



bloomreach

AdTech Overview

Bloomreach Engagement Best Practices

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Slido

- Go to slido.com and enter **#bestpractices**
- OR click on the link in the chat
- OR scan the QR code

- **Polling**
- **Q&A Session** – at the end of the session, Slido only

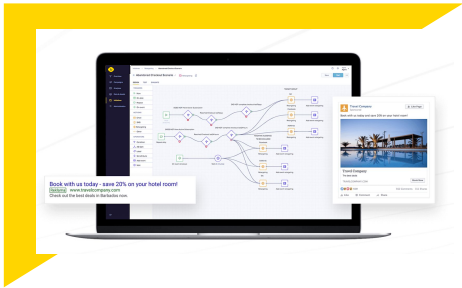


Introduction to AdTech



AdTech

Tools to target right audiences and deliver and measure digital advertising campaigns



Time to implement: 1-3 weeks



Time to results: 1-2 weeks



OVERVIEW

Using one of our native or custom integrations, your brand can benefit from the single customer view to create custom audiences in advertising platforms, collecting leads or sending events from Bloomreach to enrich data used for retargeting.

KEY BENEFITS

Audience Management – who to show ads to, how to choose the right audience, what audience should be excluded [SEGMENTATION]

Better Ads Budget Management – optimize your ads budget targeting the right audiences using insights from Bloomreach SCV [SEGMENTATIONS]

Omnichannel Communication – find out what channel your customers prefer and are more likely to convert from [BEST CHANNEL SEGMENTATION]

Optimisation of Campaigns – allows to send important events, such as purchases, and leads to Facebook, which allows better optimisation [FB CAPI]

Collecting Leads – allows to generate new leads and to enrich SCV with additional customer data collected through Lead Ads forms without the need for manual imports [FB LEADS INTEGRATION]

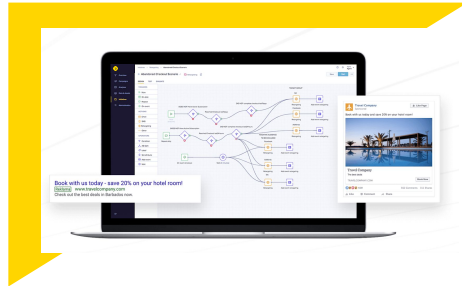
Benefit from Machine Learning – use AI driven predictions to create lookalike audiences [PREDICTIONS]

*SCV = Single Customer View



Google Ads & Facebook Ads integration

Add customers to your custom audience and target them with Google or Facebook ads



Time to implement: 1 week



Time to results: 1 week



OVERVIEW

Google Ads & Facebook Ads native integration with Bloomreach Engagement allows you to create scenarios that generate remarketing audiences from the data available in the platform (web browsing behaviour, purchases, campaign interactions, etc.) and upload their details to Ads Manager without the need for any manual imports

GOOGLE ADS CUSTOMER MATCH

Eligibility [Google]

- \$50,000 spent in Google Ads
- Good reputation

Eligibility [Facebook]

- No specific requirements

Targeting options [Google]

- Google Search / Gmail / YouTube / Google Display Network

Targeting options [Facebook]

- Facebook / Instagram / Messenger



Google Ads & Facebook Ads Audiences

Customer matching i

Ad network identifier

Email ▼

Search... 🔍

- Email
- Phone
- Google Ads ID
- Mobile advertiser ID

Bloomreach attrib...

email ▼

IDs for Matching [Google]

- **Email** – tied to Google account (*not necessarily gmail*), hashed sha256
- **Phone** – only numbers are sent, 00 and + is removed, hashed sha256
- **Google Ads ID** = External ID = User ID (*requires additional setup*)

IDs for Matching [Facebook]

- **Email** – hashed sha256
- **Phone** – only numbers are sent, 00 and + is removed, hashed sha256
- **External ID** – not supported by FB

Audience Requirements

- Minimum size 1000 after matching
- Expiration – Customer Match audiences don't expire so membership duration is unlimited by default

Most Common Mistakes

Issues

- **Does Ad Network Identifier (*email, phone, Google Ads ID*) have value?**

Increase the match rate by adding condition to filter out customers without necessary identifier

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Consent must be valid, only people with proper consent will be pushed to Google/Facebook Ads audiences

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- **Frequency capping**

No need to add a customer to the audience if he was already added there previously

Check if customer still meets the conditions to be part of the audience, if not → remove him



Issues

Incorrectly set up scenarios are resulting in:

1. **Generating unnecessary campaign 'ads' events** → increasing your MPE and stored events MES
2. **Generating unnecessary campaign error events** → increasing your MPE
3. **Making difficult to see any 'real' errors in the scenario** → debugging is more time consuming

#13 Idle
Last finish time: 11 Jul 2022, 08:00:27

CUSTOMERS	LAST RUN	TOTAL
Entered	1,276	23,750
Suppressed - Policy & Consents	0 (0.0%)	1,894 (8.0%)
Error	0 (0.0%)	1,778 (7.5%)
Done	1,276 (100.0%)	20,078 (84.5%)

campaign 23 22 Feb 2022, 13:45:26.509

action_id	23
action_name	Unnamed Ad Audience
action_type	ads
audience_id	6141775201795
campaign_id	5f80c372bacf52001464976d
campaign_name	Retargeting Daily - LVL 2 cat
consent_category	General consent
integration_id	5c66261224c6b000149f6f6b
integration_name	Facebook Ads
integration_type	facebook-ads
operation	add_customers
status	success

Example of tracked campaign events for ads

Demo

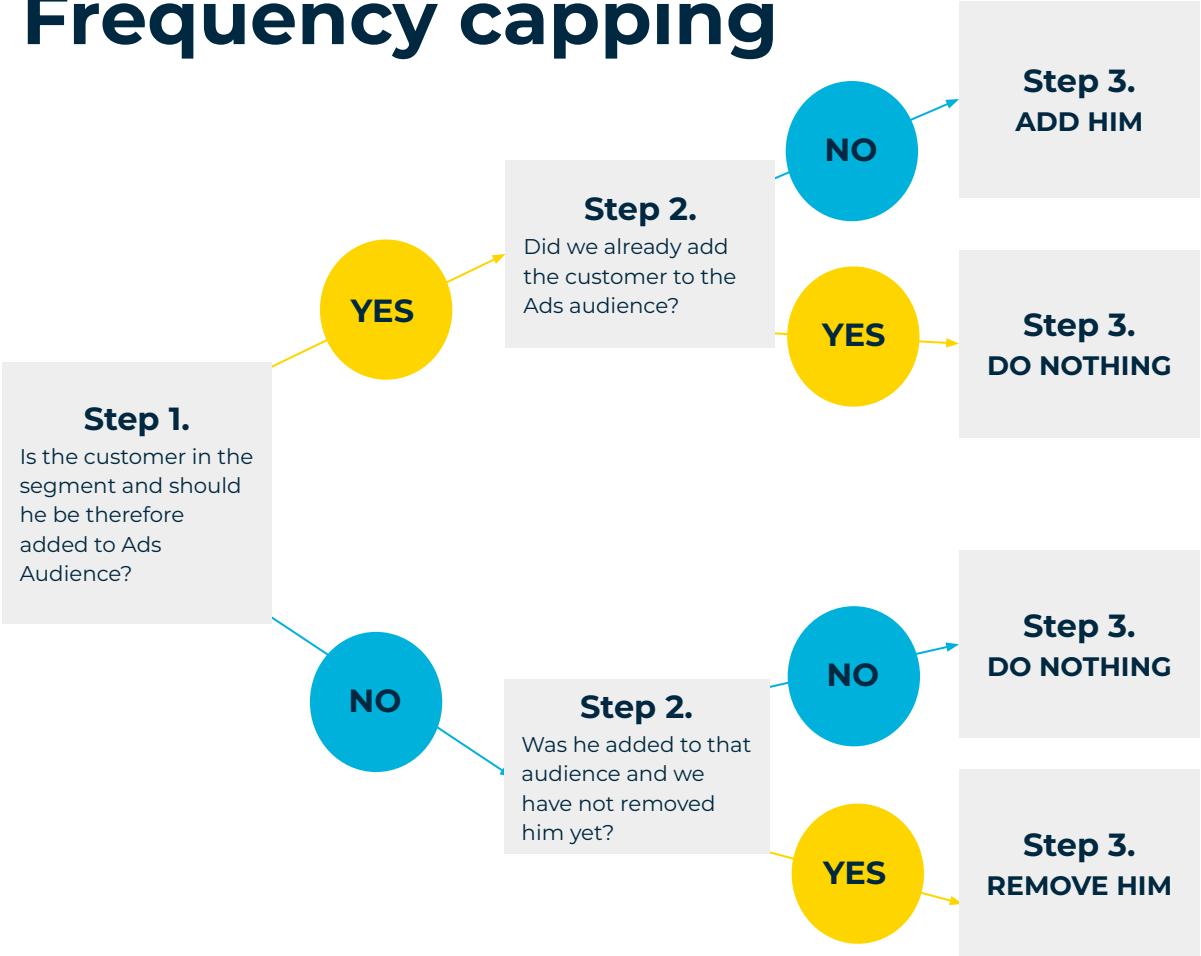
Scenarios

- **Retargeting/Lookalikes based on customer action** (example 'recent purchase')
 - Adding new customers
 - Removing customers that are no longer relevant
- **Revoking consents for ads retargeting** (servicing scenario)
 - Removing customers from all audiences if they revoke the specific consent
- **Lookalike/Retargeting audience based on most valuable segments** (example 'high CLTV')*
 - Adding new customers
 - Changing the segments for customers who are jumping between the segments
 - Removing customers that are no longer relevant

*not covered in this demo



Frequency capping





Frequency capping

- Scenario condition that is checking the frequency capping

Was the customer never part of the scenario?

In that case, let him pass through and add him to the audience.

**'Last 90 days' - we recommend to store campaign 'ads' data at least for last 90 days*

Was the customer part of the scenario before but he/she has been removed already?

Add customer that was already in the scenario but the last action was to remove him/her. Now the customer is eligible again.

CUSTOMER FILTER Fill from template Save filter template Discard filters

NOT A OR B

A Select customers **not matching** funnel + Funnel completion period Last 90 days

1. Step: campaign

campaign	operation	equals	add customers
AND	status	equals	success
AND	action_type	equals	ads
AND	action_name	contains	Recent purchasers

[Refine more](#)

+ Add funnel step

AND **OR**

B or matching **attribute**

Σ Ads Audience 'Recent purchasers' - L... equals remove customers

Ads Audience 'Recent purchasers' - last operation + Save aggregate

last campaign operation + Skip Lifetime

WHERE	status	equals	success
AND	action_type	equals	ads
AND	action_name	contains	Recent purchasers

[Refine more](#)

+ Add filter condition

Enable personalization



Best Practices For Scenario Building

Summary Best Practices

1. Start scenario with **the right time trigger** or **on-event trigger**
2. Filter only customers with **valid IDs** and **consents**
3. **Add** only customers that
 - a. *Have not been added before*
 - b. *Are eligible again after being removed from the audience*
4. **Remove** not relevant customers
 - a. If they are no longer eligible based on the conditions
 - b. If they opted out

We recommend to have the *data tracked* with expiration set to minimum **90 days** and to optimise for MPE (no unnecessary error events).

Configure **membership duration** in Google Ads or Facebook Ads directly ⇒ no need to take care of removing customers from audiences if they expire automatically (optional)

Link to [Ads Best Practices Guide](#) + ask your CSM/Business Consultant to help you with deployment

Cost Effective Approach

Limit your Paid Media Cost

Target only customers who **meet the criteria** defined in condition nodes

Regularly **remove customers who are no longer relevant** for ad audience

Understand what are your customer's **preferred communication channels**

Limit your **Bloomreach** Cost

Add condition to **avoid resending same customer** frequently to your list

Add condition to check if **identifier used for matching** and **consent** are present in customer's profile

Retargeting Use Cases



Key Use Cases

ACQUISITION CAMPAIGNS

Creating **Seed Audience** for lookalike modeling:

- Target **Lookalike of VIPs**
- Target **Lookalike of High Likelihood to Spend**
- Create audiences based on your potential customer's **Previous Interactions**

RETENTION CAMPAIGNS

Retargeting specific group of customers based on:

- **Lifecycle Stages** (*new, lapsing, reactivation, etc*)
- **Product Preferences** to tailor content
- **Predictive Score** (*ie. prediction to spend/ to engage*)

REDUCE COSTS

Create **Suppressions Lists** for:

- Customers who **should not be engaged**
- Customers who **recently bought**
- Customers **highly engaged on cheaper channels** (*email for instance*)



UC: Omnichannel Optimisation Using Email Engagement Segments

- Customers who have recently opened/clicked newsletter campaign can be excluded from the paid campaigns → **Ads budget optimization**
- Customers who are not engaged with email campaigns should be targeted by paid ads → Deliver your message **using customer's preferred channel**



UC: Leverage data from Engagement to create valuable Lookalike Audiences

- Segment the customers based on **CLTV value**, select the **top 10%** and push them as seed audience for lookalike audience
- Create a segment of **recent purchasers** (e.g. *purchase in last 30 days*) and use them for creating valuable lookalike audiences
- Leverage the 'prediction' feature, calculate the probability of purchase of your customers using AI and use the **'high probability' segment** as lookalike audience or/and target **the lower probability segments** to increase the chance of conversion



Examples of Other Valuable Segments

To Include → Increase Revenue

- Customers that are **visiting your website recently without a purchase**
- Customers that have **medium probability of purchase** (*based on AI predictions*)
- **Regular purchasers that have not purchased recently**
- Customers that were **targeted with a campaign through other channel** but didn't convert
- **Upsell/Cross-sell customers** based on their recent purchase
- Customers **buying only during sales** periods

To Exclude → Decrease Budget

- Customers that are **engaged with marketing communication via other channel** e.g. active email openers
- Customers that **have purchased recently** (*depends on the business*)
- Customers that are **'problematic'** (*e.g. returning the products frequently*)