



TOP 6 Plug & Play use cases: Best Practices





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-
- **Q&A Session** – ask questions during the session, will be answered at the end of the session





Introducing our hosts...





Team Introduction



Matej Cambal

Senior Business consultant
Emailing and Deliverability
Bloomreach



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Senior Business consultant
Plug & Play initiative owner
Bloomreach



Agenda

1. Quick intro into Plug & Play
2. Overview of TOP 6 use cases implemented by our clients
 - a. Intro, prerequisites
 - b. Demo
 - c. Results and best practices
3. Q&A

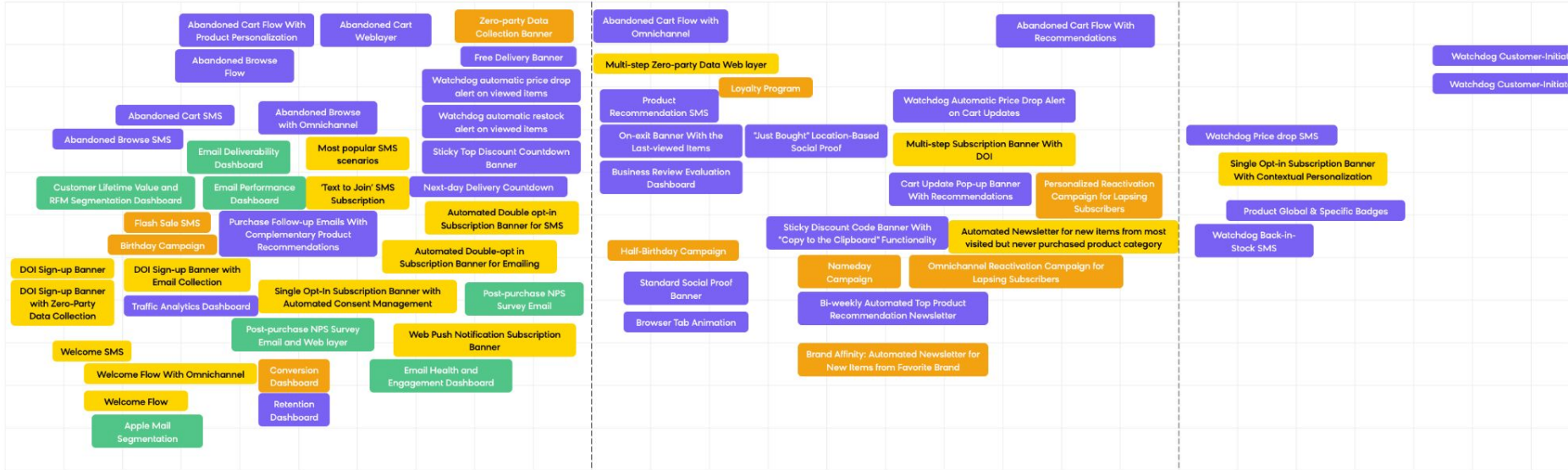
Quick intro to Plug&Play



Overview: P&P Maturity Matrix

The strategic vision

Value



Basic

Advanced

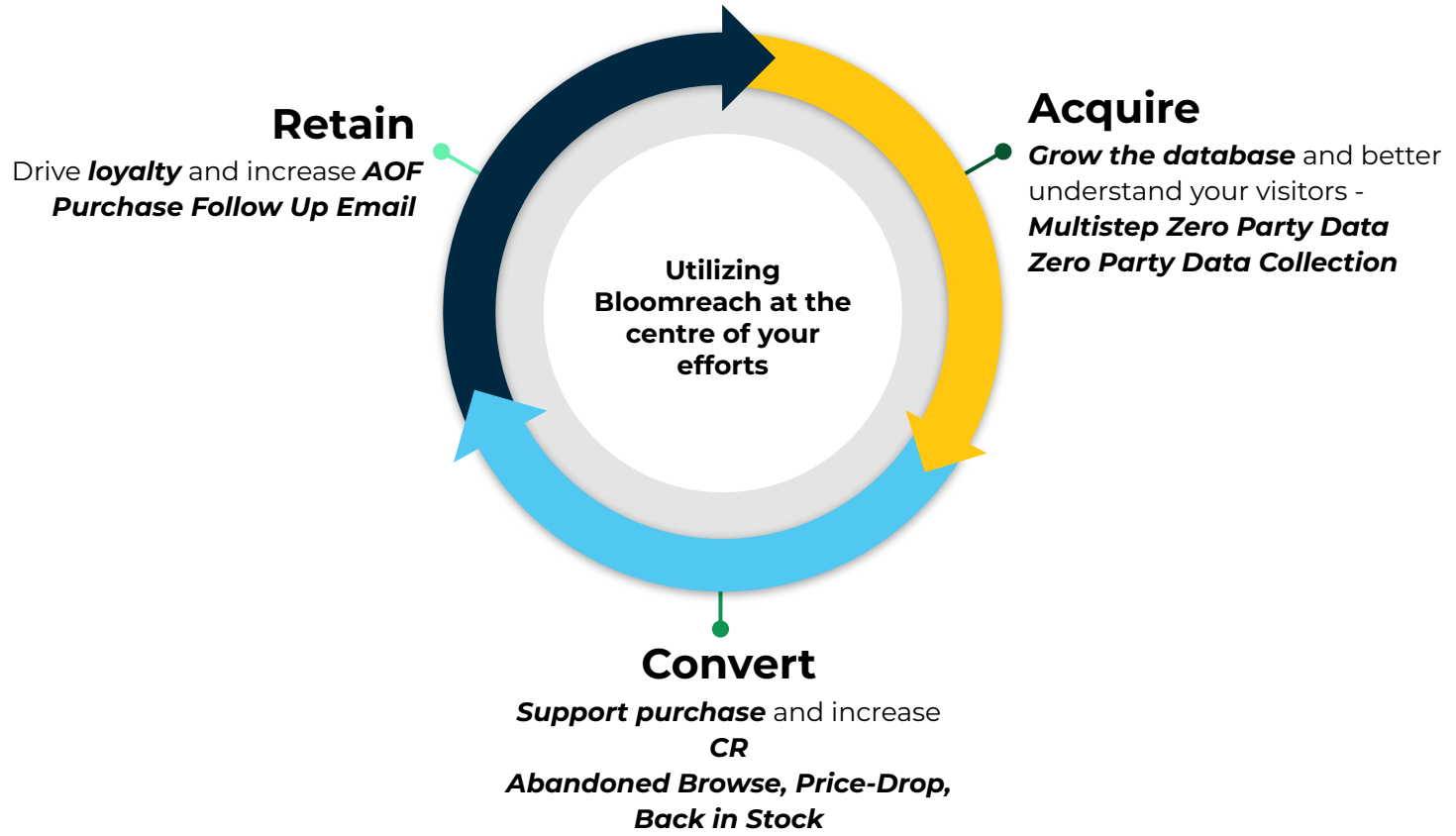
Champion

<https://www.bloomreach.com/en/products/engagement/plugin-and-play>



Bloomreach Priority Growth Opportunities

The strategic vision





Bloomreach Priority Growth Opportunities*

Drive your KPI's with P&P Use Cases

Acquire

- Grow the database
- Marketing consent



- **Zero Party Data Capture**

Convert

- Drive conversion
- Support AOV, CR



- **Abandoned Browse**
- **Back in stock**
- **Price-Drop**

Retain

- Drive 2nd Purchase
- Build loyalty



- **Follow Up Email With Next Best Offer**

TOP 6 Use cases in practice



Use Case 1: Zero-Party Data Banner

GOAL = ACQUISITION

Time To Live = 1-2 weeks

- Copy initiative < 1 hour
- Data mapping, creative amends, testing and go-live (customer dependent)

Required modules:

- Weblayers

Prerequisites:

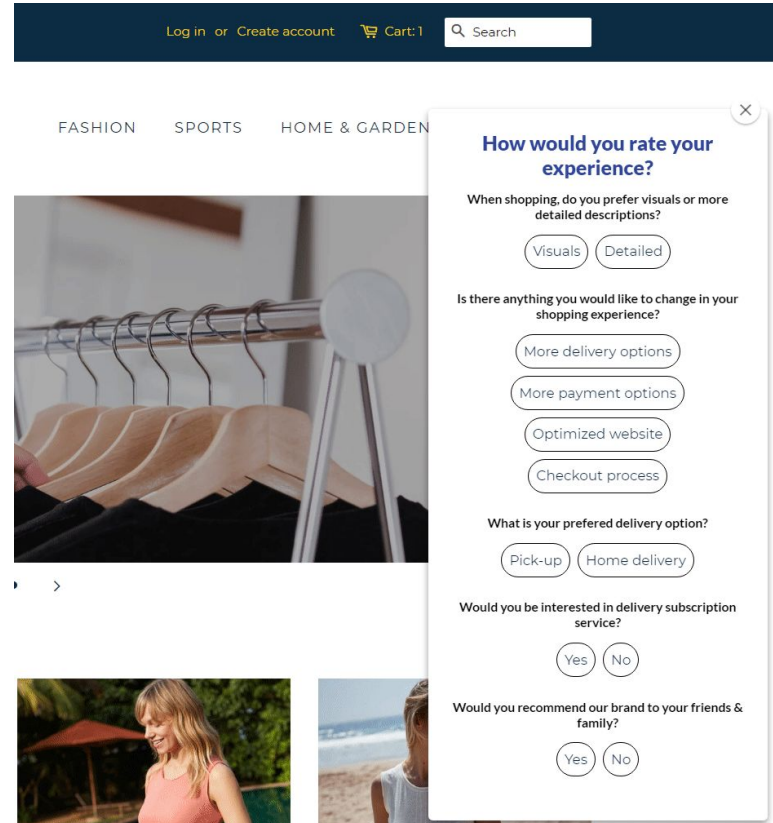
- Consent event
- Banner event
- Email property
- View item (optional)
- Session start (optional)
- Your design (optional)

Key documentation:

[Public material](#)

Potential Blocker:

- Weblayers not in contract
- Website not integrated yet





Best practices & benchmarks

- Build your strategy - ask questions about preferences you are planning to utilize a few months from now - to collect enough data and get a headstart once launched
- Use reports to populate potential answers automatically - e.g. favorite brand
- Prepare different versions of the banner for customers/non-customers



Data from live implementations from 16.7-16.10
Subscription rate is calculated from banners shown to banners submitted, uplift is on subscription rate



Use Case 2: Multi-Step Zero-Party Data Banner

GOAL = ACQUISITION

Time To Live = 1-2 weeks

- Copy initiative < 1 hour
- Data mapping, creative amends, testing and go-live (customer dependent)

Required modules:

- Weblayers

Prerequisites:

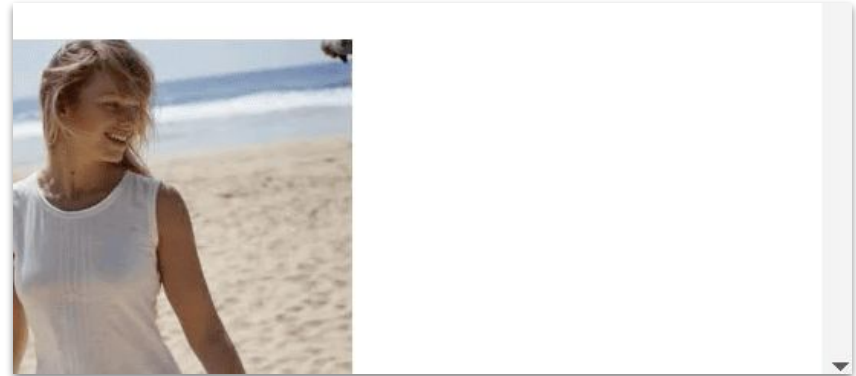
- Consent event
- Banner event
- Email property
- View item (optional)
- Session start (optional)
- Your design (optional)

Key documentation:

[Public material](#)

Potential Blocker:

- Weblayers not in contract
- Website not integrated yet



Customer Success Story

+20% email OR + conversion



*"Bloomreach allows us to obtain a 360-degree view of our customers. As it is a customer-centric tool, **we can easily collect and store customers' information (GDPR-proof of course!).** This allows us to personalize our marketing campaigns and apply more targeted marketing in an easy manner. Thanks to Bloomreach, we can now offer a personalized experience across all touchpoints."*

Frederique van den Boogaart, CRO, My Jewellery



Best practices & benchmarks

- Build your strategy - ask questions about preferences you are planning to utilize a few months from now - to collect enough data and get a headstart once launched
- Prepare different version of the banner for existing subscribers - just remove the last “email” step
- Make sure the customers can see benefit of providing the data - respect their choices to get more answers in the future



Data from live implementations from 16.7-16.10
Subscription rate is calculated from banners shown to banners submitted, uplift is on subscription rate



Use Case 3: Abandon Browse

GOAL = CONVERT

Time To Live = 1-2 weeks

- Copy initiative < 1 hour
- Data mapping, creative amends, testing and go-live (customer dependent)

Required modules:

- Email

Prerequisites:

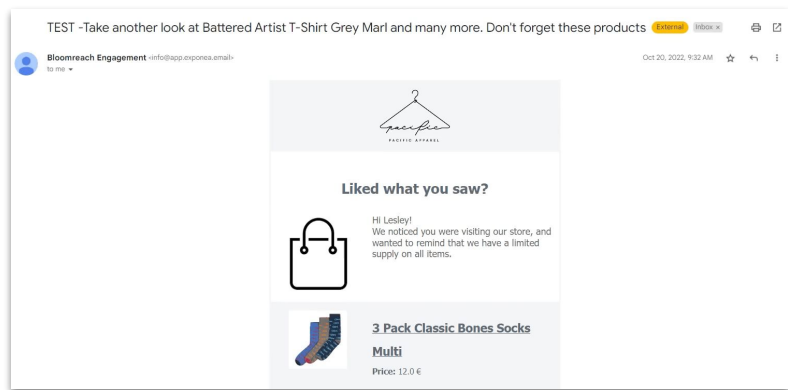
- Purchase_item event
- Purchase event
- View_item
- Consent event
- Email property
- Product Catalog (item_id, image, price, title, url)
- Your design (optional)

Key documentation:

[Public material](#)

Potential Blocker:

- Email module not in contract
- Inconsistency in product ID's between web and catalog



Success Story

+80.9% Higher Click Rate

“Have a ready-to-use solution for essential bottom-funnel marketing tactics. **Browse abandonment emails have an 80.9% higher open rate and 50.5% higher click-through rate** than traditional emails, while currently 28.04% of all browsers that open these emails will click through and return to the site.”

Bloomreach Team



Best practices & benchmarks

- Set the frequency according to your general email strategy - do not overcommunicate among other running campaigns
- Target customers who have not visited for a long time
- As a next iteration, split the campaign by specific category of abandoned browse product and offer different, more specific content
- Combine with RFM segmentation to target customers in the ideal stage



Data from live implementations from 16.7-16.10
Conversion rate is calculated from all emails delivered



Use Case 4: Purchase Follow-Up

GOAL = RETAIN

Time To Live = 1-2 weeks

- Copy initiative < 1 hour
- Data mapping, creative amends, testing and go-live (customer dependent)

Required modules:

- Email
- Recommendations (optional)

Prerequisites:

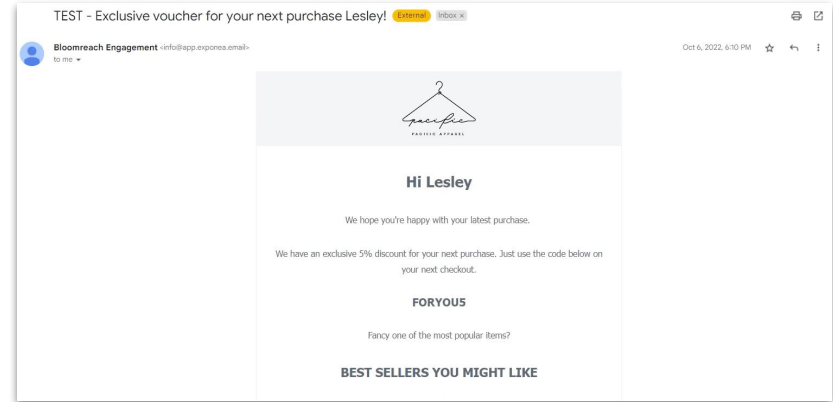
- Purchase event
- Purchase_item event
- Consent event
- Email property
- Client's design (optional)

Key documentation:

[Public material](#)

Potential Blocker:

- Email / Recs not in contract
- Inconsistency between purchase_item event and catalog for product IDs



Customer Success Story

+13.8% increased revenue



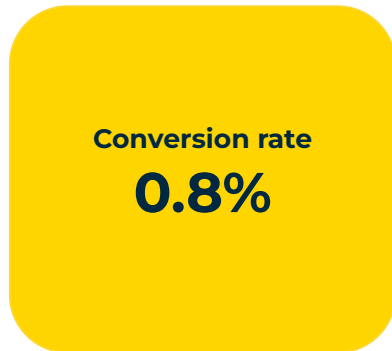
"It has the perfect combination of ease of use and complexity. **It has truly enabled us to deliver personalized experiences at scale.** This is just the beginning of a very long and successful partnership with Bloomreach."

Tom Reding - Director of Digital and E-Commerce for BrewDog



Best practices & benchmarks

- A/B test different periods for follow-up email
- A/B test different recommendation engines and settings
- Start with 1st to 2nd purchase follow-up emails - typically the biggest gap in the purchase-to-purchase funnel



Data from live implementations from 16.7-16.10
Conversion rate is calculated from all emails delivered



Use Case 5: Back in Stock

GOAL = CONVERT

Time To Live = 1-2 weeks

- Copy initiative < 1 hour
- Data mapping, creative amends, testing and go-live (customer dependent)

Required modules:

- Email

Prerequisites:

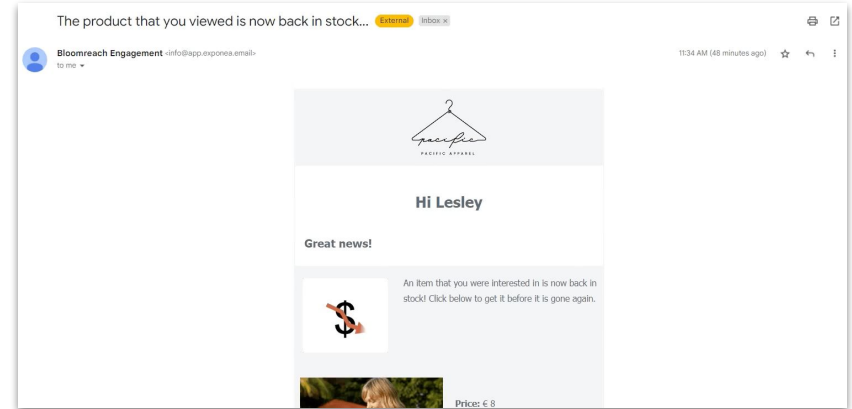
- Purchase event
- Purchase_item event
- Consent event
- Email property
- Catalog with stock level data

Key documentation:

[Public material](#)

Potential Blocker:

- Email not in contract
- Stock level data not reliable in catalog



Customer Success Story

+65% Open Rate



We recommend



"We have significantly reduced the load on our customer service office in terms of the number of email and telephone inquiries regarding product availability dates. At the same time, our customers received clear communication informing them about the possibility of purchasing their dream KitchenAid products."

Bartosz Konwicki, Manager, Direct Sales, Vivamix



Best practices & benchmarks

- Check the frequency of stock level imports, make sure the data is correct in catalog and time your campaigns according to import times
- Set a good enough threshold for how many items should be back in stock, to avoid customer disappointment
- Use back in stock data to decide on re-stocking
- Consider SMS or mobile push notifications for next iterations

Click to delivered rate

20%

Conversion rate

5.9%

Data from live implementations from 16.7-16.10
Conversion rate is calculated from all emails delivered



Use Case 6: Price Drop

GOAL = CONVERT

Required modules:

- Email

Prerequisites:

- Purchase event
- Purchase_item event
- Consent event
- Email property
- Catalog of prices + price changes

Key documentation:

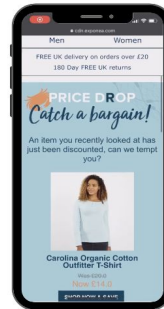
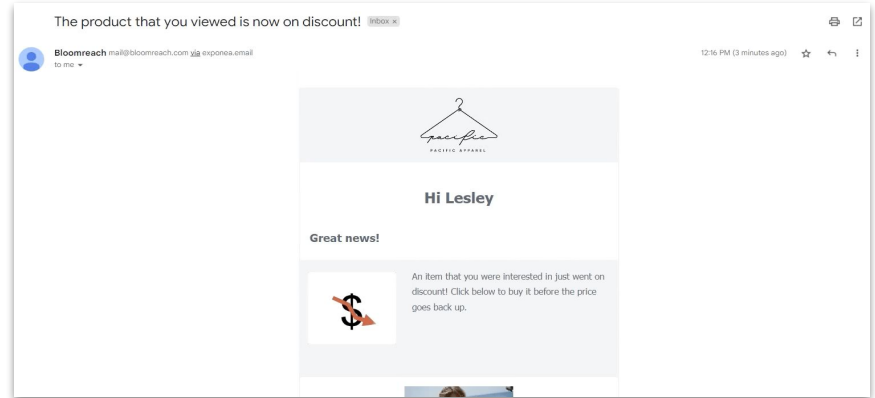
[Public material](#)

Potential Blocker:

- Email not in contract
- Inconsistency in price data between website and catalog

Time To Live = 1-2 weeks

- Copy initiative < 1 hour
- Data mapping, creative amends, testing and go-live (customer dependent)



Customer Success Story

429% higher conversion

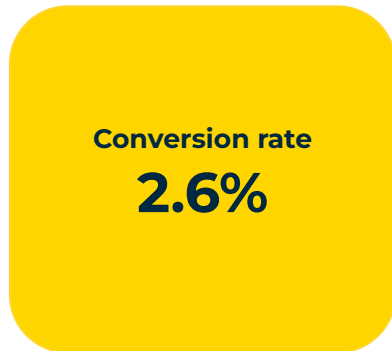
“The email was triggered and sent to all customers with a ‘price drop’ alert and the results were fantastic! We drove **significantly increased conversion rates and unlocked further revenue potential** utilizing this Plug&Play use case.”

Ben Mercier - Customer Director - Weird Fish



Best practices & benchmarks

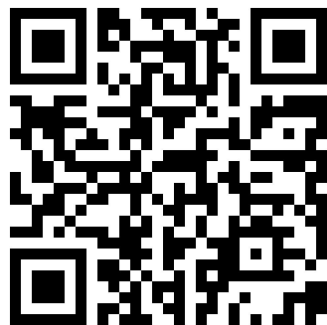
- Double check the catalog data, make sure the prices are correct, check against the website
- Use price-drop data to decide on discounts and future campaigns
- Consider SMS or mobile push notifications for next iterations



Data from live implementations from 16.7-16.10
Conversion rate is calculated from all emails delivered



Do you want to know more about optimizing your channels? Then register for our brand new course: **Omnichannel Orchestration.**



Q&A





Q&A and final notes

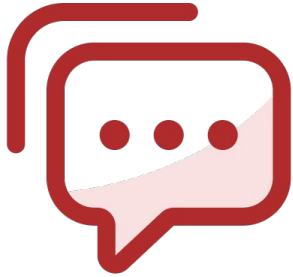


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- OR click on the link in the chat
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- **Ask any questions!**
- **Please give us feedback in the poll**
- **Next session in December**





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Feedback



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2023-10 Feedback US

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Thank you

The image features a dark blue background. In the lower-left quadrant, the words "Thank you" are written in a large, bold, white sans-serif font. On the far left, the word "BLOOMREACH" is written vertically in a smaller, white, all-caps sans-serif font. The right side of the image is decorated with thin, yellow lines that form abstract, curved shapes, including a large inverted triangle and several sweeping arcs.