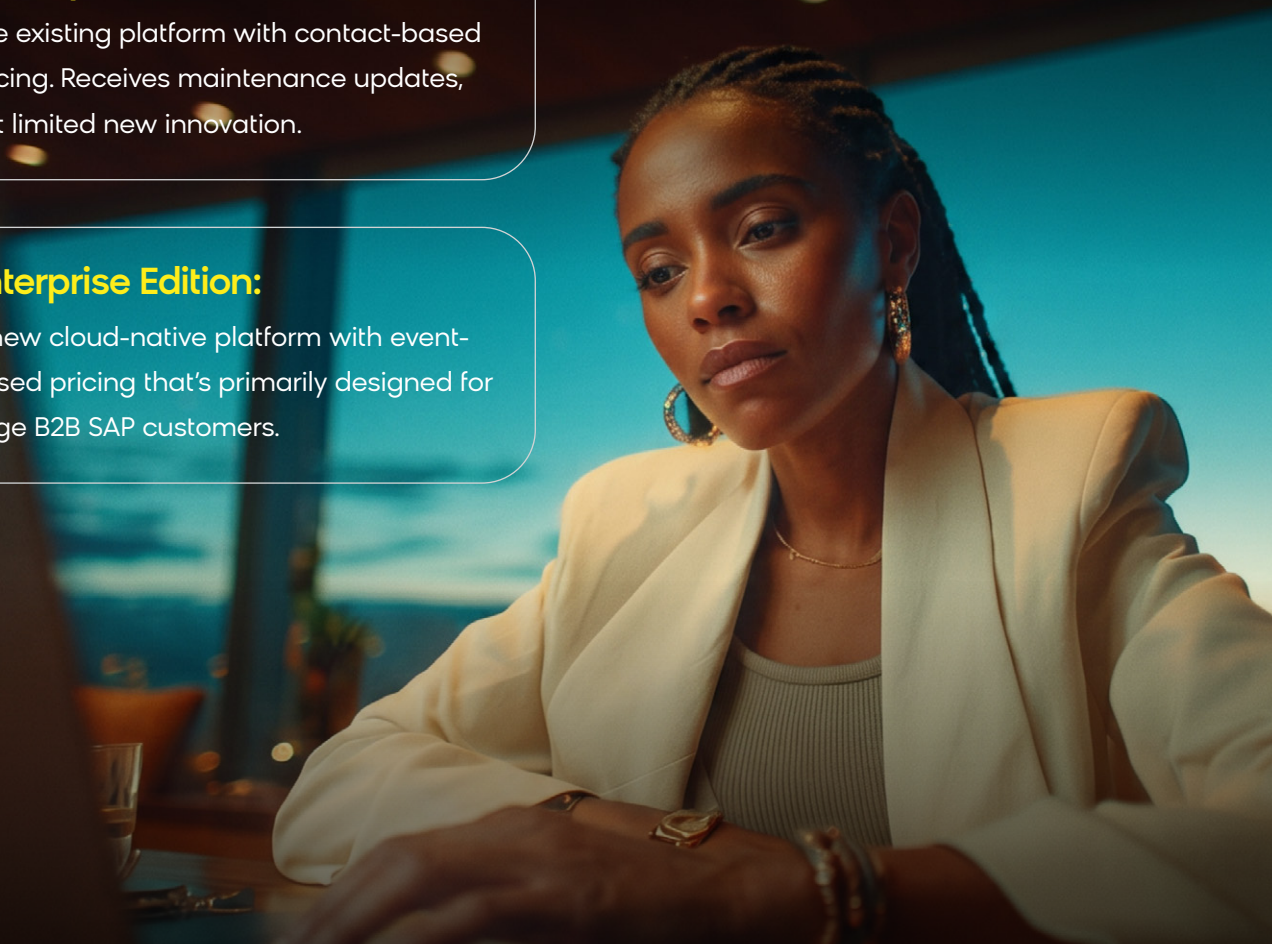
The existing platform with contact-based pricing. Receives maintenance updates, but limited new innovation.

Enterprise Edition:

A new cloud-native platform with event-based pricing that's primarily designed for large B2B SAP customers.

For teams not deeply embedded in the SAP ecosystem, this raises natural questions about long-term roadmap alignment.

SAP's AI capabilities (Joule, Lumi) are currently not available on the Emarsys Edition, and R&D investment has shifted toward SAP Commerce integrations.



"Emarsys is maybe not the fastest in developing and adapting to AI...they have always been a little bit behind. Especially looking into the future."

Head Of CRM B2C / B2B International,
German retail brand

Analytics and Reporting Flexibility

Emarsys' reporting is structured around pre-defined views. For teams that need custom metrics, advanced segmentation analysis, or the ability to explore data without exporting to a separate BI tool, this can feel limiting.

Bloomreach offers customizable reports, funnels, retention analysis, and natural-language analytics through Loomi — designed so marketers can answer their own questions without waiting for a data team.



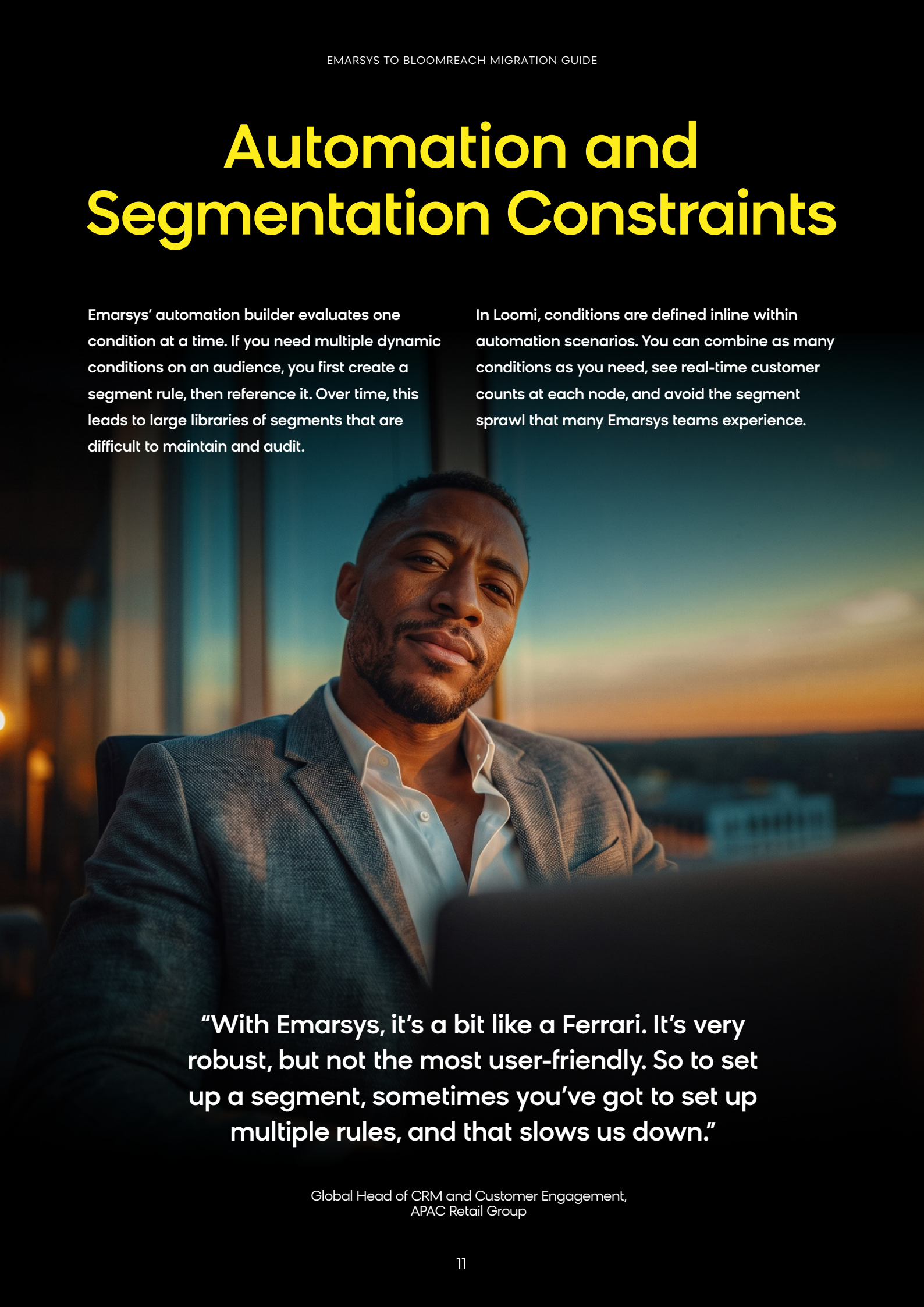
"We moved from Emarsys because they were too set and too structured and didn't give us what we were looking for. If you look at the reporting suite...you more or less need a PhD to be able to create certain reports."

Head of E-Commerce,
UK Fashion Brand

Automation and Segmentation Constraints

Emarsys' automation builder evaluates one condition at a time. If you need multiple dynamic conditions on an audience, you first create a segment rule, then reference it. Over time, this leads to large libraries of segments that are difficult to maintain and audit.

In Loomi, conditions are defined inline within automation scenarios. You can combine as many conditions as you need, see real-time customer counts at each node, and avoid the segment sprawl that many Emarsys teams experience.

A man with a beard and short hair, wearing a light blue shirt and a grey blazer, is sitting in a chair. He is looking slightly to the right with a thoughtful expression. In front of him is a laptop, which is partially visible. The background is a blurred cityscape at dusk or dawn, with warm lights from buildings and a soft sky.

"With Emarsys, it's a bit like a Ferrari. It's very robust, but not the most user-friendly. So to set up a segment, sometimes you've got to set up multiple rules, and that slows us down."

Global Head of CRM and Customer Engagement,
APAC Retail Group

Cross-Channel Depth

Emarsys' roots are in email, and while it has expanded to SMS, push, and web, some teams find that the newer channels don't feel as deeply integrated. Mobile in particular can feel like a separate module rather than part of a unified customer view.

Loomi was designed with 13+ native channels sharing the same real-time customer profile. Whether a customer interacts via email, SMS, WhatsApp, web, or app, the data feeds into one view and one orchestration engine.



"I think it's a downside that mobile isn't kind of an add-on in Emarsys. They have built the mobile section, and it's kind of detached...it's not like you're feeling, okay, this is a full picture of the customer."

Head of CRM, Retail & PR Marketing,
Nordic Crafts Retailer

Pricing and Value Alignment

Some teams report that pricing has increased over time without corresponding platform improvements. The contact-based model can also create pressure to constantly prune lists rather than focus on engagement strategy.



"One of the biggest complaints I had with Emarsys, besides how bad the integrations were, was just the limitations we had because of active user files. I felt like we were always having to cull the list."

Marketing team,
US Retail brand

3. The Emarsys-to-Bloomreach Feature Map

This table maps key capabilities across both platforms. It's designed to help your team understand the architectural and functional differences at a glance.

Challenge	Emarsys	Loomi
Customer Data Platform	No native CDP. SAP CDP available as a separate product. Relational tables queried at send-time.	Built-in real-time customer data engine. Open schema. Data ingestion to activation in milliseconds.
Anonymous Visitor Handling	Tracked but not visible or actionable for personalization. Can create duplicate profiles.	Full tracking and activation from the first cookie. Deterministic stitching on identification.
Data Freshness	Up to 4 hrs for web behavior. Up to 24 hrs for purchases. Batch processing.	Real-time. In-memory framework processes events as they occur.
Segmentation	Session-based. Cannot segment on events directly. Pre-created rules required for automations.	Event-driven, real-time. Inline conditions in automations. Aggregates, expressions, and filters.
Web Personalization	Website overlays. Limited ability to personalize from historical behavioral data.	Native weblayers, banners, pop-ups, A/B tests, exit-intent, scroll-depth. All driven by a customer data engine.
Product Recommendations	Available but limited engine flexibility. Product data via Google Feed/CSV only — no API.	10+ engine templates. Real-time catalog via API. Recommendations across email, web, push, SMS, WhatsApp, and more.
AI & Predictions	Predictions output 3-tier segment groupings. SAP AI tools (Joule, Lumi) not available on Emarsys Edition.	Customizable propensity, churn, LTV, and optimal send time. Loomi marketing agent for campaign generation. Three-pillar AI (rules + ML + GenAI).
Journey Orchestration	Template-based. One condition evaluated at a time. Pre-created segments required.	Visual scenario builder. Unlimited inline conditions. Multi-trigger. A/B testing. Dynamic wait times.
Native Channels	Email, push, SMS, web overlays. Mobile integration can feel separate.	13+ native channels, including email, SMS, WhatsApp, RCS, push, in-app, web, browser push, ads, and mobile wallet.
Analytics & Reporting	Predefined reports. Limited customization. No natural-language query support.	Customizable reports, funnels, retention, flows, and SQL reports. Loomi analytics for natural-language queries.
RFM Segmentation	Basic. No event-level granularity. Nested segments limited.	Real-time 11-segment RFM engine with movement tracking and auto-enrollment in lifecycle scenarios.
Multi-Brand Support	Available but can be costly. Limited cross-brand governance.	Multi-project architecture. Shared customer view with independent AI models and journeys per brand.

4. Questions We Hear Most Often

These come up in nearly every migration conversation. We'd rather address them up front than leave them for later.



What happens to our deliverability during the transition?

This is the right question to ask, and it's one we take seriously. Deliverability is built on IP reputation, and moving to a new sending infrastructure means starting that reputation fresh. Here's how the process works:

- **You don't switch overnight.** We run a dual-run period (typically 1–4 weeks) where both Emarsys and Loomi send in parallel.
- **IP warm-up is a controlled volume ramp.** You start with your most engaged cohorts — the people who always open — and gradually expand.
- **We split audiences by mailbox provider** (Gmail, Outlook, Yahoo) and ramp each independently.
- **Your Emarsys sends continue at full volume during warm-up.** Revenue continuity is never at risk.
- **Bloomreach has a dedicated deliverability team and toolkit:** bounce management, DMARC/DKIM, warm-up scheduling, and list validation.
- **Typical warm-up takes 14–30 days.** The larger your subscriber base, the longer the ramp. But during this entire period, your business runs as usual on Emarsys.

The key point: at no stage are you "dark" on sends. The dual-run ensures your campaigns keep running while the new infrastructure builds its reputation.



Our team is already stretched thin. How do we fit this in?

This is a real constraint, and we don't minimize it. Migration does require time and attention. The way to manage it is through scoping:

- **Start with tier 1 use cases only** — these are the journeys that drive revenue and protect customer relationships. Everything else follows after you're stable.
- **Bloomreach Academy offers self-paced training** so your team can ramp up in parallel with the build, rather than waiting until go-live.

- **A dedicated Customer Success Manager owns the migration end-to-end.** This isn't a ticket queue — it's a named person who knows your setup.
- Our partner ecosystem includes agencies with **specific Emarsys-to-Loomi migration experience across EMEA and AMER**, if you need additional hands.

The honest trade-off: migration front-loads effort in exchange for eliminating the ongoing drag of workarounds, manual processes, and platform limitations. Most teams find the investment pays back quickly.



Emarsys has offered us a significant discount to renew. Should we take it?

That's a decision only your team can make, and there are scenarios where it makes sense — especially if your current setup is meeting your needs and the discount meaningfully changes the economics.

The question we'd encourage you to think through: Does the discount address the underlying reasons you started evaluating alternatives? If the core challenges are around data latency, analytics flexibility, or platform innovation trajectory, those remain the same regardless of price. **A renewal at a lower rate buys time, but it doesn't change the platform's capabilities or roadmap direction.**

We've seen teams take the discount and come back 12–18 months later. We've also seen teams take the discount and be perfectly happy. It depends on what's driving the evaluation.



We run on SAP Commerce Cloud. Will Bloomreach work with our commerce stack?

Absolutely — and this is a point worth spending a moment on, because it's one of the most common misconceptions we encounter. Being an SAP Commerce customer doesn't mean your marketing platform needs to be SAP too. Bloomreach has a native SAP Commerce Cloud connector, purpose-built for exactly this scenario.

The connector works through Bloomreach's GraphQL Commerce API and connects directly to your SAP Commerce instance via OAuth2 authentication. It syncs your product catalog (including catalog versions, media assets, and custom product attributes), supports B2B-specific category filtering, and keeps product data flowing in real time. It's not a workaround or a third-party middleware — it's a documented, supported integration path.

What this means in practice:

- **Your SAP Commerce Cloud remains your commerce engine** — product catalog, pricing, checkout, order management all stay where they are
- **Loomi connects to SAP Commerce via API** to pull product data, categories, images, and custom attributes for use in personalization, recommendations, and campaigns
- **You get the marketing capabilities that the Emarsys Edition doesn't offer** (real-time CDP, native web personalization, advanced AI, 13+ channels) while keeping your commerce infrastructure intact
- **The integration is MACH Alliance certified and API-first** — it's designed for composable architectures where you pick the best tool for each job

Several of our customers run SAP Commerce Cloud for their storefront and Loomi for marketing, search, and personalization. The two platforms complement each other well — SAP handles commerce operations, while Loomi handles the customer experience layer.



What about our historical data?

You bring what's valuable: active customer profiles, consent states, purchase history, and engagement data for your working segments. There's no need to migrate every historical event — the goal is to have a clean, actionable dataset in Loomi from day 1.

The process typically looks like this:

- 1 **Map your data sources:** Emarsys, CRM, web tracking, POS, loyalty programs, data warehouse

- 2 **Identify high-value segments:** recent purchasers, active subscribers, loyalty members
- 3 **Decide what to do with cold data** (≥ 12 months inactive): reactivate on Emarsys before migration, or sunset
- 4 **Confirm required fields:** consent states, custom events, product catalog structure
- 5 **Import via bulk upload, API, or native warehouse connector** (Snowflake, BigQuery, Databricks)



We have complex integrations. How painful is the rebuild?

It depends on the integration. Some will need to be rebuilt; others will become simpler or unnecessary because Loomi handles them natively.

For context: Emarsys supports product data via Google Feed or CSV only (no API for catalog updates), and has limited data warehouse connectivity (no Databricks support; Snowflake is one-way only). **Loomi supports real-time API ingestion, native warehouse connectors, and webhooks from within automation scenarios.** Many integrations that required custom middleware with Emarsys become straightforward in Loomi.

The practical approach: during phase 1, you'll map every integration, prioritize by revenue impact, and sequence the rebuild so critical feeds are live before cutover.

5. The Migration Process: Phase by Phase

Every migration is different in the details, but the structure is consistent: **Four phases, each with clear deliverables and decision points.**

Phase 1

Preparation & Prioritization (Weeks 1–2)

This is the planning phase. The goal is to make deliberate decisions about what to migrate, in what order, and on what timeline.



Use-Case Inventory

Catalog every active automation, campaign, and journey in Emarsys. Then tier them:

- **Tier 1 (day 1):** Revenue-critical journeys like cart abandonment, welcome series, transactional emails, and core newsletters
- **Tier 2 (weeks 2–4):** Browse abandonment, price drop alerts, restock notifications, and loyalty campaigns
- **Tier 3 (post-cutover):** Seasonal campaigns, experimental flows, and lower-priority automations

A useful filter: If an automation hasn't driven measurable results in the last six months, it's worth questioning whether it needs to be rebuilt at all.



Data Audit

- Map all data sources feeding into Emarsys today
- Distinguish engaged contacts (opened/clicked in the last 6 months) from inactive ones
- Document consent states and subscription preferences — these must transfer accurately
- Decide on cold contact strategy: reactivate before migration, or sunset



Integration Mapping

- List every current integration with data flow direction and frequency
- Prioritize by revenue impact: Which feeds power your highest-value automations?
- Identify what becomes native in Bloomreach (warehouse connectors, API catalog, webhooks)



Stakeholder Alignment

- Define the RACI: who owns data migration, template rebuild, QA, and go/no-go decisions?
- Collect blackout dates: peak season, major promotions, code freezes
- Confirm the cutover window and dual-run duration
- Agree on success metrics: time-to-first-value, inbox placement, engagement rates, revenue per send

Phase 2

Build & IP Warm-Up (Weeks 2–6)



Email & IP Setup

- Configure sending domains and dedicated IPs in Bloomreach
- Begin IP warm-up with your most engaged segments
- Split audiences by mailbox provider for controlled volume ramp
- Monitor deliverability daily and adjust based on performance signals



Template Migration

Existing Emarsys templates are rebuilt as Jinja templates in Loomi:

- 1 Inventory current templates, including any dynamic or personalization logic
- 2 Rebuild in Loomi's visual editor or as Jinja code
- 3 QA thoroughly: subject lines, dynamic content, mobile rendering, link tracking



Scenario Build

Tier 1 automations are rebuilt as Loomi scenarios. Your team will notice a few differences immediately:

- Conditions are defined inline — no pre-created segments needed
- Real-time customer counts are visible at every node
- Multi-trigger scenarios are native — no need for parallel automations
- A/B testing is built into the scenario canvas



Training

We recommend enrolling your core team in Bloomreach Academy during the build phase. Self-paced courses cover the platform end-to-end, and teams that train early consistently see faster time-to-value after go-live.

Phase 3

Dual-Run & Validation (Weeks 4–8)

Both platforms send in parallel while you validate performance and build confidence.

- Launch tier 1 campaigns from Loomi alongside ongoing Emarsys sends
- Monitor IP warm-up progress: daily volume, deliverability, engagement rates
- QA everything: rendering, personalization logic, links, consent enforcement
- Involve marketers in QA alongside your technical team — different perspectives catch different issues
- Compare performance across platforms for the same audiences

The dual-run typically lasts 1–4 weeks, depending on volume and your team's comfort level.

Phase 4

Cutover & Scale (Weeks 6–8)

Once warm-up is complete and your team is confident in the new setup:

- 1 Confirm all tier 1 journeys are live and performing in Loomi
- 2 Transition sends from Emarsys to Loomi for migrated campaigns
- 3 Expand to tier 2 use cases
- 4 Begin leveraging Loomi-specific capabilities: web personalization, real-time segmentation, etc.
- 5 Monitor KPIs: revenue per send, customer lifetime value, unsubscribe rate, and deliverability
- 6 Decommission Emarsys components as each use case is validated

6. Migration Checklist

Phase 1

Preparation & Prioritization

- ☐ Identify and tier all active use cases (tier 1 / 2 / 3)
- ☐ Flag revenue-critical automations for day 1 priority
- ☐ Audit and map all data sources
- ☐ Classify contacts: engaged vs. inactive (6-month window)
- ☐ Document consent states and subscription preferences
- ☐ Map integrations and flag critical dependencies
- ☐ Define success metrics and KPIs
- ☐ Collect blackout dates and confirm cutover window
- ☐ Establish RACI and align stakeholders

Phase 2

Build & IP Warm-Up

- ☐ Configure sending domains and dedicated IPs
- ☐ Begin IP warm-up with the highest-engagement segments
- ☐ Inventory and rebuild templates (Emarsys logic → Jinja)
- ☐ QA templates: subject lines, dynamic content, mobile rendering
- ☐ Build tier 1 scenarios in Loomi
- ☐ Plan tier 2 scenarios, including edge cases
- ☐ Enroll the core team in Bloomreach Academy
- ☐ Set up site tracking (JavaScript SDK)
- ☐ Configure warehouse feeds and API integrations

Phase 3

Dual-Run & Validation

- ☐ Launch dual-run: campaigns from both platforms
- ☐ Monitor IP warm-up daily: volume, deliverability, engagement
- ☐ QA with both the technical team and marketers
- ☐ Compare cross-platform performance for the same audiences
- ☐ Sign off on deliverability and performance parity

Phase 4

Cutover & Scale

- ☐ Confirm all tier 1 journeys live in Loomi
- ☐ Transition sends from Emarsys for migrated campaigns
- ☐ Expand to tier 2 and tier 3 use cases
- ☐ Activate Loomi-specific capabilities
- ☐ Monitor KPIs and iterate
- ☐ Decommission remaining Emarsys components
- ☐ Document lessons learned and remaining backlog

7. Common Pitfalls (And How To Avoid Them)

These are patterns we've seen across multiple migrations. Knowing about them in advance makes them avoidable.



Duplicate Profiles in Source Data

Emarsys's cookie-based identity stitching can result in duplicate profiles, especially for customers who interact across multiple devices or channels. It's worth investing time in deduplication during the data migration phase. Loomi's deterministic identity resolution will prevent new duplicates going forward, but the incoming data needs to be clean.



Including Inactive Contacts in IP Warm-Up

Sending to cold contacts during warm-up is one of the fastest ways to damage your new IP reputation. Low engagement signals to mailbox providers that your sends aren't wanted. Either reactivate inactive contacts on Emarsys before migration, or exclude them from the first 30 days of Loomi sends.



Timing the Cutover Near Peak Season

Avoid cutting over close to Black Friday, the holiday season, or any major promotional period. Build your timeline so you're fully stable well before peak. If your contract renewal falls in Q4, start the migration conversation in Q2.



Underestimating the Product Feed Transition

If you're currently uploading product data via CSV or Google Feed, the move to API-based catalog ingestion is an improvement — but it requires work. Don't leave this for the final week of the build phase.



Consent State Mismatches

Map every consent state from Emarsys to Loomi's consent management system before sending any campaigns. This is a compliance requirement, not a nice-to-have. Verify the mapping thoroughly during QA.



Trying to Rebuild Everything at Once

The most successful migrations are phased. Resist the temptation to recreate every automation from day 1. Get your tier 1 use cases stable, prove the value, then expand. Crawl → walk → run.

8. Timeline & Resource Planning

Every migration varies based on complexity, team size, and integration landscape. Here's what we typically see:

Phase	Typical Duration	Your Team's Role	Bloomreach's Role
Prep & Prioritization	1–2 weeks	Use-case inventory, data audit, stakeholder alignment	Kickoff, scoping, technical assessment
Build & IP Warm-Up	2–4 weeks	Template review, QA, training	Template rebuild, scenario build, warm-up management
Dual-Run & Validation	1–4 weeks	Performance monitoring, QA sign-off	Deliverability monitoring, optimization
Cutover & Scale	2–4 weeks	Expand use cases, team enablement	Tier 2/3 build, optimization, backlog

- **Typical total timeline:**

8–12 weeks from kickoff to full cutover, depending on your organization's size and complexity.

- **First value:**

Most teams send their first Loomi campaign within two weeks of kickoff. Independently verified by Forrester.

- **Team commitment:**

Plan for 1–2 dedicated marketing team members during the build phase, plus IT support for integration setup. Your Bloomreach CSM and implementation team handle the platform-side work.

9. Your First 90 Days After Go-Live

The migration is complete when Emarsys is turned off. But the real value starts compounding in the weeks that follow, as your team begins using capabilities that weren't available before.

 Days 1–30

Stabilize & Learn

- Monitor deliverability and engagement metrics closely
- Fine-tune frequency policies across channels
- Complete any remaining tier 2 scenario builds
- Run your first A/B tests within Loomi scenarios
- Continue Bloomreach Academy training for the broader team

 Days 30–60

Expand Your Capabilities

- **Activate web personalization:** weblayers, exit-intent, on-site product recommendations
- Set up real-time RFM segmentation with auto-enrollment in lifecycle scenarios
- **Launch Loomi predictions:** purchase propensity, churn risk, optimal send time
- Build your first custom analytics dashboards
- Explore the 100+ prebuilt use case templates in the use case center

 Days 60–90

Optimize & Iterate

- Use contextual personalization to auto-select the best content variant per customer
- Expand to additional channels like WhatsApp, RCS, mobile push, browser push
- Build advanced scenarios with multi-trigger logic and dynamic wait times
- Review the first full-quarter performance against your Emarsys baseline
- Plan the next wave of use cases based on what the data is telling you

For reference:

The Forrester Total Economic Impact study found that Bloomreach customers see an average of \$2.3M in savings from marketing tech consolidation, with payback in under six months and 251% ROI over three years.

Proof points and case studies



Want to explore what this looks like for your team?

We're happy to walk through your current setup, map it to Bloomreach, and give you a realistic picture of what migration would involve — timeline, effort, and expected outcomes. No pressure, just a practical conversation.

[Request a Demo](#)

