



bloomreach

Black Friday Readiness: Best Practices





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- Go to slido.com and enter **#bestpractices2023**
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- OR scan the QR code
- **Ice Breaker**
- **Q&A Session** – ask questions during the session, will be answered at the end of the session





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2023-09 Survey Part 2

- ① Click **Present with Slido** or install our [Chrome extension](#) to activate this poll while presenting.

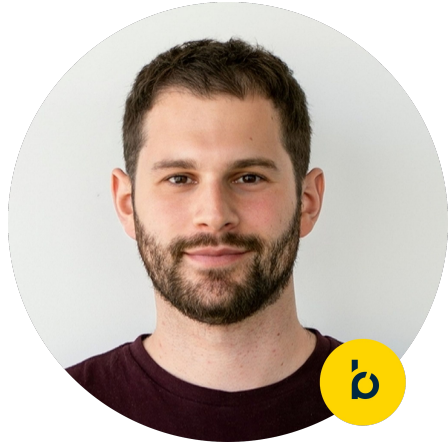


Introducing our hosts...





Team Introduction



Michal Blasko

Senior Business consultant
Emailing and Deliverability
Bloomreach



Nicole Khoury

Business consultant
SMS Expert
Bloomreach



Agenda

1. Strategic readiness:

- a. Peak Season Readiness
- b. Email deliverability
- c. SMS deliverability

2. How to prepare & Planning in advance:

- a. Planning in advance & setting goals
- b. Contact acquisition
- c. Data audit
- d. Adjusting Automations
- e. Effective Segmentations
- f. Gathering Insights through reports

3. Sending Strategy:

- a. Power AI tools: contextual personalisation, recommendations
- b. Adopt an Omnichannel strategy
- c. SMS best practices
- d. Email best practices
- e. Ads best practices

Strategic Readiness



Peak Season Readiness

HOW WE ARE PREPARING AT BLOOMREACH

Client Services

CSMs, Business consultants and Technical Consultants will be ready to help you prepare for successful peak times (working hours). If you need help from the TCs or BCs, please let your CSM know by the end of October.

Engineering & platform upscale

Our Engineering team will be upscaling platform capacity on all instances. Please complete the [peak planning form shared by your CSM](#)

Email and SMS Deliverability - next 2 slides

HOW WE ARE PREPARING AT BLOOMREACH

Support:

- **CSM** - preparation or strategic questions.
- **Live chat/support** - in-app questions, concerns, or technical issues

Useful links:

- [Bloomreach status page](#)
- See the most common issues and their solutions, such as with [imports](#), [emails](#) and [web personalization](#)
- Check that your inquiry falls [within the scope of Support](#)
- Learn [how can you communicate with Support efficiently](#)

Please see [this section](#) for more details on Peak Season Readiness with Bloomreach.



Email deliverability

HOW WE ARE PREPARING AT BLOOMREACH

Email Deliverability support during peak:

Our deliverability team will be available for consultations during working hours over 2 weekends (November 18th-19th and 25th-26th). In case of urgent questions, please feel free to reach out:

- **EMEA:** Gavin Sherry: gavin.sherry@bloomreach.com
- **Americas:** Michael Mann: michael.mann@bloomreach.com

Before the peak:

- **Subscribe to the ESPs status notifications**
- Mailgun: <https://status.mailgun.com/>
- Brevo (Sendinblue): <https://status.brevo.com/>
- Sinch: <https://status.sinch.com/>

HOW WE ARE PREPARING AT BLOOMREACH

Email Deliverability best practices:

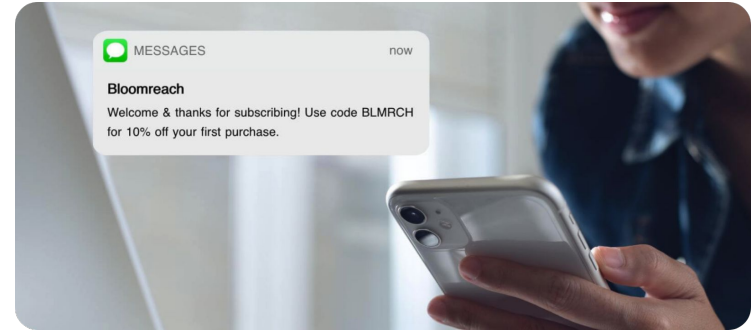
This topic is covered in a separate webinar and includes the details below

- Know your IP/Domain reputation by setting up an additional reporting tools**
- Key metrics and thresholds** to monitor
- Audience health and its recommended targeting frequency**
- Strategy for **maximising the IP/domain reputation** ahead of the peak period
- Recommendations on **the sending calendar** during the peak period
- Much more...**

Please see the full workshop on Email Best Practices with Michael [in this link](#)



SMS deliverability



! Throughput Allocation !

We will conduct a review of the throughput allocated to accounts in the lead-up to this period. The main objective is to spot accounts who typically send low monthly volumes but intend to significantly increase their activity for Black Friday and Cyber Monday. For these accounts we will need to work with vendors to ensure adequate throughput is allocated to minimise any potential lag.

- The only way to prevent any delays is to flag these volumes in advance, so if you are planning substantial SMS volume increases /larger campaign sizes.

! NEXT STEP: Please complete the [peak planning form](#) shared by your CSM - if you have not received it yet, please contact your CSM who can walk you through the process

! Operators have finite capacity so delays can be experienced around this time due to Mobile Network Congestion.

How To Prepare: Planning in Advance



Understand your Black Friday Goals

Set your goals

- ★ Acquiring new customers?
- ★ Increasing revenue and sales?
- ★ Customer Retention?
- ★ Customer Loyalty?
- ★ Winning back Lapsed Customers?

Consider what you're measuring

- ★ # First time buyers during Black Friday?
- ★ Total BF revenue? AOV? Increase in sale vs. Last year?
- ★ Repeat Purchase Rate during BF vs. Churned (not made a purchase)? CLTV?
- ★ AOV of loyalty customers? Have they converted during their early access?
- ★ Lapsed customers who made a purchase during BF? Time between last purchase and return during BF?

BONUS!

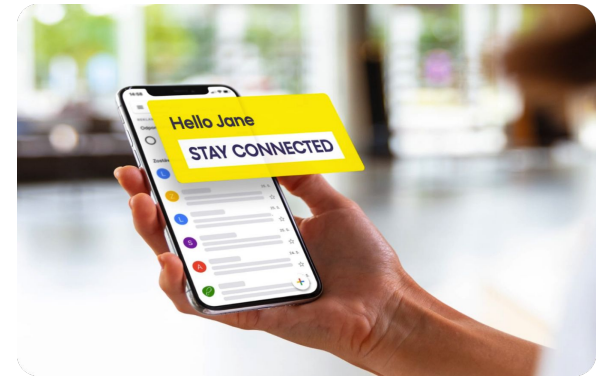
We have an initiative with Black Friday assets and analysis to help you set your goals and measure them with the right metrics!

Contact your CSM to get access!



Build A Strong Subscriber List

Focus on growing your subscriber list ahead of peak season



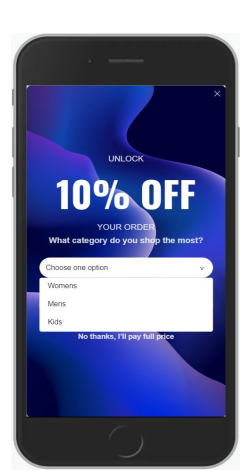
- **Straightforward and actionable sign-up units with Black Friday incentive:** Following your branding, make it attractive, clear and actionable headline offering your Black Friday / Cyber Monday early access, exclusive discounts, 'be the first to know' across all your channels
- **Conversion across channels/ devices:** Launch an email campaign to convert your existing email subscribers, through your ads: instagram/tiktok stories swipe, mobile app in-line notifications, checkout page, offline to opt-in to SMS to make sure they are the **first to hear** when the deals are live
- **2-in-1 subscriptions:** optimisation by using the same sign-up unit (different screens) to collect both emails and mobile for Black Friday and Cyber Monday-specific accesses & offers



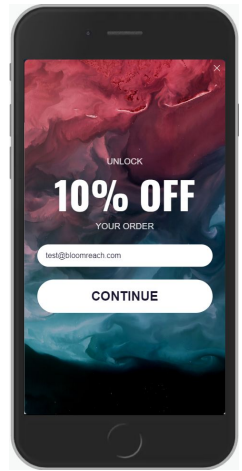
Sign-up Units - Data Capture

double-opt-in process included

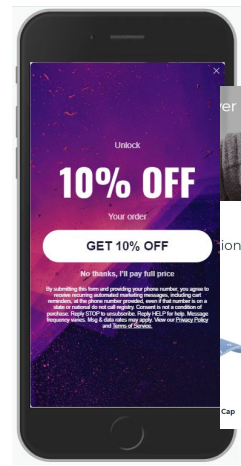
Bloomreach has Sign-up units help you accelerate the growth of your subscriber list. We offer you fully customizable weblayers that allow you to capture phone numbers & emails across devices on desktop or mobile. On top of that Bloomreach provides the compliance language included within each sign-up unit. (Docs for [SMS sign-up unites](#) and [Weblayers](#))



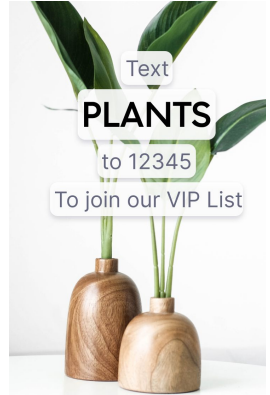
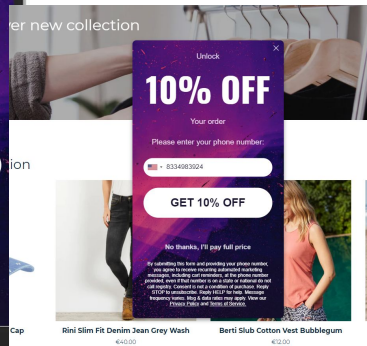
Zero-party Data Sign-up Unit



Multi-Step Sign-up Unit (Email & SMS)



SMS Sign-up Unit - Desktop & Mobile



By submitting this form and providing your phone number, you agree to receive recurring automated marketing messages, including cart reminders, at the phone number provided, even if that number is on a state or national do not call registry. Consent is not a condition of purchase. Reply STOP to unsubscribe. Reply HELP for help. Message frequency varies. Msg & data rates may apply. View our [Privacy Policy](#) and [Terms of Service](#).

Text-to-Join Keywords

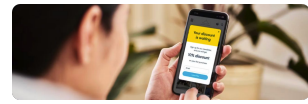
Navigate to CAMPAIGNS -> Weblayers -> Create new



Please contact your CSM to deploy any of these Weblayers!

Signup Weblayers - Use Cases

IMPROVE ACQUISITION



IMPROVE ENGAGEMENT

- **New customer - get % off the first order**
 - ◆ Banner offering %/£\$ off first purchase in exchange for the email/phone number consent.
- **Mobile App download banner**
 - ◆ Helping with adoption on the new channel e.g. downloading the application with incentive or without
- **Zero party banner / 1st party banner**
 - ◆ Data that a customer intentionally and proactively shares with a brand. DOB, Preferences etc.

- **Growing audience with Leads Ads on FB / Instagram**
 - ◆ You can collect zero party data, email addresses and/or phone numbers.
 - ◆ More details on slide 40 and our [documentation](#)

- **Feedback banners (quick survey)**
 - ◆ Quick survey or link to a Survey page - encouraging feedback from the end customers
- **NPS banners**
 - ◆ Banner encouraging quick feedback either post purchase or customer services
- **Hear the news / Be first / VIP**
 - ◆ Banner engaging with news, new releases, special offer, VIP access or an early access.
- **Product Reviews**
 - ◆ Start collecting reviews for your product ahead of time.



Data audit

PRODUCT CATALOGS:

Personalisation:

Make sure the product catalogs are being updated regularly, mainly **product attributes like item IDs, price, original price, stock level etc.**

On recommendations, review the **evaluate section in live engines and make sure they can deliver personalised products.**

Worth checking the product catalog data for the most popular items and make sure **the product title, image URL, PDP URL and other attributes mentioned above are correct and up to date.**

VOUCHERS:

Make sure you have enough voucher in the BF pools

FRONT END / BACK END DATA:

Make sure the main **purchase_item, view_item and cart_update** events are tracked properly with correct set of item IDs.



Customers

Import new Customers with custom attributes.



Events

Import new events. Choose an existing event type or create a new one.



Catalog

Import a new catalog or add items to an existing one.



Vouchers

Import vouchers into either a new or existing voucher pool.



Adjusting Automations

KEY USE CASES:

Review the abandonment use cases:

- **Cart**
- **Browse**
- **Checkout**

Price drop automations

... UCs with the highest conversion rate.

TIMING IS EVERYTHING

Optimal send time predictions

Review the optimal send time nodes and set it to shorter time range.

Wait nodes & follow up emails

Considering shortening the time when the follow up email is sent from days to hours.

Additional follow up message

Consider adding 1 extra follow up message after a few hours.

OTHER SUGGESTIONS:

Frequency policy adjustments

Consider disabling the frequency policy on the best performing automations

Exclusions review:

Disable filters:

- Suppressing customers who made purchase in the past XYZ months
- Suppressing customers who received the same campaign in XYZ days/weeks.

Keep filters that suppress:

- **Typo traps**
- **High risk contacts (email validation)**
- **Opted out**
- **No valid email address**

Subject lines & content

Worth to AB test personalised subject lines, creating a sense of urgency.



Segmenting your list

What to consider?



Last Year's BFCM Buyers:

+ Target: Re-engage customers from last year's Black Friday.

+ Benefits: Revive their Black Friday excitement, reminding them of the great deals they enjoyed before. Higher chances of repeat purchases during this year's event.

Loyalists:

+ Target: Reward and engage your most devoted customers.

+ Benefits: Supercharge Black Friday sales by catering to those who eagerly anticipate the event. Increase their already-high spending tendencies with exclusive offers.

Browsing but not purchased:

+ Target: Turn curious onlookers into Black Friday shoppers.

+ Benefits: Convince them that now is the time to act on their interest. Present Black Friday as the ultimate opportunity to fulfill their desires at reduced costs.

Recent Sale Engagers:

+ Target: Convert interested customers who haven't bought yet within 24-48 hours of Sale.

+ Benefits: Capitalize on their heightened interest during the Black Friday rush. Remind them of the limited-time offers and unique deals.

SMS Engaged vs. Email Engaged:

+ Target: Make the most of recent SMS engagement or Email Engagement

+ Benefits: Reach customers effectively on their preferred channel

Local Customers:

+ Target: Engage local shoppers with in-store Black Friday promotions

+ Benefits: Inviting locals to make the most of in-store Black Friday bargains or any location-specific deals



Actionable Analysis

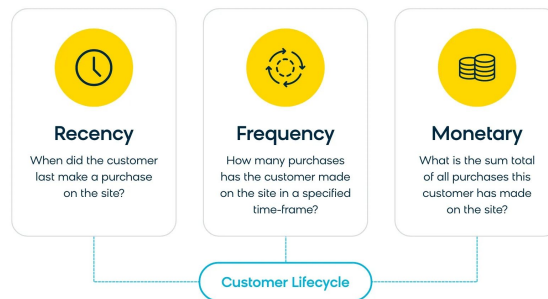
Gathering insights through reports

Look for the actionable insights from your data

What kind of reports can help you get ready for Black Friday sends?

- **RFM Analysis** - How recently and frequently are your customers purchasing and what is their lifetime value?
- **Seasonal Purchasers Analysis** - Who are the customers who purchase during your seasonal sales like Black Friday or Christmas?
- **Returners vs CLTV** - Who are the customers who return their orders too often and what is their lifetime value?
- **CLTV vs previous Black Friday revenue share** - What is the lifetime value of customers who make the most of Black Friday revenues?

RFM Analysis



Please contact your CSM to deploy the BR RFM segmentation!

WHAT IS RFM? RFM is score based segmentation that categorizes your customers into different segments, according to their **frequency, recency and monetary value**. This will allow you to subsequently approach these groups in the most effective way.

- **PROSPECTS:** People who haven't purchased but are subscribed → **CONVERT THEM**
- **CHAMPIONS:** Bought recently, order often and spend the most → **CHERISH THEM**
- **PROMISING:** Spend frequently and with good amount but last time they purchased was several weeks ago → **RE-ENGAGE THEM**
- **CAN'T LOSE THEM BUT LOSING:** Made largest orders, and often. But haven't returned for a while → **SAVE THEM**



Actionable Analysis

CLTV & Return Rates

Gathering insights through reports

Frequent returners are not a profitable segment

Identify frequent returners (more than 50% purchases refunds) and exclude them from your sends

CLTV	20-40% of refunds (# of customers)	40-60% of refunds (# of customers)	60-80% of refunds (# of customers)	More than 80% of refunds (# of customers)
Revenue 1 - 2k	96202	67011	52431	59622
Revenue 2- 5k	19438	16888	13321	12352
Revenue 5-10k	10940	11383	9170	8096
Revenue 10-20k	2832	3750	3454	2805
Revenue 20-35k	515	917	1074	846
Revenue > 30k	31	57	96	83

Seasonal Purchasers Analysis & BF Revenue share

Gathering insights through reports

Seasonal purchasers and their Black Friday revenue share

Some customers purchase only during sales period - identify them and create seasonal customers segment who are low spenders


Customers with highest revenue [Last 365 days]	# of Customers	# of Customers w/ Purchase on BF	# of Purchases	# of Purchases on BF	Revenue	Revenue BF
Revenue 1 - 2k	16216	4536	219933	6747	£ 21 557 225.27	£ 572 878.57
Revenue 2- 5k	3967	1856	109088	3354	£ 11 039 430.49	£ 309 195.70
Revenue 5-10k	310	197	16729	484	£ 2 002 200.40	£ 55 520.56
Revenue 10-20k	48	28	3487	109	£ 650 899.63	£ 20 834.38
Revenue 20-35k	21	9	2349	52	£ 554 564.91	£ 15 229.59
Revenue 35-50k	5	2	883	13	£ 198 352.50	£ 12 297.60
Revenue > 50k	12	3	3061	72	£ 51 939 831.03	£ 16 856.10

Sending Strategy



We ARE the Leaders in AI for Commerce


**Innovation
with AI is in
our DNA**



**Largest Set
of Customer
and Product
Data**



**Deep
Commerce
Expertise**



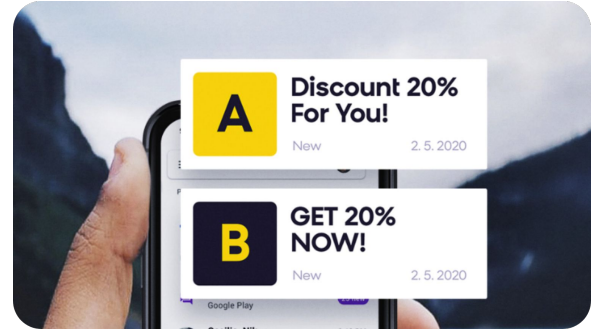


Contextual Personalization

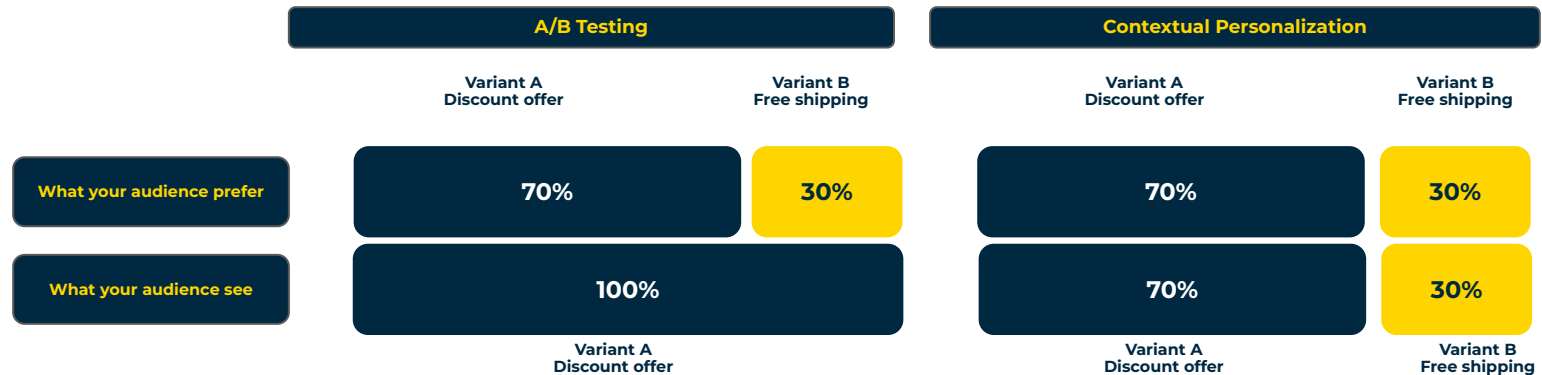
Use AI to find the best variant for every customer

Contextual Personalization uses AI/ML to analyze multiple weblayer/email variants and determine the best variant for each customer based on their unique attributes.

- **Select the best possible variant per visitor** for emails, weblayers, recommendation engines, or any web personalization feature. Leverages AI and ML to make a decisions involving up to 10 variants.
- **Continuously learns** as context and preferences of customers can change over time
- **True personalization** and better conversion by every audience segment



A/B Testing vs Contextual Personalization:





Personalisation through Recommendations

OVERVIEW

Bloomreach product recommendations utilize advanced machine learning algorithms to **deliver personalized and exceptionally relevant content to your customers, whatever channel they choose to interact with you.**

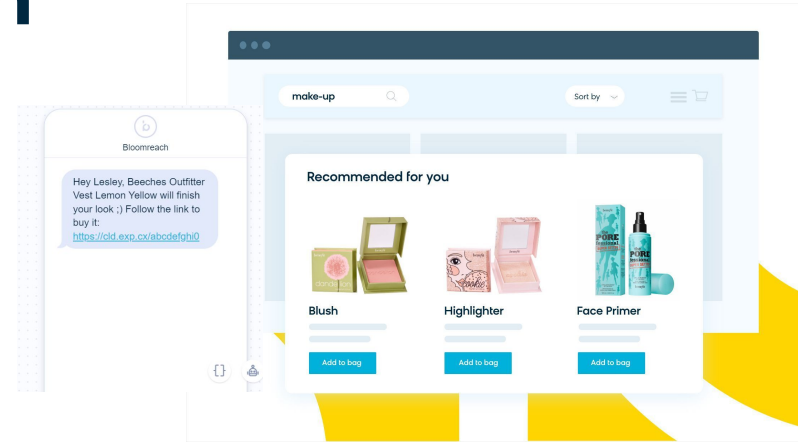
Increase your click rates and conversion rates by personalised products offer

Personalized recommendations for you:

Recommend items that similar customers like using collaborative filtering-based recommendations

Customer recent interactions:

Items customer recently interacted with, for example recently purchased or viewed products



KEY BENEFITS

Increased CTR, AOV and LTV

Intelligently anticipate and show your customers what they want in order to increase engagement and conversion

Auto optimization & real-time results

Always deliver real-time recommendations, even during an active web session, that are **automatically optimized based on machine learning** or rule-based models or a combination of both to fit your business needs.

Scalability & ease-of-use

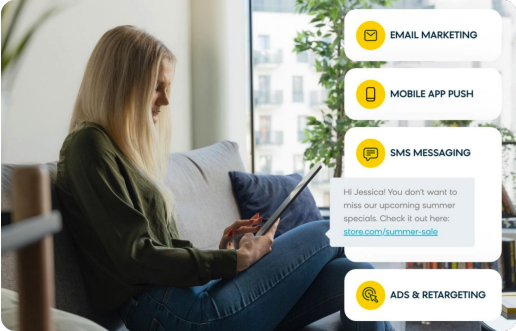
Email recommendation blocks with visual editor and Plug&Play use cases ensure speedy implementation and faster time-to-value.

Omnichannel Strategy



Adopt an Omnichannel Strategy

Go **omnichannel** instead of multichannel: Consider the **unique strengths** of each channel **compliment** your **strategy**



Implementing an omnichannel marketing can **optimize revenue generation** and **enhance operational efficiency**

Create a **coherent** messaging strategy to ensure a **seamless customer experience**:

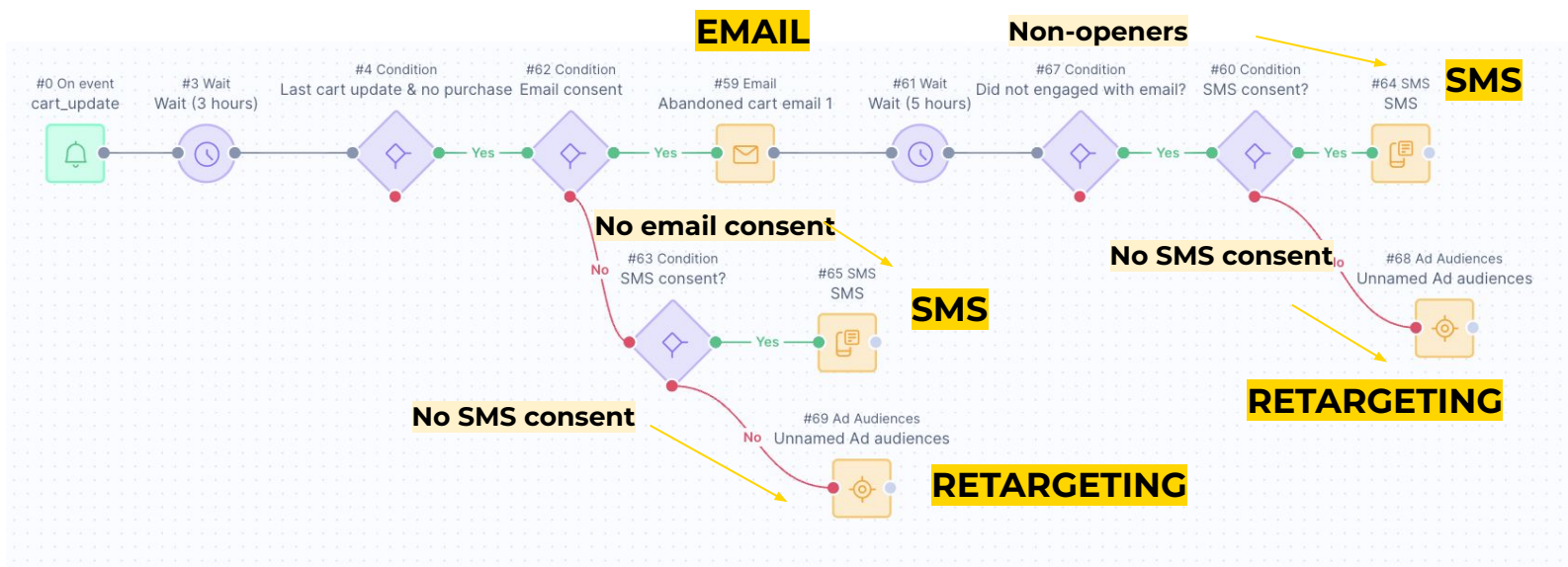
- **Cross-Promotion:** Use email, SMS, and push to either promote each other: Consistent look, tone, and brand identity
- **Identify Preferred Channels:** Connect with subscribers through their preferred communication channel.
- **Deliver distinctive value through each specific channel:** ex. SMS VIP customers can receive an extra SMS exclusive discount, push subscribers can receive a 24 hour additional sale on mobile app, email loyalist subscribers can have early access

Take into consideration the entire **journey** and make sure that they're **aligned** with each one of your **goals**.



Omnichannel strategy

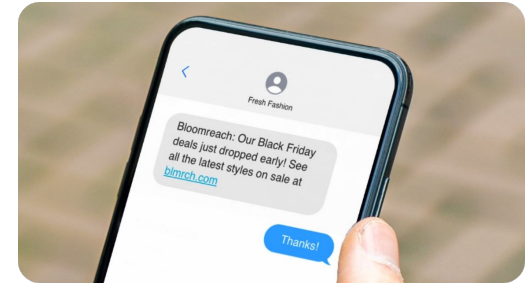
The power of Bloomreach scenarios



SMS Best Practices



BF Mobile Do's and Don'ts



DO'S

Format, Content, Contact List:

- Keep messages **short and to the point**: sending **costs low** and more likely that subscribers will **receive** and **read** the message
- **Test your content** to ensure that that it is **optimised across different mobile devices** + check **embedded links**
- **MMS messages** are to be **avoided** during Black Friday/Cyber Monday as they are almost guaranteed to be **delayed/may not deliver at all**.
- Do **clean your number list**: Remember you can only have either '+' or '00' format; and clean out an invalid numbers!

DONT'S

Timing and Frequency:

- **Don't send during full hours** (ex. 10am) or quarters ex. (10:15am) , but **a couple of minutes before or after** as there would be less clutter
- **Don't send during quiet hours** ; send messages in social hours (09:00 - 20:00 local time).
- Don't schedule campaigns later in the day. **Early sending** will ensure your message **gets out as fast as possible** as message queues with mobile carriers will get longer later in the day.
- Avoid having a **frequency** of more than **1 message a day** and use it for urgent and time-sensitive information

Email Best Practices



Email Do's And Don'ts

DO'S

- **Sign up to Google PostMaster, Yahoo Feedback and SDNS (Microsoft)** This will give you good insights as to your reputation with the above ISPs
- **Monitor campaign performance rates by ISP** Track Open/Click, Bounce & Complaint rates by ISP for evidence of bulking
- **Improve your reputation**
Improve your domain reputation so you maximise the inbox placement during the peak period.
- **Manage "Governance"** - Rule of thumb is no more than 1 email per day. Only the most engaged audience should receive the highest frequency of email sending

DONT'S

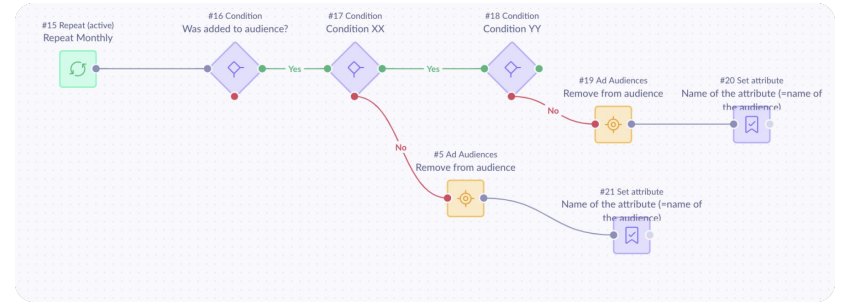
- **Don't buy, rent or harvest email addresses.** You need to know the quality of your list
- **Don't send emails to people who don't want them or can't receive them like** Unsubscribers, Spam Complainers or Bounces.
- **Don't use vocabulary which is overly "Spammy"** - !!!, CAPS, Overuse of "Sale" terminology

For more recommendations, please see Deliverability webinar [here](#).

Ad Tech Best Practices



Mistakes to Avoid



! Failing to segment

Not segmenting your users and serving the same ads to all the consumers is a waste of time, resources, and opportunities

Segment their users based on:

- **Their browsing behavior:** What products / categories / brands they have viewed?
- **Purchase frequency:** Is this a new, loyal or lapsed customer?
- **Where they are in the funnel:** A user who abandoned the website after browsing only the homepage and a shopper who abandoned the cart needs a different retargeting approach, and one strategy for all will not work for all

! Not knowing where the customers are:

- ! Analyze customer's channel affinity using campaign and session_start events.

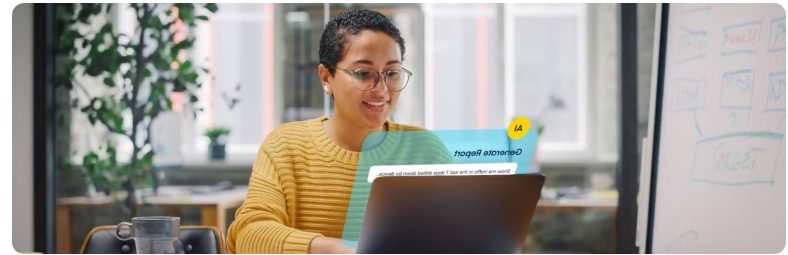
! Ads with products already purchased

- ! **Do not target recent purchasers with the product they have just purchased, exclude them from the target group. Customers who have converted recently should be included in upsell or cross-sell campaigns instead.**

So, What To Do Now?



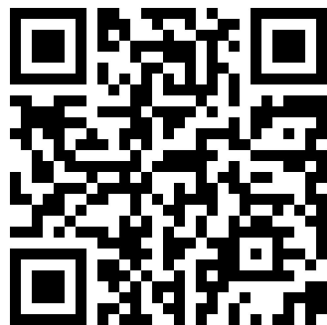
Black Friday Checklist Summary



- ❑ Please complete the [peak planning form](#) shared by your CSM if not done yet.
- ❑ Please ask your CSM to clone our **Black Friday initiative** to help you **set your goals and measure them** with the right metrics!
- ❑ **Grow your subscriber list** ahead by deploying Black Friday specific sign-up units highlighting each channel's exclusivity.
- ❑ **Review all data types' quality** which will ensure that recommendations, vouchers personalisations are working as expected.
- ❑ **Adjust your automations** such as your use cases, timings, frequency policy, suppressions and any filters that might interfere in your BF strategy.
- ❑ **Build segmentations and actionable insights** to treat each customer group with a tailored approach according to their behavior.
- ❑ **Leverage Bloomreach's AI tools** such as Contextual Personalization and Recommendations.
- ❑ **Adopt an omnichannel strategy** and follow the unique strengths and best practices of each channel.



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



- Go to [slido.com](https://www.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 September**



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Audience Q&A Session

- ① Click **Present with Slido** or install our [Chrome extension](#) to show live Q&A while presenting.

Feedback



slido



2023-09 Feedback Part 2

① Click **Present with Slido** or install our [Chrome extension](#) to activate this poll while presenting.

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 edge, the word "BLOOMREACH" is written vertically in a smaller, white, all-caps sans-serif font. The right side of the image is decorated with several thin, yellow, curved lines that sweep across the frame, creating a modern, abstract design.