



bloomreach

# How Personalization Boosts Loyalty in High Consideration Industries



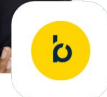
# Your Hosts and Moderator



**Rick Lockton**  
SVP of eCommerce  
and Omni-Retail



**Brian Walker**  
Chief Strategy  
Officer



**Rae Akinsanya**  
Vertical Marketing  
Specialist





# Trends in High Consideration Industries

Setting the Scene





YTD - Home Furnishings

+14.65% in Sales-46.53% in Traffic

YTD - Luxury

+80.65% in Sales+50.53% in Traffic

YTD - B2C

-9.60% in Sales-16.36% in Traffic

## Sales and CAC are increasing more than site traffic



Consumer confidence is at a historic low - driven by high inflation & rising interest rates.



Consumer spending has shifted back toward services entertainment and travel for 1st time since the pandemic.



Marketers are shifting from a focus on acquisition to a focus on retention, LTV, repeat purchase, and loyalty



Supply chain and labor constraints continue impacting businesses significantly.





# How do winning companies capitalize on this opportunity?

**Due to the raising cost of acquisition delivering personalized experiences is the most efficient way to convert.**

- ✓ Activate their customer data
- ✓ Deliver personalized omnichannel experiences - marketing, search, site, & app
- ✓ Personalize beyond products to ensure you deliver to the right people at the right time in the right channel



# Thank you!

## Register Now

### Commerce Pulse Quarterly: Spring 2022

Discover the shifts in consumer behaviour and purchase patterns in digital commerce. Access data and metrics collected from over 500 Bloomreach customers that will help you understand e-commerce trends for 2022 and capitalize on them.

[REGISTER NOW FOR COMMERCE PULSE SUMMER 2022](#)

## Subscribe Now



### Commerce Experience

Conversations with  
**Brian Walker, CSO, Bloomreach**



# Bloomreach Commerce Pulse

## Commerce Pulse Quarterly: Spring 2022

Discover the shifts in consumer behaviour and purchase patterns in digital commerce. Access data and metrics collected from over 500 Bloomreach customers that will help you understand e-commerce trends for 2022 and capitalize on them.

[REGISTER NOW FOR COMMERCE PULSE SUMMER 2022](#)



### Access data collected from 500+ enterprise companies

By analyzing digital behavior across Bloomreach's customer base, we can determine what the emerging e-commerce trends are and how consumers are shopping. Based on this unique data, you'll get actionable insights to help you make informed business decisions.



### Explore unique insights in e-commerce

It doesn't just start and end with data. What does that data mean? Our industry experts break down what effect the numbers will have on our immediate future and what they say about certain key performance indicators, geographies, and industry segments.



### Learn which product categories are performing best in 2022

2021 is now over, but our insights about the newest e-commerce trends are here. See which product categories are making noticeable head starts in the first quarter of 2022 and stay two steps ahead of rapidly changing consumer preferences.



# Podcast

45 Episodes

**Apple | Spotify | Stitcher**

Smart conversations with E-Commerce and Digital Marketing leaders from across the marketplace.

