

# Hello and welcome!

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

**If you could have any superpower to make your workday easier,  
what would it be and why? 🧐**





 This session will be recorded

# A few things before we start:

Chat



Valentina Benaglio 11:28 AM  
I'm calling in from NYC!

Q&A



Valentina Benaglio 11:28 AM  
Does this apply to only promotional emails  
or to transactional emails as well?



1

Docs



Navigating Gmail and Yahoo's Deliver...  
Click to open



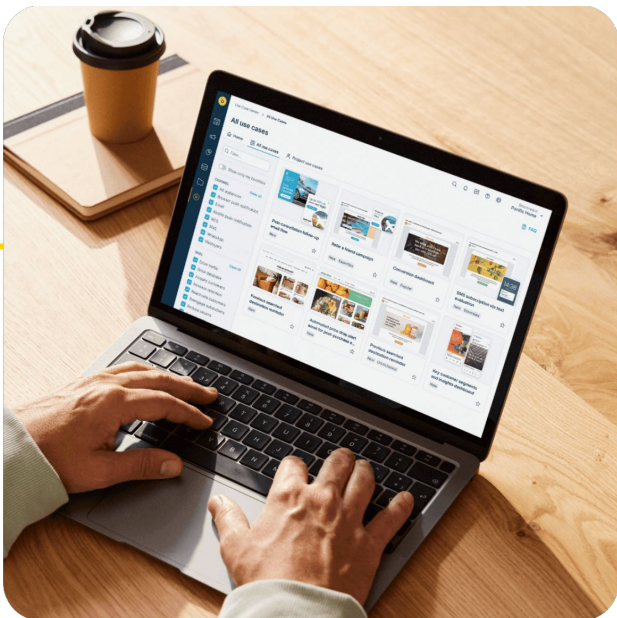
Gmail and Yahoo's New Email Sender ...  
Click to open



Email Deliverability Tips  
Click to open



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



# Building Your Omnichannel Safety Net

Why it's crucial to diversify channels in a constantly evolving landscape.



# Meet Today's Speakers



**Michal Blaško**

Sr. Business Consultant

**Bloomreach**



**Jonathan Senin**

Sr. Product Marketer

**Bloomreach**



**Richard Frno**

Business Consultant

**Bloomreach**



# Agenda

1. **Gartner Magic Quadrant for Personalization Engines Report**
2. **Omnichannel Personalisation & CLTV**
  - a. Channel fit for campaigns
  - b. What is the customer's preference? + Demo
  - c. 3 key use cases + Demo
3. **Key Takeaways**
4. **Q&A**



# Bloomreach Named a **Leader**

Bloomreach is thrilled to be named a Leader in the 2025 Gartner® Magic Quadrant™ for **Personalization Engines**.

Being recognized as a Leader solidifies our **Composable Personalization approach** and gives eCommerce brands **a future proofed AI vision**.

[FIND OUT MORE](#)

Figure 1: Magic Quadrant for Personalization Engines



Gartner.

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Gartner.



# **Omnichannel Personalisation & CLTV**

Using Bloomreach Engagement



# Omnichannel Personalization isn't only about customer experience - it also performs better

**2.9x**

Higher email **CTR**  
for segments above  
+50 yrs than 20 yrs  
old

**~3-15x**

Avg. **Conversion  
Rate** | 1 channel vs.  
at least 3 channels

**~4-21x**

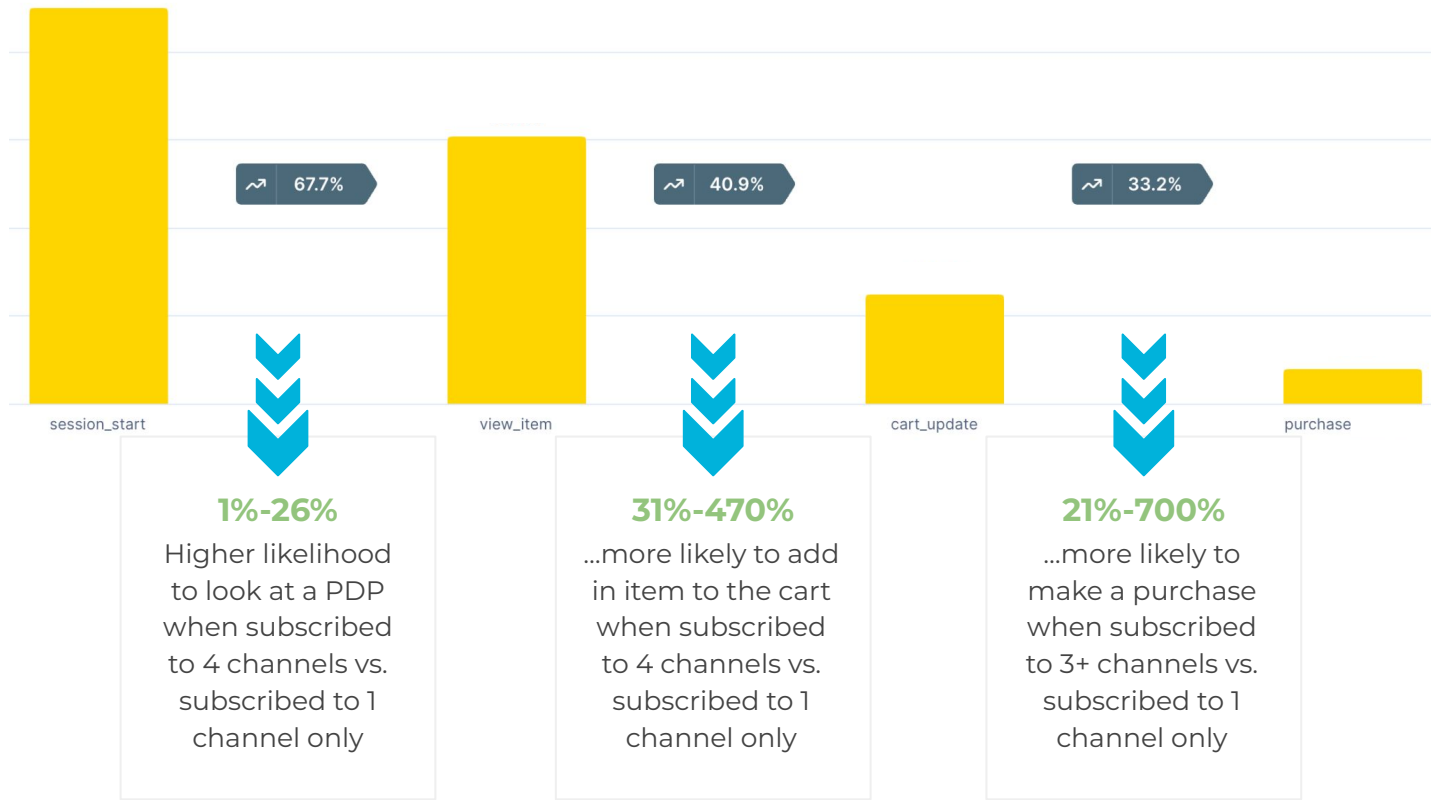
Avg. **Revenue Per  
Customer** | 1  
channel vs. at least 3  
channels

Omnichannel vs. Multichannel: What's the Difference and How To Choose? By Ian Donnelly ([article here](#))





# Impact of the omnichannel personalisation





# Channel fit for campaigns



# Channels and campaign types

	Bulk comms	Real-time comms	Long-lasting message	2-Way comms
Email	✓	✓	✓	✓
SMS/RCS	✓	✓	✓	✓
MMS	✓	✓	✓	✓
WhatsApp	✓	✓	✓	✓
Mobile Push	✓	✓	✗	✗
Browser Push	✓	✓	✗	✗
Web	✓	✓	✓	✗
App Inbox	✓	✓	✓	✗
In-app Content	✓	✓	✓	✗
Ad Audiences	✓	✓	✗	✗



# Personalization & the importance of having an omnichannel strategy: everything in one place

**Omnichannel  
Communications**

[Recording](#) & [Deck](#)

**Extend  
Personalization to  
Your Paid Ads  
Strategy**

[Recording](#) & [Deck](#)

**Personalization in  
Email**

[Recording](#) & [Deck](#)





# Omnichannel Communication webinar



## Welcome

Top Channels Email SMS/MMS In-app App Inbox Mobile Push

Level ★ ★ ★

### Goal

Onboard new customers and make a positive first impression with them, building a strong foundation for a long-lasting relationship.

### Solution

Send a series of emails or messages to new customers who have opted into any of your marketing channels to introduce your brand, provide valuable information, and offer incentives to engage and make their first purchase.

### Value

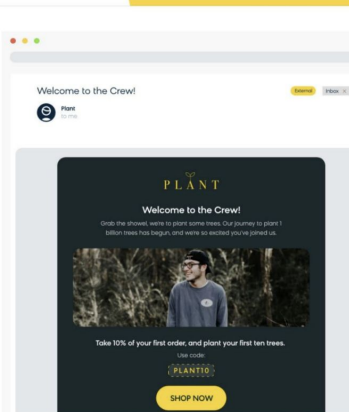
Increased customer engagement, improved brand loyalty, and increased sales. By making a positive first impression with new customers, a welcome marketing campaign can set the tone for a successful customer journey and encourage repeat business.

### Bloomreach tip

Focus on personalization, relevance, and value. Offer incentives that are appealing and relevant to each customer (by segmenting your audience to provide a more tailored experience), and make sure that your message is clear and concise.

### Examples

Personalize the welcome messages to make the customer feel special and valued using information based on their previous interactions with the brand (e.g., location or purchase history). Be sure to include a clear call to action (CTA) in each message, such as a discount code or an invitation to follow the brand on social media (e.g., "Get 10% off your next purchase").



## Mobile Push

Bring customers back to your mobile app

### Overview

Mobile Push is a built-in channel in Bloomreach to send multimedia and interactive push content to your mobile app users in order to bring them back to your app.

## App Inbox

A new marketing channel to engage and retain your customers, while storing your most important notifications.

### Overview

App Inbox is a customizable message centre within your app to store push notifications for a custom period of time, and a brand new built-in marketing channel on Engagement (available as an action node in scenarios) to send notifications directly to your App's inbox. Deliver personalized.

## Whatsapp Messaging

### Overview

WhatsApp is an integrated channel that offers another way for brands to send transactional and non-transactional messages with multimedia content on mobile.

## Order Confirmation and Tracking

Top Channels Email SMS/MMS In-app App Inbox Mobile Push

Level ★ ★ ★

### Goal

Provide customers with updates and information about their order build trust and confidence in the brand and increase customer satisfaction.

### Solution

Send a confirmation message to customers who have placed an order to confirm the purchase and provide customer satisfaction.

### Value

Increased sales by giving interested customers a second chance to buy a product they want while showing that the brand's response to customer demand.

## Reactivation & Win-back

Top Channels Email SMS/MMS In-app App Inbox Mobile Push

Level ★ ★ ★

### Goal

Reengage with customers who have become inactive or lapsed.

### Solution

Send a reactivation message to customers who have expressed interest in a specific set of product when it becomes available again.

### Value

Increased sales by giving interested customers a second chance to buy a product they want while showing that the brand's response to customer demand.

## Back in Stock

Top Channels Email SMS/MMS In-app App Inbox Mobile Push

Level ★ ★ ★

### Goal

Notify customers when a previously out-of-stock product of their interest becomes available again in order to encourage the purchase and increase customer satisfaction.

### Solution

Send a notification message to customers who have expressed interest in a specific set of product when it becomes available again.

### Value

Increased sales by giving interested customers a second chance to buy a product they want while showing that the brand's response to customer demand.

### Bloomreach tip

Use urgency in messaging to create a sense of scarcity and motivate customers to act quickly. Personalize messages with the customer's name and product details to increase engagement, including offering a discount or other incentive to encourage a purchase.

### Examples

Include multiple product recommendations to increase the chances of a higher order value. Set a purchase minimum (e.g., \$40) for customers to get free shipping, which is an extra incentive to buy more.





# What is the customer's preference?



# Channel Priority

What to consider when determining channel priority?

What is the customer's preference?

What device is the customer using?

What's the cost of the channel?

How many comms are you sending?

What is the message you're sending?

What is the value of the customer?

What journey is the customer in?

How many channels are you using?



# Using Aggregate Most Common

The image displays three overlapping screenshots of the Bloomreach interface, illustrating the process of using the 'most common' aggregate function.

**Top Screenshot:** Shows the initial filter configuration. The 'action\_type' dropdown is selected, and the 'Lifetime' time range is chosen (highlighted with a red box). The 'WHERE' clause is set to 'status equals clicked'. A '+ Skip' button is visible.

**Middle Screenshot:** Shows the 'most\_common(campaign.action\_ty)' function being applied. The 'action\_type' dropdown is now set to 'skip 1 most common' (highlighted with a red box). The 'Lifetime' time range remains selected.

**Bottom Screenshot:** Shows the 'CUSTOMER FILTER' section. The 'Select customers' dropdown is set to 'matching'. The 'attribute' dropdown is set to 'email'. The filter condition is 'most\_common(campaign.action\_type) in email' (highlighted with a red box). The 'Add filter condition' button is visible.





# Using the CTR comparison

Expression for customer customer

`ifnull((Clicked / Delivered) * 100, 0)`

Clicked

count campaign

WHERE status equals clicked

AND action\_type equals email

Refine more

Group events before applying the filter

Expression for customer customer

`ifnull((Clicked / Delivered) * 100, 0)`

Delivered

count campaign

WHERE status equals delivered

AND action\_type equals sms

Refine more

Group events before applying the filter

Email

CUSTOMER FILTER

A AND B AND C AND D AND E

A Select customers matching not matching attribute

Click rate - Email greater than Click rate - Browser Push

AND OR

B Select customers matching not matching attribute

Click rate - Email greater than Click rate - Mobile Push

AND OR

C Select customers matching not matching attribute

Click rate - Email greater than Click rate - SMS

AND OR

D Select customers matching not matching attribute

Click rate - Email greater than Click rate - Whatsapp



# Using Consent Segmentations

Channels By Consent + Contactability + By Priority	Customers ▾
✉ Email Only + Contactable - send email	4,859,575
📱 Email + SMS + No push - SMS	1,065,419
✉ Email + SMS + No push + Email Activity - Email	663,879
📱 SMS Only + Valid number	316,967
🔔 Push Only - send push	287,838
🔔 Email + SMS + Push	125,915
🔔 Push + Email + No SMS - Push	41,468
🔔 Push + SMS + No email - Push	30,487
✉ Push + Email + No SMS	

Channel_pref_combined	Count(Customer)
email	5,924,295
push	541,918
sms	1,607,606



DEMO



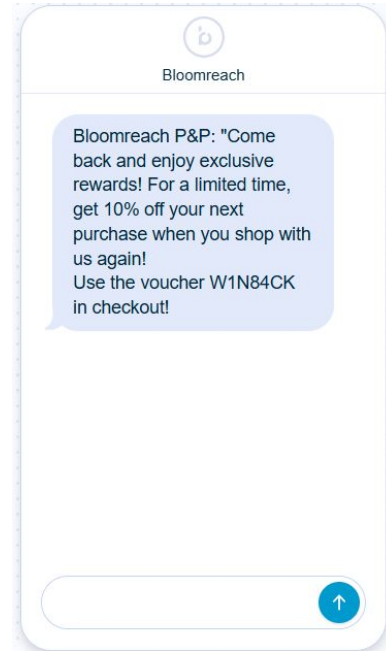


# 3 Must-have Omnichannel Use Cases from UCC

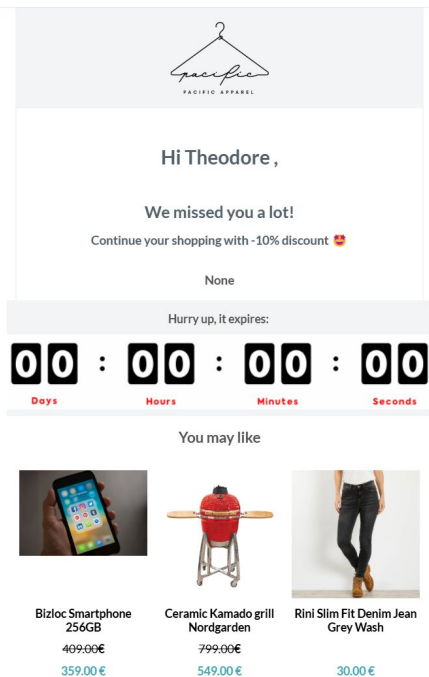
# RFM Omnichannel Winback Campaign for 'Hibernating' and 'At Risk' customers

- Goal of [this Use Case](#) is to **target** specific RFM segments that we want to win-back **through Omnichannel strategy**
- **Key Omnichannel features:**
  - Winback customers through direct channels like mobile or browser push, email, and SMS - if not successful > fallback through Ad Audiences.
  - Uses Weblayer for customers without consent for direct channels ↑
  - Includes a universal discount coupon in every message.

-  [Walkthrough of the Use Case](#)



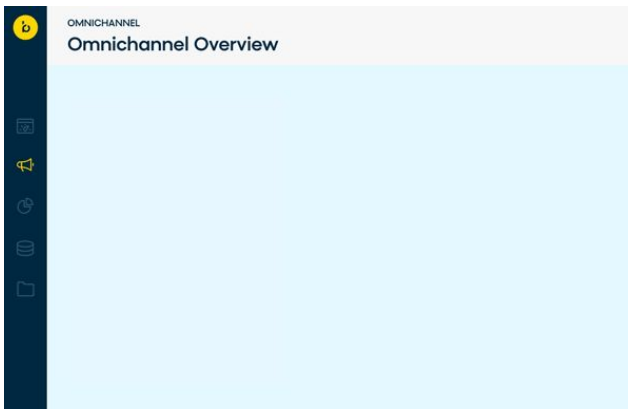
# RFM Omnichannel Reactivation of 'Promising' and 'Need Attention' customers



- Goal of [this Use Case](#) is to **reactivate** specific RFM segments **through Omnichannel strategy**. Communication creates sense of urgency with countdown banners and personalized recommendations.
- **Key Omnichannel features:**
  - Reactivates customers through gradually reaching through different channel. It starts with email, continues with mobile or browser push - if not successfully > fallbacks through Ad Audiences.
  - Includes a unique discount coupon in every message.
- [Walkthrough of the Use Case](#)

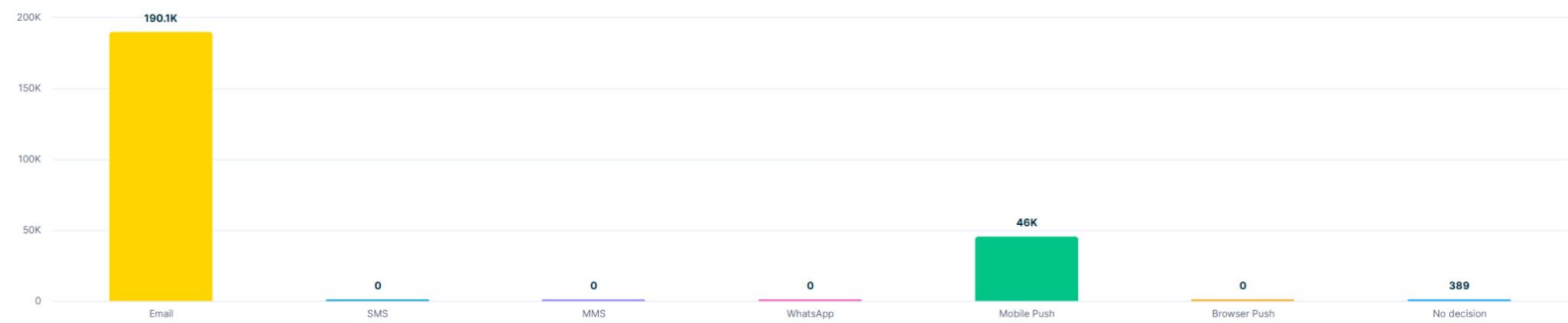


# Omnichannel Overview

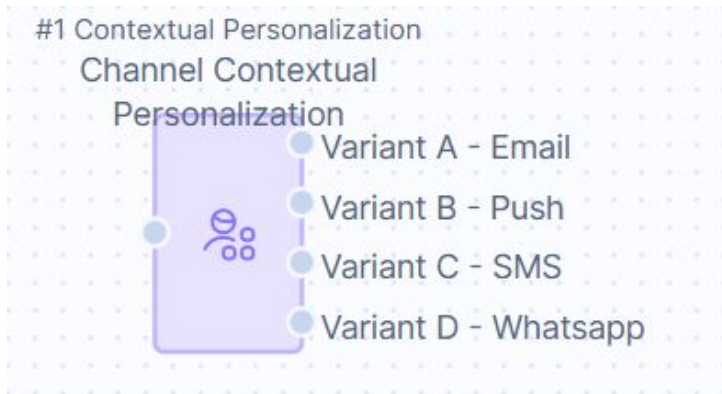


- Use case provides insight into how many customers can be targeted across different channels
- Includes logic for **Next Best Channel** prioritization, identifying the most effective channel for each customer.

*\*Example with just 2 applicable channels\**



# Bonus: Contextual Personalization



## How to set it up ?

> use **Next Best channel segmentation** from '*Omnichannel Overview*' as Context

> Set Reward target for **Click**  
(only email channel has the Open)

- You can use Contextual Personalization feature to determine best channel
- It allows you to set different '*Rewards*' for different channels, based on your costs

### Contextual personalization setup

Definition of data which would be used to train Contextual personalisation AI model.

Contextual features ⓘ

Next Best Channel - engagement logic

last ride

Add features

Campaign type

☒ One off campaign ⓘ ☐ Automatic campaign ⓘ

Distribute within  hours

Reward target ⓘ

☒ Click ☐ Open



# Key Takeaways

# Key Takeaways

1. **Personalize Customer Experiences Across Channels:** Email, SMS, web, and mobile can drive significant engagement and conversions when personalized and combined in a smart way.
2. **Leverage Advanced Analytics for Continuous Improvement:** Consistently analyze customer data to identify patterns, preferences, and potential pain points. Advanced analytics tools can help understand customer behavior and optimize the omnichannel strategy.
3. **Explore the use case centre for the use cases, filter setup personalisation** and make sure you have access to the right tools to support the omnichannel strategy.

# Poll



# Q&A

# Thank You!

