



Engagement



# Plug & Play



# Team Introduction



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# Agenda

1. Slido interaction [3 min]
2. Plug & Play introduction [10 min]
3. Plug & Play Library [15 min]
  - Presentation
  - Demo
4. Next Steps - think customer journey [10 min]
5. Q&A session with Slido [10 min]



# Slido

- Go to [slido.com](https://slido.com) and enter **#bestpractices2023**
- OR click on the link in the chat
- OR scan the QR code
- **Quiz starting soon**
- **Q&A Session** – ask questions during the session, will be answered at the end of the session



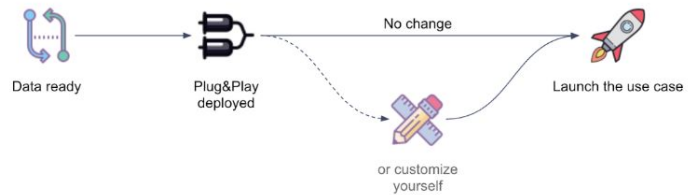


# Plug & Play Introduction



# What is Plug & Play initiative?

- Internal initiative to bring the **best practices and industry standard use cases** to our clients
- Quick way to **start your journey** with Bloomreach Engagement but also to **increase your adoption** in later stages
- Prepared and maintained by consultants
- **70+ use cases** covering **4 channels (emails, sms, web layers, ads) and analytical dashboards**





# Where to find more information?

- [Plug & Play website](#) (not all use cases are online)
- Approach your CSM or Consultant

<b>Abandoned Browse Flow</b> OABF Plug&Play	<b>"Just Bought" Location-Ba...</b> WJBL Plug&Play	<b>[WSOI] Single Opt-In Subs...</b> WSOI Plug&Play,opt-in,SOI	<b>Abandoned Browse SMS</b> SABB Plug&Play	<b>Abandoned Browse Web L...</b> WABL Plug&Play
<b>Abandoned Cart Flow with...</b> OACP Plug&Play	<b>Abandoned Cart Flow with...</b> OACO Plug&Play	<b>Abandoned Cart Flow with...</b> OACR Plug&Play	<b>Abandoned Browse Web L...</b> WABR Plug&Play	<b>Abandoned Browse with O...</b> OABO Plug&Play
<b>Apple Mail Segmentation</b> APMS Plug&Play	<b>Automated Instagram Fee...</b> OIGC Plug&Play	<b>Automated Newsletter for ...</b> OCAN Plug&Play	<b>Abandoned Cart Web Layer</b> WABC Plug&Play	<b>AdTech Audiences (FB, Go...</b> ATAU Plug&Play
<b>Best Seller/Trending Badges</b> WBSB Plug&Play	<b>Bi-Weekly Automated Top ...</b> OTPR Plug&Play	<b>Birthday Campaign</b> OBDC Plug&Play	<b>Automated YouTube Feed ...</b> OYTF Plug&Play	<b>Best Channel Segmentation</b> ABCS Plug&Play
<b>Business Overview Dashb...</b> ABAD Plug&Play	<b>Business Review Evaluatio...</b> ABRE Plug&Play	<b>Cart Update Popup Banner...</b> WCUP Plug&Play	<b>Brand Affinity: Automated ...</b> OBAN Plug&Play	<b>Browser Tab Animation</b> WBTA Plug&Play
<b>Double Opt-In Subscriptio...</b> WDOI Plug&Play	<b>Email Deliverability Dashb...</b> AEFD Plug&Play	<b>Email Health and Engagem...</b> AEFH Plug&Play	<b>Conversion Dashboard</b> ACVD Plug&Play	<b>Customer Lifetime Value (...)</b> ORFM Plug&Play



# Plug & Play vs Plug & Play Library

## Plug & Play

- 70+ Use Cases
- Bloomreach accessible only
- Access for all CSMs and Consultants
- Use Case = initiative in the app + documentation

## Plug & Play Library

- 13 Use Cases
- Publicly accessible
- Gated access for some accounts
- Use Case = initiative in the app including testing scenario + walkthrough in app guide + documentation



# Plug & Play Library



# What is P&P Library?

- **New feature** accessible to clients
  - First step: Gated access for clients based on requirement criteria
  - Second step: Rollout on all accounts
- 13 Use Cases (email, sms, web layers) with more to come
- **Prerequisites**
  - Map your data correctly in the Data Mapping
  - Features enabled e.g. SMS switched on
  - Project Admin access role to download the Use cases
- **Future**
  - Continuous release of new Use Cases
  - Released to all
  - Learn with real Use Cases



**Next Steps - think customer  
journey**



# How to work with Plug & Play Use Cases?

1. Define the **goal**
2. Imagine the **customer journey**
3. Build up the use cases from basic to more advanced
4. Evaluate and iterate/customize





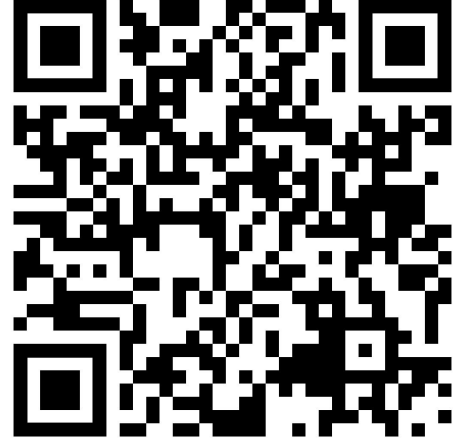
# Summary

- **70+ use cases available within Plug & Play** - have a look at our web site and contact your CSM
- **13 use cases** available in the new feature '**Plug & Play Library**'
- Pick the relevant use case based on the **goal you want to achieve**, make sure that you are **progressively covering the different stages of customer journey** and that you start to **cover the bases first** before adventuring to more complex use cases.



# Academy and Consulting

- **Mini Masterclass** - Our newest series of feature-focused videos for Engagement users. These quick and easily understood videos are recommended to anyone that is eager to improve their skills and expertise - **on-demand and free!**
- Bespoke consulting package - **Audit as a service** - please reach out to your CSM
  - Identify data issues
  - Get back control of your data
  - Improving time to value
  - Controlling the cost
  - Data Fixing - one off cleanups

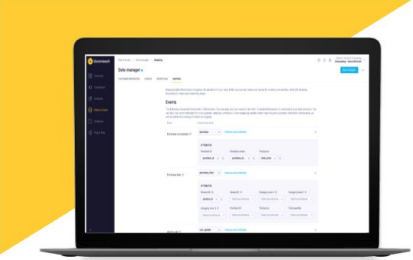


<https://academy.bloomreach.com/page/mini-masterclass>



# Audit as a Service

A service to enable clients to efficiently manage their projects and help them activate data to drive value and business efficiency.



Time to implement: 1-4 weeks\*



Time to results: 1-3 weeks\*\*



- Basic Package: 20 MH**
- Intermediate Package: 40 MH**
- Advanced Package: Custom**

## OVERVIEW

Project hygiene and maintenance is one of the more complex challenges for our customers to solve. This is generally due to lack of knowledge of the data and lack of resources to maintain correct hygiene. These challenges can lead to commercial, business, and compliance risks.

## KEY BENEFITS

### Project health overview

We work to create a general overview of the health of your project and compare it to similar clients.

### Identify data issues

We will identify data issues by running a full data audit on your project.

### Get back control of your data

We will update or create a full tracking document so that you and your team are aware of all data coming into the project, and can activate it more efficiently.

### Improving time to value

We will ensure that project data mapping is correctly configured to enable full customer profile overview history and ensure new P&P scenarios drive value from the moment they're launched.

### Controlling the cost

We will work with you to review and implement recommended data expiration metrics and event usage.

### Data Fixing

We will create one-off system scenarios to fix the most common data issues, such as attribute duplication.

\*Dependant on what level of audit is done  
\*\*Dependent on which recommendations are actioned



# Q&A and final notes



- Go to [slido.com](https://slido.com) and enter **#bestpractices2023**
- OR click on the link in the chat
- OR scan the QR code
- **Ask any questions!**
- **Please give us feedback in the poll**
- **Next session in April - Deep dive into SMS/MMS with us!**







# Make your customer journey great!

