



Hello and welcome!

While we wait for everyone to join,
share in the chat:

Do you have any funny or memorable Black Friday shopping experiences?




 This session will be recorded

A few things before we start:

Chat




 Valentina Benaglio 11:28 AM
I'm calling in from NYC!

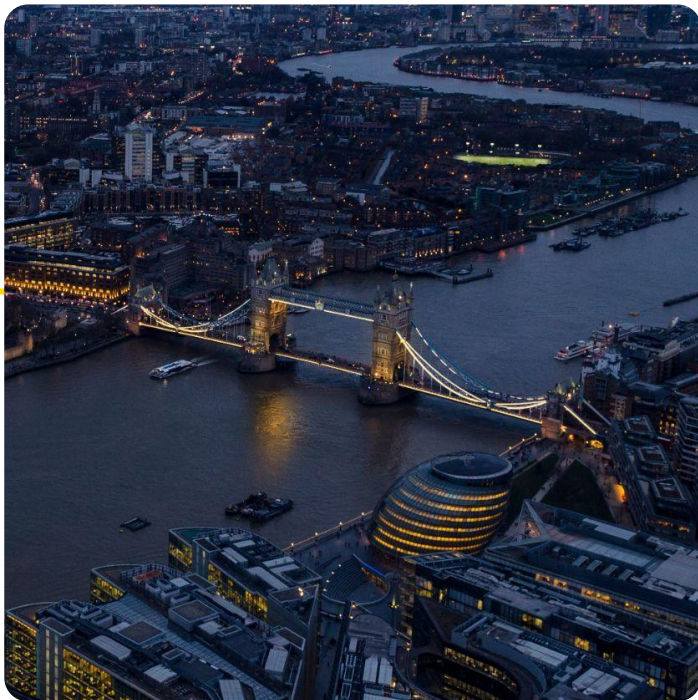
Q&A

 Valentina Benaglio 11:28 AM
Does this apply to only promotional emails
or to transactional emails as well?

 1

Docs

-  Navigating Gmail and Yahoo's Deliver...
Click to open
-  Gmail and Yahoo's New Email Sender ...
Click to open
-  Email Deliverability Tips
Click to open
-  The Ultimate Guide to Mastering Emai...
Click to open



Get Ready For The Peak Season 2024

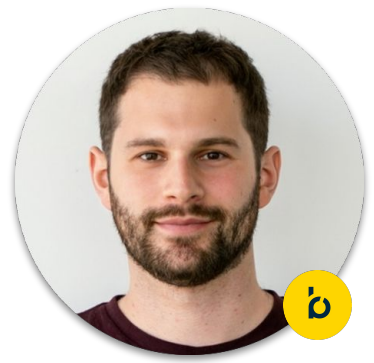


Introducing our hosts...





Meet The Hosts and Speakers



Michal Blasko

Sr. Business Consultant
Bloomreach



Taylor Whitely

Sr. Manager, Customer
Success UK
Bloomreach



Dariya Perevozova

Sr. Business Consultant
Bloomreach



Rita Sousa

Head of CRM
Lounge



Agenda

1. Strategic readiness: How **Bloomreach** is supporting your successful peak season
2. Tips on how to prepare for the peak season 2024
3. Achieving success through segmenting your audience
4. Monitor Black Friday Performance
5. Discussion with Rita Sousa, Head of CRM at Lounge
6. Summary & Peak Season Checklist
7. Q&A

Strategic readiness: How Bloomreach is supporting your successful peak period



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

Our Engineering team will be upscaling platform capacity on all instances. Please complete the [peak planning form shared by your CSM](#) (**Sooner the better by 7th of October**)

HOW WE ARE PREPARING AT BLOOMREACH

Support:

- **Live chat/support** - questions, concerns, or technical issues reach out through the **in-app messenger**, [help center](#) or email support@bloomreach.com

Useful links:

- Learn [how can you communicate with Support efficiently](#)
- Bloomreach support [SLAs](#)
- Check that your inquiry falls [within the scope of Support](#)

Other useful links:

- [Bloomreach status page](#)
- See the most common issues and their solutions with [emails](#) and [web personalization](#)

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



Email deliverability & Mobile messaging

EMAIL DELIVERABILITY TEAM

Our deliverability team will be available for consultations during working hours over 2 weekends (November 17th-18th and 23th-24th). In case of urgent questions, please feel free to reach out:

EMEA: William Astout:

- william.astout@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/>
- SendGrid: <https://status.sendgrid.com/>
- [EmailLabs](#) (available in beta)

MOBILE MESSAGING TEAM

Our Mobile messaging team will be available for consultations during working hours over 2 weekends (November 17th-18th and 23th-24th). In case of urgent questions, please feel free to reach out:

EMEA: Nicole Khoury:

- nicole.khoury@bloomreach.com, +447931948523

Americas: Mark Murray:

- mark.murray@bloomreach.com, +1-512-508-1154

Before the peak:

- **Subscribe to the ESPs status notifications**
- Sinch: <https://status.sinch.com/>
- Infobip: <https://status.infobip.com/>
- Twilio: <https://status.twilio.com/>

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

Tips on how to prepare for the peak season 2024



Automations, Policies & Integrations

KEY USE CASES:

The UCs with the highest conversion rates

- **AB Cart, Browse, Checkout**
- **Price drop automations**

TIMING IS EVERYTHING

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.

Temporary adjustments to frequency policy

Consider temporarily amending the frequency policy on the best performing automations

&

filters suppressing customers who received the same campaign in “XYZ days/weeks”

OTHER SUGGESTIONS:

Review the voucher policy & manage expectations:

Disable vouchers and manage customers' expectations when combining voucher codes with the Black Friday offers.

Review the data & integrations:

Check product catalogues updating and the attributes used in personalisation like price, URLs, titles.

&

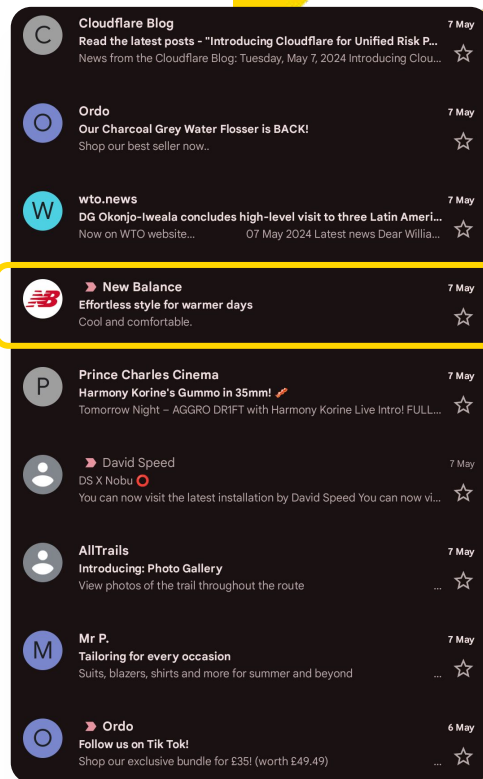
Test integrations, mainly expensive & regulated channels such as SMS or Whatsapp by sending a small campaign before the peak

How to stand out:

BLACK FRIDAY 2023 EMAIL INBOX FATIGUE:

Estimated that 15% more email emails delivered to inboxes during the BF 2023 compared to 2022.

1. **Adapt business strategy:** Sale extension to multiple weeks or Black November
2. **BIMI: Places a logo in the inbox preview which helps your brand to stand out and** customers know that the email is coming from you, the legitimate sender.
[\(Step by step guide on how to setup BIMI\)](#)
3. **Subject line & pre-header personalisation & AB testing.**
 - a. **Personalisation:** (Personalisation wizard or [Jinja guide here](#))
 - b. **AB testing**([Best Practices Workshop on AB testing deck](#) + for [recording](#), scroll down to the “A/B Testing” session)
 - c. **Contextual Personalisation:** ([Best Practices Workshop on CP deck](#) + for [recording](#), scroll down to the “Contextual Personalisation” session)





The Right time to Build A Strong Subscriber List

WHY?

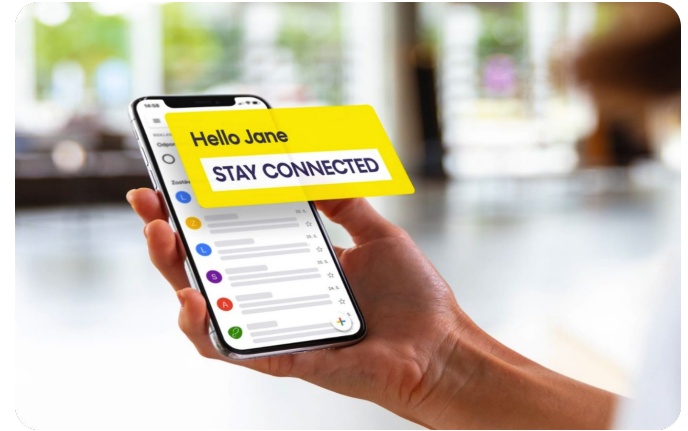
1. Good ROI as likelihood to convert during the BF, Christmas and New Year peaks (+Thanksgiving in the US)
2. Contacts who clicked on an email can be approached 90 days after in a high frequency (~4 times week)

+15%

New & Active segments

45%

Email revenue Increase YoY



HOW TO & STRATEGIES:

- Subscription weblayers
- Contextual personalization
- Win-Back & Reactivation
- Leads campaigns



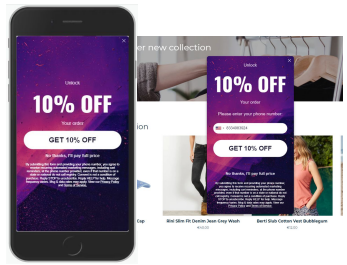
Sign-up Units for the Data Capture Weblayers

Bloomreach offer prebuilt & fully customisable Sign-up units to help you accelerate the growth of your subscriber list. 2-in-1 / All-in-1 subscriptions.
To capture phone numbers, emails & data across all devices.

Hear the news first / Be first / VIP

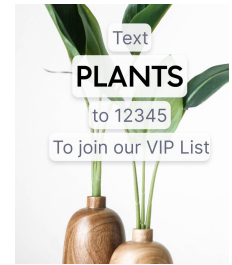
- ◆ Banner engaging with news, new releases, special offers, VIP access or an early access.

More examples in the appendix

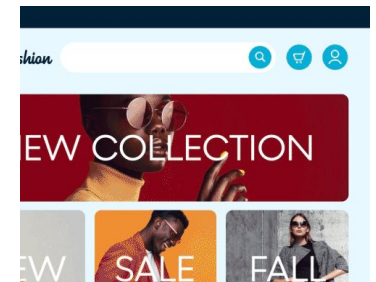


SMS/Email Sign-up Desktop & Mobile

Multi-Step Sign-up Webayer (Email, Phone & Preferences)



Text-to-Join Keywords



Interactive Subscription banner

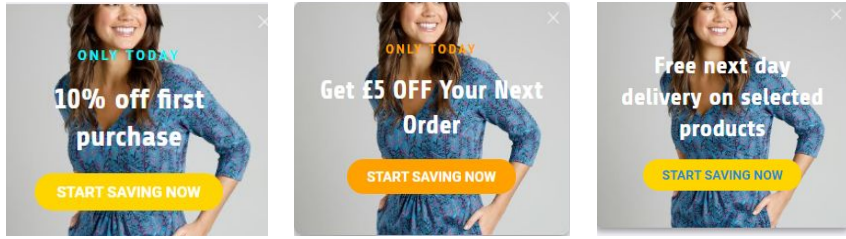
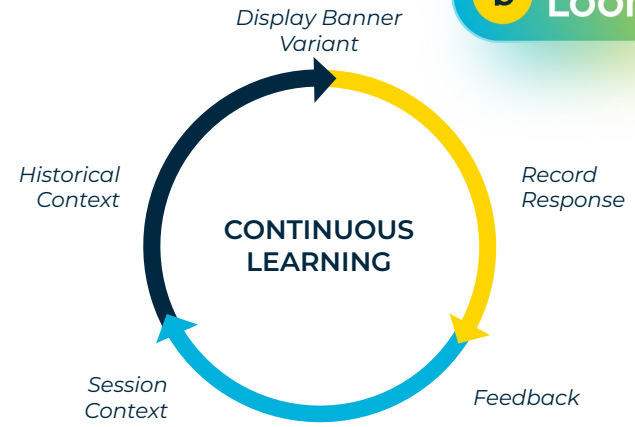


AI Powered Subscription Weblayers



How does it work?

Contextual personalization allows tailoring banners to **meet the unique needs and preferences of individual visitors**. AI will pair the best offer with the best customer



37%
Uplift

14k
Additional subscribers

£200k
Extra revenue

2-3h
needed to deploy

Growth Lab

Second Chances: Mastering Win-Back Email Campaigns for Lasting Loyalty

Please see the Reactivation Growth Labs deck [here](#)
(Campaign types, Best practices, Examples,
personalisation strategies, case study and much more)

Types of Win-back Campaigns

EMAIL 4: THE LAST CHANCE EMAIL +7-14 days after Email 3

Last Chance Before Goodbye

Proactively removing inactive subscribers from your email list has several benefits, including reducing the number of people marking your emails as spam and **increasing your lead quality** and **conversion rate**.

Give your customers an option to **change frequency of emails**. Some of them might appreciate hearing about your new products from time to time, but don't wish to be notified about every sale.

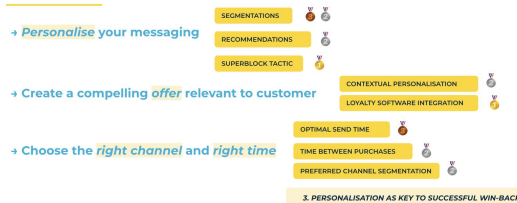


Best practices for Win-back campaigns

- **Subject line is king** - before driving clicks, we need customers to open the email - differentiate this email for your other emails, **subject line needs to stand out and be personalised**. Use questions, ask if customer wants to change their comms preferences, some brands go for emotional subject lines - "we are missing you".
- **Keep it short and simple** - less images, more text, clear CTA. Customer did not engage with tens of previous emails, **we need something to change** here. Providers are less likely to place you into Promotions with less images.
- **Series of emails** - we recommend to **target the customer with 2-3 emails**, 2 weeks in between. This allows you to be more flexible with the content and off

Win-back Campaigns: Personalize

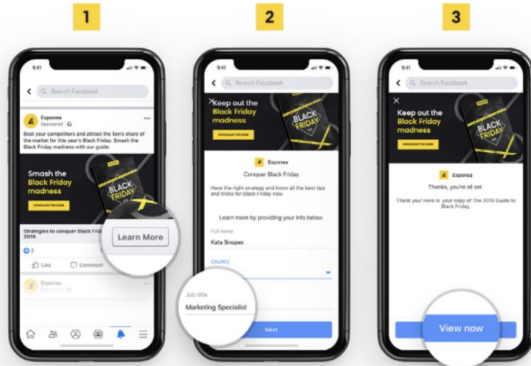
71% of customers expect personalized brand interactions, and 76% get frustrated when it doesn't happen.





Facebook, Instagram and TikTok Leads

Collect responses from lead ads on Facebook and Instagram



Time to implement: 2 weeks



Time to results: 1 week



OVERVIEW

Lead ads allow people to show their interest in a product or service by **filling out a form in the ad with their details and allowing a business to follow up with them.**

OVERVIEW

A business can gather contacts and additional data for campaigns from ads without prospects needing to visit their website

Lead ads are delivered to people who are likely to complete and submit lead ad form

Facebook reduces drop-offs by prefilling the form with data from a person's FB profile, and making it easy to submit their information.

Achieve Success Through Segmenting Your Target Audience

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.

Price-type Buyers:

+ Target: Personalize the communication based on the customer intention to buy

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

Engaged 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.

Frequent returners:

+ Target: Exclude frequent returners from your ad audiences, adjust the delivery conditions or help them with supportive information or banners.

+ Benefits: Limit your product return rate after the sales period; target valuable buyers.

Latest/ most frequent purchased category

+ Target: Increase the conversion rate by providing the most relevant recommendations

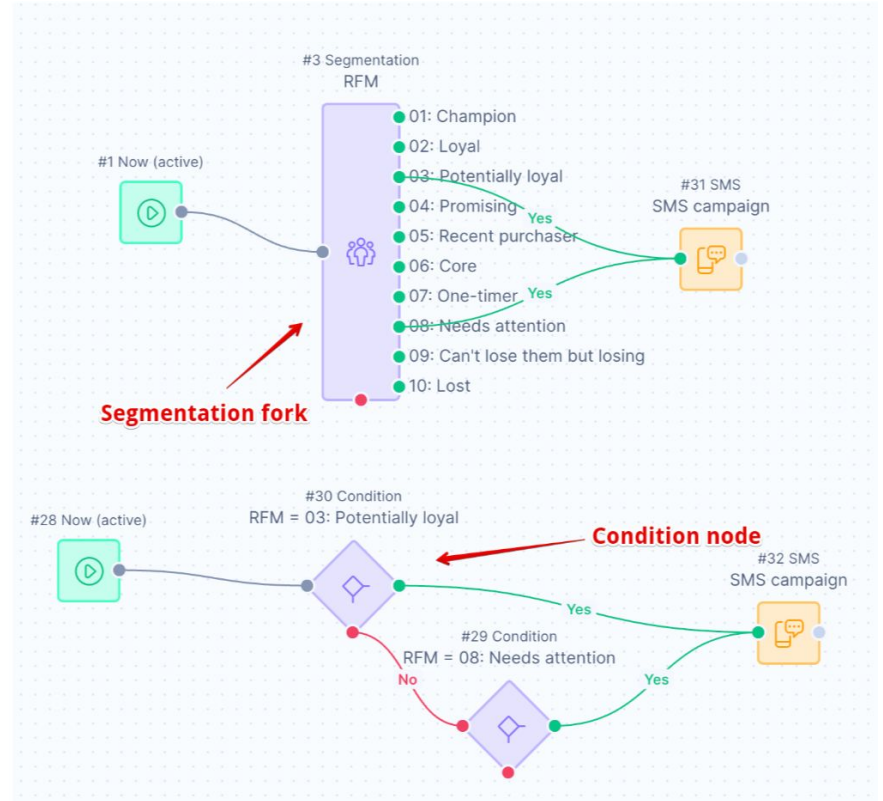
+ Benefits: Reach customers effectively with their preferred products.



Segmentation fork node

Value:

1. **Customer Segmentation within Scenarios:** allows you to divide customers into smaller groups based on common characteristics directly within your scenario.
2. **Efficiency and Cleanliness:** it simplifies the scenario-building process by reducing the number of nodes needed, which can help avoid potential lags and errors associated with complex scenarios.
3. **Preventing issues after the segmentation updates:** changes are automatically applied to the scenario once you *click on the pop-up notification*.

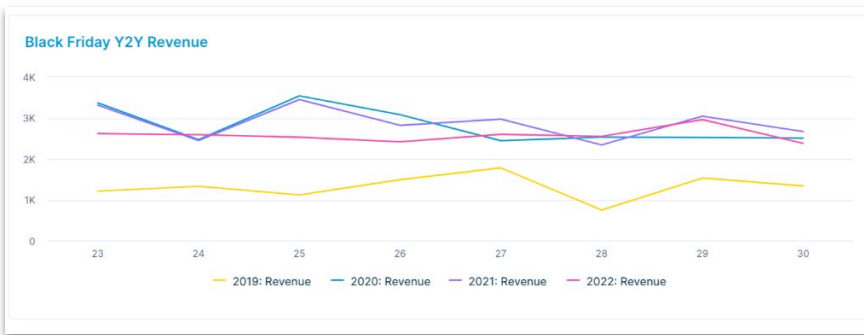


Monitor Black Friday Performance



Black Friday Performance Dashboard

Reports



Black Friday Performance

Timestamp	Purchases	Buyers	AOV	Revenue
2023-11-30	66	66	112	7,389
2023-11-29	59	59	125	7,385

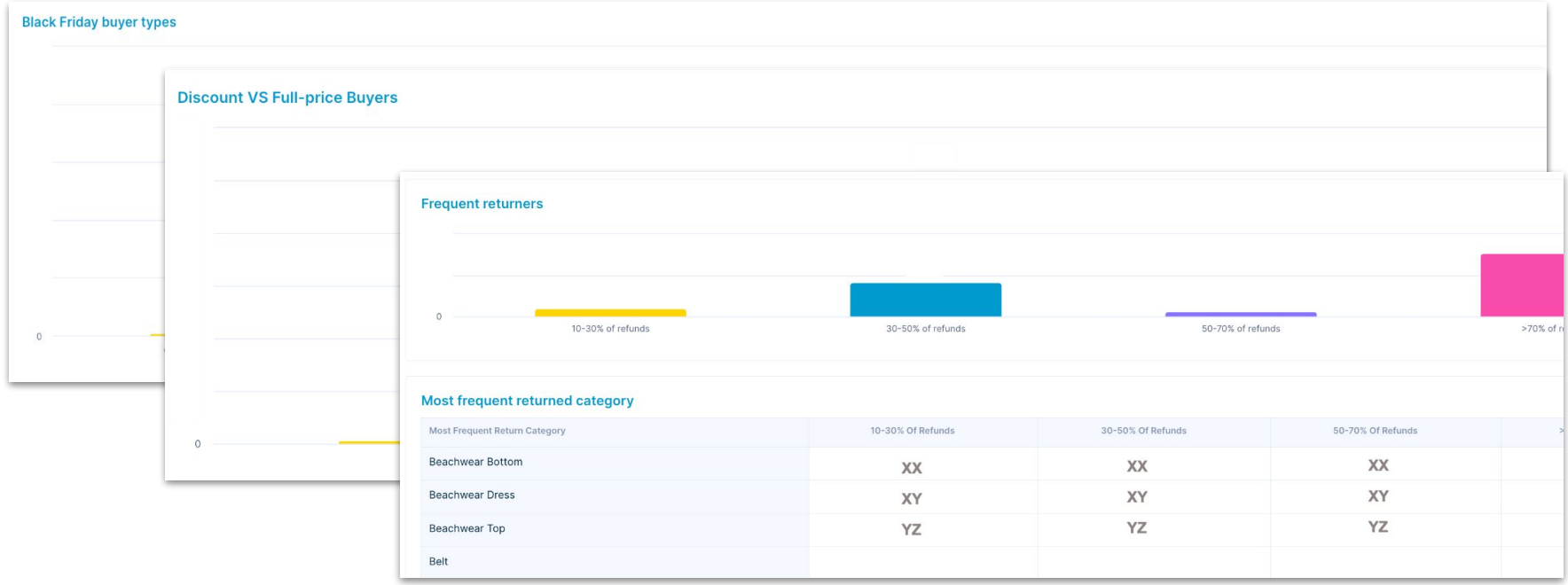
Black Friday Email Performance

Timestamp	Campaign Name	Action Name	Delivered	Opened	U.Open Rate %	Clicked	Click Rate %	Purchases	Revenue	AOV	Buyers
2023-11-27	Abandoned Cart Flow	Abandoned cart email 1	8,237	2,973	36.09%	1,656	20.10%	1,308	133,613	102	1,303
2023-11-26	Abandoned Browse Flow	Abandoned browse email	13,216	4,440	33.60%	2,369	17.93%	540	58,425	108	540
2023-11-25	Sale week	Sale week discount email	3,798	1,144	30.12%	481	12.66%	168	28,137	167	168
2023-11-24	Personalised reactivation for lapsing subscribers	Personalised reactivation email	3,427	1,053	30.73%	420	12.26%	135	22,992	170	135
2023-11-23	SMS signup	SMS signup confirmation	3,196	882	27.60%	345	10.79%	119	20,284	170	119
2023-11-23	Abandoned Browse Flow	Abandoned browse email 1	4,423	1,330	30.07%	529	11.96%	181	16,684	92	181



Black Friday Performance Dashboard

Segmentations





If you want to adjust the time frame

Purchase dates (BF vs Rest) Black Friday 2024

Black Friday timeframe + Rest year

Please note that editing event segmentations that are used by other analyses can alter their behaviour.

Black Friday timeframe 95.97K events overall 95.97K In this segmentation 2.26K In this segment

purchase timestamp month matches equal to 11

AND timestamp

day matches

in between 23 and 31

Black Friday timeframe 95.97K events overall 95.97K In this segmentation 2.26K In this segment

purchase timestamp month matches equal to 11

AND timestamp

day matches

in between 23 and 31

[+ Refine more](#)



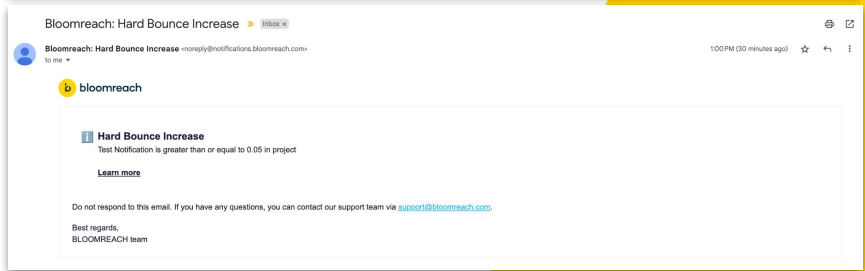
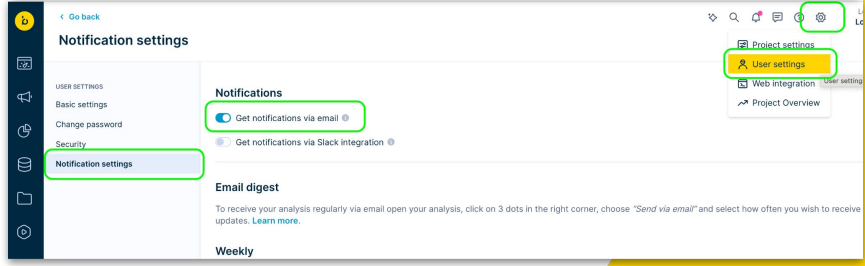
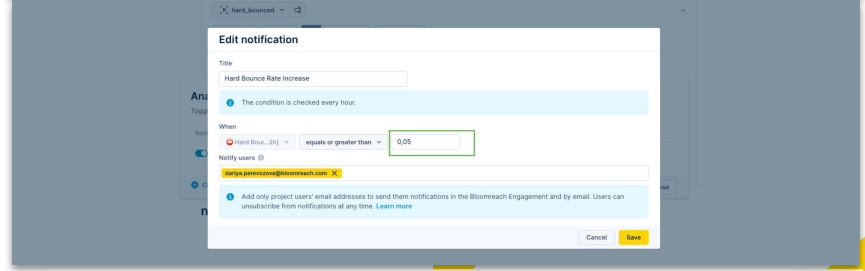
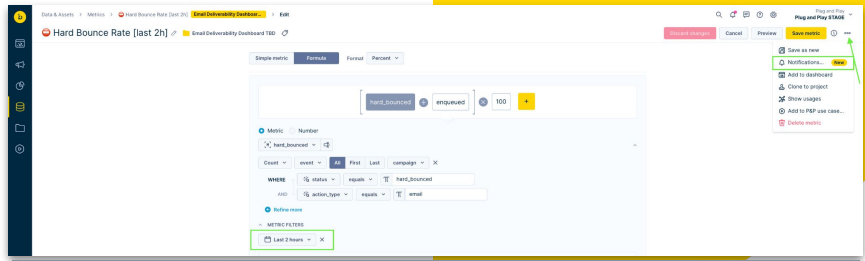
SEAMLESS ORCHESTRATION

Analytics Notifications

Always be on top of your campaigns and metrics without being overwhelmed. Analytics notifications constantly (1x per hour) monitors your campaigns and metrics and notifies you of changes - good or bad.

Use cases:

- Get alerted when the email soft bounce rate increased in the last 2 hours
- Get alerted when the email hard bounce rate increased in the last 2 hours
- Get alerted when the SMS fail rate increased above 2% in the last 2 hours





Guest speaker: Rita, Head of CRM at Lounge

Meet The Guest Speaker



Rit Sousa

Head of CRM

Lounge

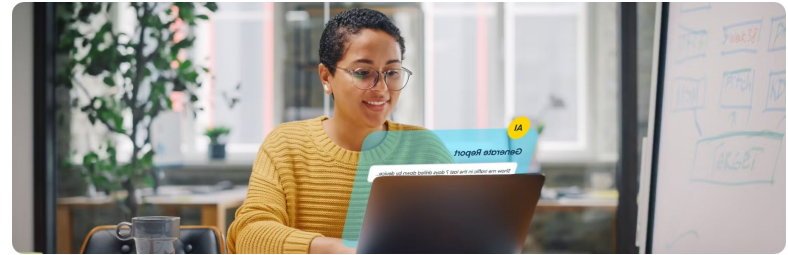
Today's discussion:

- Introduction
- **Black Friday 2023:** What strategies performed the best?
- **The preparation before the Black Friday:** The most important points to achieve success?
- **What was the main challenge during the Black Friday 2023 period?** How did you overcome these challenges?
- **What are the main learnings the last Black Friday special?**
- **What is likely to be different this year?**

Summary & checklist



2024 Peak Season Summary & Checklist



- ❑ Please complete the [peak planning form](#) shared by your CSM by the end of September if not done yet.
- ❑ Please ask your CSM to clone our **Black Friday 2024 initiative** (ready by the end of this week)
- ❑ **Download the updated checklists for 2024 with all the key points for email, SMS and Ad Tech.**
- ❑ **Grow your subscriber list** ahead by deploying Black Friday specific sign-up & win-back strategies.
- ❑ **Adjust your automations** such as your use cases, timings, frequency policy, suppressions and any filters that might interfere in your BF strategy.
- ❑ **Leverage Bloomreach's AI tools** such as Contextual Personalization, Autosegments, Loomi and Recommendations.

Q&A



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 several thin, yellow lines that form abstract, curved shapes, including a large arc and a smaller curve below it.

Appendix

The background is a solid dark blue. On the right side, there are several thin, yellow, curved lines that sweep across the page, creating a modern, abstract design element.



Data & Integrations audit

PRODUCT CATALOGS:

Personalisation:

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

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

FRONT END / BACK END DATA:

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

MARKETING CHANNEL INTEGRATIONS:

Test integrations before the Black Friday **by sending smaller campaign a few weeks ahead.** This is **recommended particularly for more regulated channels like SMS or Whatsapp.**



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.

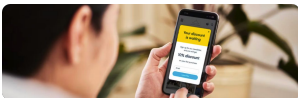


Vouchers

Import vouchers into either a new or existing voucher pool.

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.
- **Interactive Banner**
 - ◆ Data that a customer intentionally and proactively shares with a brand. DOB, Preferences etc.

- **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.