



Hello and welcome!

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

**Which emoji best describes your 2024
Black Friday + Cyber Monday experience?**






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

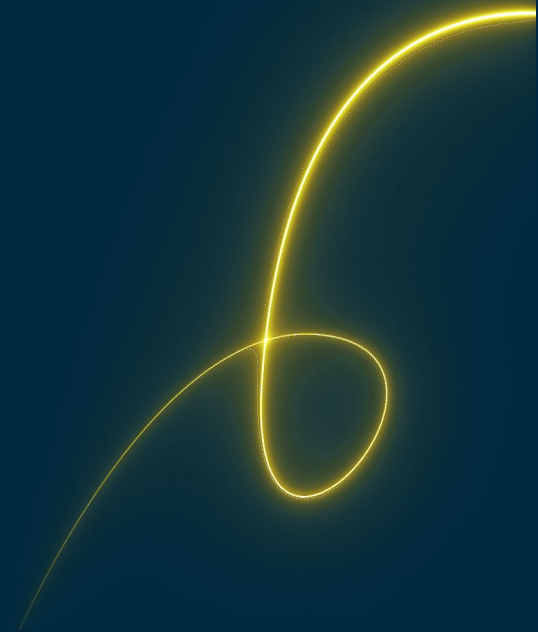




2024 Unwrapped: Top Best Practices & Strategies for Marketers



Introducing our hosts...





Meet The Hosts and Speakers



Michal Blasko
Sr. Business Consultant
Bloomreach



Gabriela Seligova
Business Consultant
Bloomreach





Agenda

1. Poll questions
2. 2024 Industry Trends & Lessons Learned
3. Best Practices and Strategies of 2024
4. Lessons to Carry into 2025
5. Q&A

Poll questions



2024 Industry Trends & Lessons Learned



Gmail & Yahoo's New Sender Requirements

Authentication

- **Authentication protocols** (including DMARC)
- **Domain alignment** in your "From:" addresses
- **Dedicated IP addresses**

Compliance & Engagement

- **Consent & clear opt-in and opt-out**
- Create **relevant, engaging content**
- **Clean your email list**
- **Unsubscribe links** (both **mailto: (RFC 2369)** & **GET/POST (RFC 8058)**)

Monitoring & Optimization

- **Spam complaint rate of <0.1%**
- Monitor **sender reputation**
- Comply with **anti-spam laws**
- **Feedback loops** provided by ISPs

Please see the full session [in this link](#), [deck](#)

b bloomreach

Gmail & Yahoo's New Email Sender Requirements

Starting February 2024

Deliverability Team, Bloomreach

Jan 22, 2024

One-Click Unsubscribe

ALL Bloomreach customers with "List Unsubscribe" enabled, will be automatically migrated to BOTH (recommended) option, which includes mailto + GET/POST

Authentication Records: DMARC

What about DMARC?

- DMARC (Domain-based Message Authentication, Reporting, and Conformance) is a **further protocol** which confirms you as the legitimate sender from your domain.
- It offers **significant protection from spamming, fraud or phishing attempts**. The mailbox providers, Gmail and Yahoo, really endorse it and they expect it to be in place for all senders (as early as 01 Feb 2024).
- What's unique about DMARC is that it has policy settings and these are at your disposal to **manage any activity coming from a source that is mimicking your domain name**.



Gmail & Yahoo's New Sender Requirements

BIMI (Brand Indicators for Message Identification) A logo in the inbox preview which helps your brand to stand out. Also customers know that the email is coming from you, the legitimate sender.

Drivers of BIMI implementation:

30% Subscriber trust, 22% brand reputation, 13% email security and 8% drive engagement.

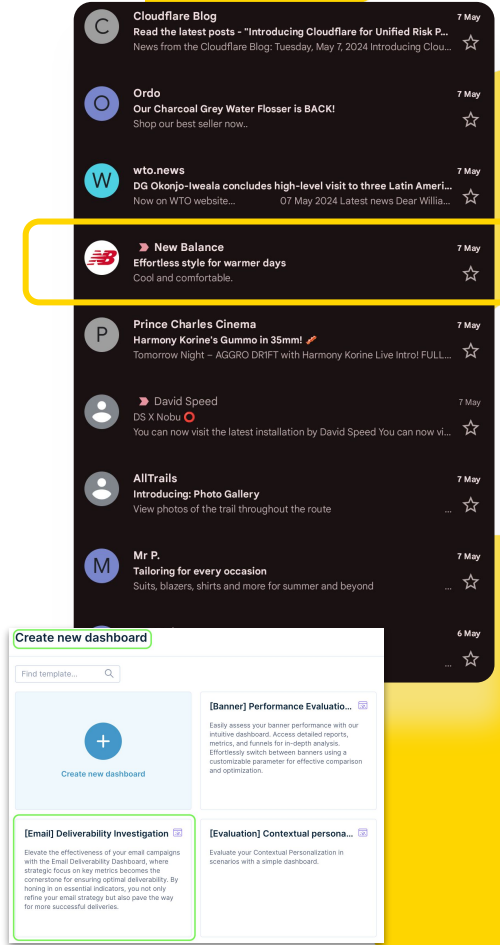
BIMI Increases the open rate by ~10%

Deliverability support from Bloomreach:

- Apple mail & list health segmentation - UCC
- OOTB Email Investigation dashboards - Template

Please see this [step by step guide on how to setup BIMI](#).

**Gmail, Apple Mail, and Yahoo Mail all support BIMI, but Outlook currently does not.*





Loomi & Consequential AI

Contextual personalisation for scenarios & weblayers

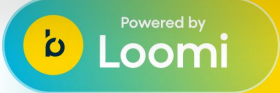
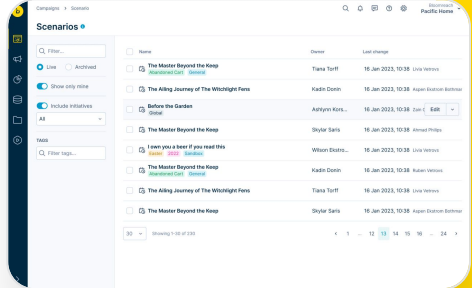
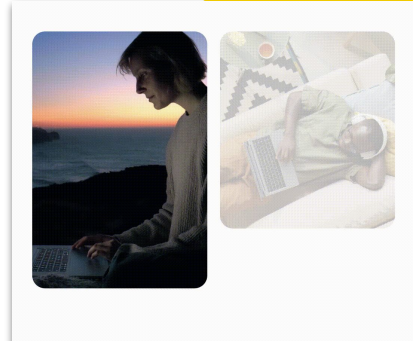
- AI powered personalisation at scale with the continuous Learning Loop

Loomi Analytics Assistant

- Conversational assistant that automatically generates custom reports, metrics, funnels, or segmentations.

25%
less time taken to complete analytics and reporting tasks

37%
Increase in Email Subscription



Please see the full workshop on the Contextual Personalisation with Donata and Matej [in this link, deck](#)

Loomi & Consequential AI

Autosegments

- AI powered analysis of the audience behaviors and common patterns to create high value segments.

Loomi Content Generator

- Provide context for your messages by telling Loomi your preferences for campaign themes, brand-specific messaging, and tone of voice

34%

Increase in
impressions

425%

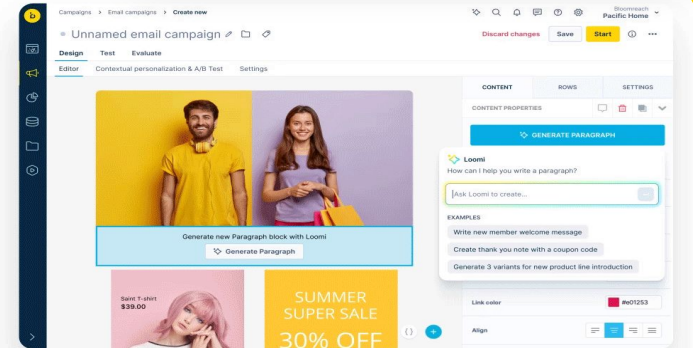
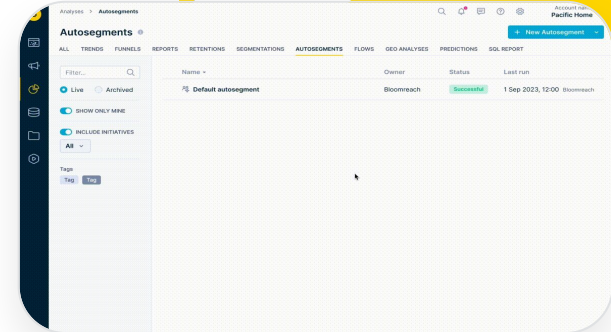
Increase in landing
page views

14%

Revenue lift

Please see this blog from Connor: [How AI-Powered AutoSegments Can Boost Campaign Results](#) on how they achieved 14% revenue lift

Cutting Edge: [Live demos of Loomi Search+, Loomi Analytics, and AutoSegments](#), and hear directly from other brands that are [already using these features](#).





RCS

Leverage **rich media** to boost engagement and click-through rates: early adopters have **boosted open rates by 73% and CTR by 2.3x**

Increase **conversions, add-to-cart** or **manage customer support inquiries**. Showcase **product recommendations** and **automate two-way conversations** to **scale the engagement**.

Please see the full Mobile workshop with Michal, Nicole, Kristian [in this link, deck](#)

For more details on use cases, value and application, please see the blog by Kristian Tomas: [Introducing Rich Communication Services: The Future of Mobile Messaging](#) [here](#)

Feature Capabilities of RCS:



Carousels



Cards and Buttons



250K Text Limit



High-Res Images and Videos



Verified Senders



Better Analytics





Peak 2024 with 100% uptime

**500m
Emails**

**12m
SMS**

**243m
Mobile**

**70m
Recos**

Bloomreach support:

- Platform scale up program
- Deliverability teams available & on duty, weekends included
- 2x Black Friday Webinars
- Peak One Pager with tips
- Support centre and enablement

Please see the blog from Roxy [5 Things We Learned from BFCM 2024: The Data, Insights, and Key Takeaways](#)

500M

Email still wears the 🏆 as the top digital channel on BFCM!

Bloomreach merchants sent 500 million email campaigns on Black Friday, representing a **32% increase YoY**.

Marketers turned to SMS messaging to connect with shoppers this BFCM.

SMS messages sent through Bloomreach:

+45% YoY on Black Friday

+47% YoY on Cyber Monday



Best Practices and Strategies of 2024



Use Case Center

Get inspired, implement, analyse...

- Collection of Use Cases based on industry best practices and Bloomreach **8+ years** of experience.
- **70+ use cases** available
- Accessible to all clients at **no additional cost**
- Kickstart your journey with Bloomreach Engagement **effortlessly** and boost your adoption **seamlessly** at every stage.
- **Regular release of new use cases** (e.g., new industry verticals, channels, marketing trends)
- Integrates seamlessly with your **custom data structure**



More than **300 clients** have been exploring Use Case Center in the first month after the launch.



Use Case Center

Still not convinced?

Not enough time?



Use Cases Deployment starting at 10 minutes

Too Many Choices & Priorities?



Advanced Filtering and Customer Journey Matrix

Little Technical Skills?



90% of Use Cases do not require Technical Skills





Use Case Center

Importance of Data Mapping



Data & Assets > Data manager > Mapping

Plug and Play
Plug and Play PROD

Save changes

Data manager

Customer properties Events Definitions **Mapping** Content sources

Mapping helps Bloomreach recognize the structure of your data. It lets you use any name you choose for events or properties, while still allowing Bloomreach understand what they mean.

Events

The following are predefined events in Bloomreach. You can map your own events onto them to enable Bloomreach to understand your data structure. You can also map event attributes for more granular campaign attribution. Event mapping enables better reporting and automatic attribution dashboards, as well as better functioning of prediction engines.

Event Choose your event

purchase purchase_status success

+ Refine more

Purchase (completed)

ATTRIBUTES			
currency	Product list	Product IDs	Voucher code
Select an attribute	product_...	product_...	voucher_...
Purchase ID	Purchase status	Total price	Total quantity
purchase_...	purchase_...	total_price	total_qua...

purchase purchase_status returned



Use Case Center

Navigation in your project



The screenshot displays the 'Use Case Center' interface. At the top, it shows the breadcrumb 'Use Case Center > Use Case Center' and a 'Plug and Play' status indicator. The main title 'Use Case Center' is prominently displayed. On the left, a sidebar contains navigation icons, including a highlighted 'Use Case Center' icon (indicated by an arrow). Below the icons are sections for 'GOALS' (Performance, Insights, Retention, Acquisition) and 'CHANNEL' (All, Email marketing, Web personalization, SMS, Paid media, Analytics, Omnichannel, Other). The main content area is divided into two sections: 'ANALYTICS' and 'EMAIL MARKETING'. The 'ANALYTICS' section features six dashboards: '[BR_only] Returned Items Dashboard', 'Black Friday 2023', 'RFM Segmentation', 'Key Customer Segments & Insights Dashboard', 'Executive Dashboard', and 'Conversion Dashboard'. The 'EMAIL MARKETING' section features six campaigns: 'Reactivation Campaign for Disengaged Email Subscribers', 'Post-Purchase NPS Survey Email', 'Automated Price Drop Alert Email for Items in Cart', 'Automated Newsletter for New Items of Interest', 'Purchase Anniversary Recommendations', and 'Abandoned Cart Email with Recommendations'. Each dashboard or campaign card includes a title, a maturity level (Basic or Advanced), and a retention level (Retention or Basic).



Use Case launch

3-step Guide

1. Choose your UC

Based on the goal, channel, difficulty and KPI metrics.

Automated Price Drop Email Alert

Goal: Performance | Channel: Email marketing | Difficulty: Basic

Metrics: RPV | Conversion Rate | Revenue

Info: "Notify your customers when a desired item of their choice drops to a lower price. Communicate directly with your customer base when an item's price decreases to increase the likelihood of their purchase and to also drive customer loyalty."

Use case description

Send your customers an automated email with items they viewed twice a month that have dropped in price. A decreased product price can be just the nudge for a hesitant customer to purchase.

Buttons: Read documentation, Cancel, Download use case

2. Download the UC

Automatic adjustment to your data structure thanks to Data Mapping.

Note: Correct Data Mapping is a prerequisite.

Data manager | Save changes

CUSTOMER PROPERTIES | EVENTS | DEFINITIONS | **MAPPING**

Mapping helps Bloomreach recognize the structure of your data. It lets you use any name you choose for events or properties, while still allowing Bloomreach understand what they mean.

Events

The following are predefined events in Bloomreach. You can map your own events onto them to enable Bloomreach to understand your data structure. You can also map event attributes for more granular campaign attribution. Event mapping enables better reporting and automatic attribution dashboards, as well as better functioning of prediction engines.

Event: Choose your event

Purchase (completed) | purchase | purchase_status

equals | success

Refine more

3. Setup the UC and launch

Thanks to step by step guidance in the application and per UC documentation.

Use case setup

Hint: #1 Title is your Automated Price Drop Email Alert Use Case template. Open the campaign and make just a couple of tweaks e.g. design & copy for quick deployment. Explore the items listed below to understand more about this Use Case.

Evaluation Dashboard | HIDE

After launching the campaign, you can return to this evaluation dashboard to see the real-time campaign performance results. Make sure to fill in the parameters inside the dashboard e.g. campaign_name.

Name	Owner	Last changed
Email Evaluation Dashboard	Automated Price Drop Email Alert	michaela.jankikova@bloomreach 14 Feb 2024, 09:39 michaela.jankikova...

Open Evaluation Dashboard

Email Campaign | HIDE

Open the campaign and edit the scenario to fit your brand and messaging. Launch the campaign in just a few clicks with this ready-made template developed by our e-commerce experts.

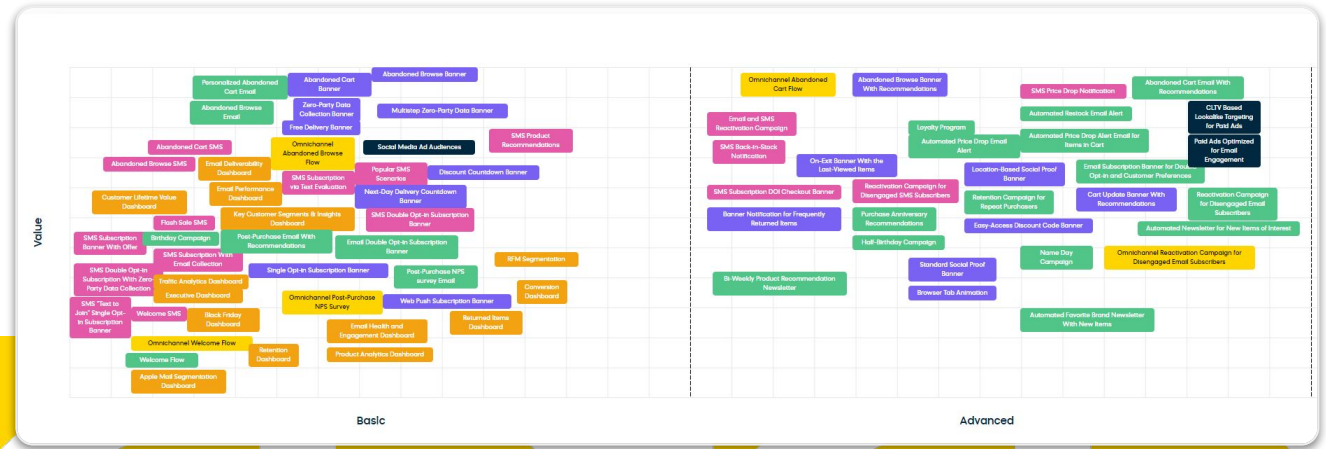
Name	Owner	Last changed
[LPA] Automated...mail Alert	Automated Price Drop Em...	michaela.jankikova@bloomreach 14 Feb 2024, 09:39 michaela.jankikova...

Open Email Campaign



Use Case Library

Interactive guide mapping use cases to the customer journey is available on the [Bloomreach website](#).





Optimising Ad Audiences

1.57x
More purchases

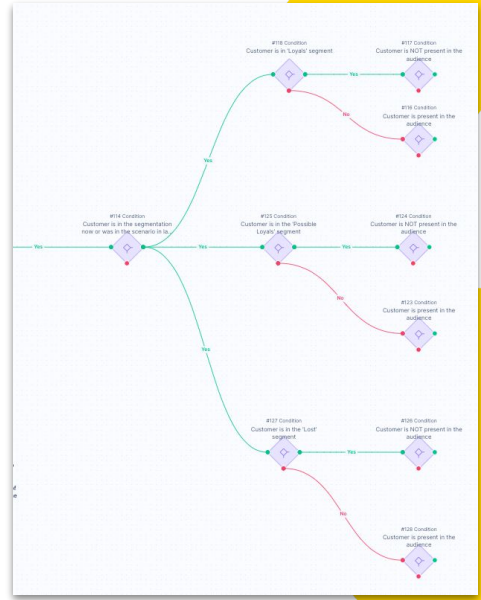
18.30%
Higher conversion rate

2.85x
Higher ROAS

Optimising ad audiences is crucial for maximizing the effectiveness of paid advertising campaigns. Leveraging Bloomreach and project data can significantly boost core metrics.

3 step process:

- A) Identify Customer Retargeting Segments
- B) Create a hierarchical order for the Segments
- C) Build master retargeting scenario



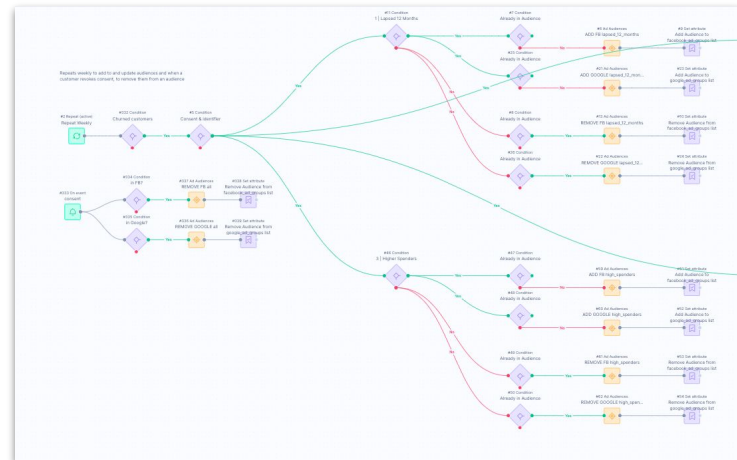


Optimising Ad Audiences

Define all retargeting segments in Master segmentation and create a flow for each retargeting ad in a master retargeting scenario.

Benefits:

- Each customer will be in only one retargeting segment at a time, **optimizing ad spend** by focusing on the most relevant ads for each customer.
- Target customers with **the most relevant ads** based on their behavior, enhancing engagement and conversion rates.





Price Drop Alert Use Case

BENCHMARK: Avg.
Click to Delivered rate
8.5%

BENCHMARK: Avg.
Conversion rate
2.6%

8.2%
Conversion rate
from delivered

16.1%
Click-through
Rate

5.1%
Conversion rate
from delivered

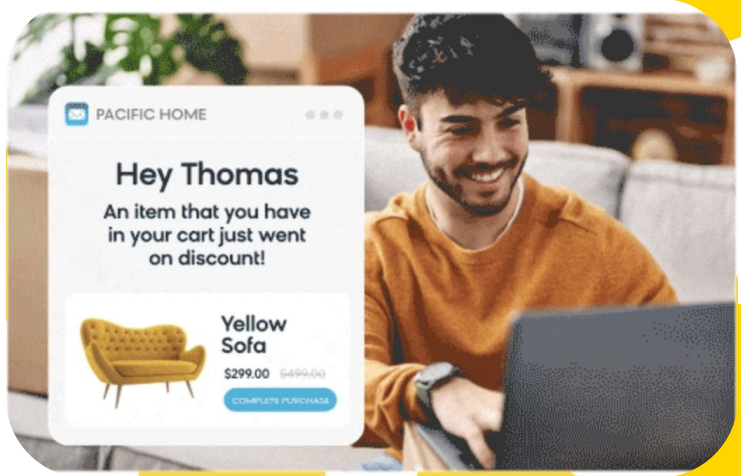
31%
Click-through
Rate

3 step process:

- A) Identify Customer Intent
- B) Save The Behaviour Data
- C) Deliver Personalised Alerts when the price drops.

2 Templated versions for email:

- Automated on the product page views
- Automated on the items added to the cart
- *(Adjustments and customisations possible)*





Price Drop Alert Use case

It's an advanced use case with proven value, ideal for sale periods

Have the PD use case already?

- **Go omnichannel:** add Mobile Push, SMS, RCS or whatsapp
- **Add another touchpoint**
- **Include product recommendations**

Download from the use case centre or reach out to the CSM



[On The Beach Boosts Conversions With Customized Price Drop Campaigns](#) Case study



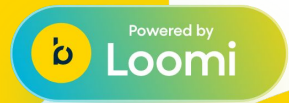
Automated Price Drop Alert Email for Items in Cart

Performance Advanced



Automated Price Drop Email Alert

Performance Advanced



Ab Browse & Recommendations

Abandoned browse campaign & recommendation engine: Customers who viewed this item also viewed.

AB test results:

- 11% uplift in conversions
- 96% confidence

Key takeaways:

- **Low workload:** Takes minutes to deploy
- **Scalable:** Easy to clone and apply to other automations
- **Simple & powerful engine:** Easy engine to setup

Customers who viewed this item also viewed
Items viewed by similar customers like you. This model is considering a detail item view as an implicit positive user feedback.

- 1. Catalog**
Choose a catalog with items to be displayed in recommendations.
- 2. Detail view event**
Select the event indicating an item detail view. The event should only contain one item detail view, not a set or list of items. When choosing training events, always select an attribute with the item ID that can be found in the catalog.
- 3. Learning window**
Choose learning window size. From this time window recommendation model will be created.
- 4. Blacklist – optional** Enable
Choose what won't be recommended to a customer based on past interactions (e.g. blacklist any item bought in the last 3 months).
- 5. Customer preferences – optional** Enable
Sort recommendations according to individual preferences of customers. Select a catalog attribute and match it with a customer preference, expression or a static value. Matching recommendations will come on top, followed by those which do not.

TEST Send test email

Email previews

Alder Full Zip Classic Macaroni Retro Red	Amira Printed Cotton Cross Body Bag	Babylon Showerproof Printed Flieskop Parka Jacket
60€	28€	25€
Show product	Show product	Show product

TEST Send test email

This email is 80KB, which meets email practices criteria. Maximum recommended email size is 100KB. [Read more about email size a](#)

Preview for:

Event preview: **#24 On event** > sessio

Subject line: Wow! Black Friday is h

Sender: Bloomreach Engagem

Policy: Unlimited

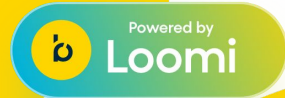
Consent Categ...: newsletter


Please have a look at guide **Recommendations & HTML cloning** In the appendix for further details.



Ab Browse & Recommendations

Engine setup





Customers who viewed this item also viewed

Items viewed by similar customers like you

1. Catalog

Choose a catalog with items to be displayed in recommendations.

products ▾

active ▾

is true ▾

✕

price ▾

greater than ▾

10

✕

stock_level ▾

greater than ▾

15

✕

+ Add another item filter

2. Detail view event

2.1K customers 3.91K events

Select the event indicating an item detail view. The event should only contain one item detail view, not a set or list of items. When events, always select an attribute with the item ID that can be found in the catalog.

🔗

view_item.product_id ▾

3. Learning window

Choose learning window size. From this time window recommendation model will be created.

📅

Last 90 days ▾

4. Blacklist – optional

Enable

Choose what won't be recommended to a customer based on past interactions (e.g. blacklist any item bought in the last 3 months)

🔗

purchase_item.product_id ▾

+ Add an event attribute

📅

Lifetime ▾

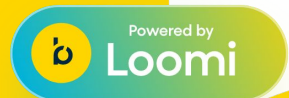
5. Customer preferences – optional

Enable



Recommendations in Emails

Efficient way of using recommendations in emails



Create new engine

1. Catalog
Choose a catalog with items to be displayed in recommendations.

products: active [is true] X
price: greater than 10 X
stock_level: greater than 15 X
+ Add another item filter

2. Detail view event 23K customers 3.9K events
Select the event indicating an item detail view. The event should only contain one item detail view. When events, always select an attribute with the item ID that can be found in the catalog.
view_item_product_id

3. Learning window
Choose learning window size. From this time window recommendation model will be created.
Last 90 days

4. Blacklist - optional Enable
Choose what won't be recommended in a customer based on past interactions (e.g. blacklist any item bought in the last 3 months).
purchase_item_product_id + Add an event attribute
Lifetime

5. Customer preferences - optional Enable

Use

TEST

Email previews

Send test

This email is 80KB, which meets email practices criteria. Maximum recommended size is 100KB. [Read more about email size](#)

Preview for: Lesley Guyton

Event preview: #24 On event > session

Subject line: Wow! Black Friday is here

Sender: Bloomreach Engage

Policy: Unlimited

Consent Category: newsletter

Use in HTML template / Product items



Welcome_Recommendation_Block

We thought you might also like...

Product items

Set recommendation

Recommendation engine: Selecting engine to use for this email. Select one

Select a recommendation

Number of items: 4

Show item attributes: Select attributes to show in the email. Select one or more

Attributes: Price URL

Add custom attributes

Currency symbol: Select a currency symbol

Before value: Select a value

Apply to attributes

Cancel Add



Please have a look at guide Recommendations & HTML cloning in the appendix for further details.

Accelerating Growth With Bloomreach

Our **Growth Accelerator Programme** provides a strategic approach to help you identify untapped opportunities.

It's a proactive approach led by a specialist ensuring quick delivery of proven use cases in line with your strategic goals.

Tailored Strategies:

- Improving email engagement, such as resubscription campaigns,
- Personalisation of BAU comms,
- Better adoption of new channels



*When compared to customers not using the Growth Accelerator Package

What Does The Package Include?

The Growth Accelerator Package includes an extensive set of services designed to **quickly identify and deliver** high value use cases.

Growth Accelerator Package - Key Benefits:



NAMED GROWTH CONSULTANTS

Assigned specialists to support your activities



DEEP DIVE ANALYSIS

Tailored analysis to identify opportunities



PERFORMANCE BENCHMARKS

Access to exclusive benchmark data



ONGOING SPRINT DELIVERY PROCESS

Fully managed process for rapid task delivery



EARLY BETA ACCESS

Priority access to BETA product features



ONSITE PLANNING SESSIONS

Regular onsite collaboration

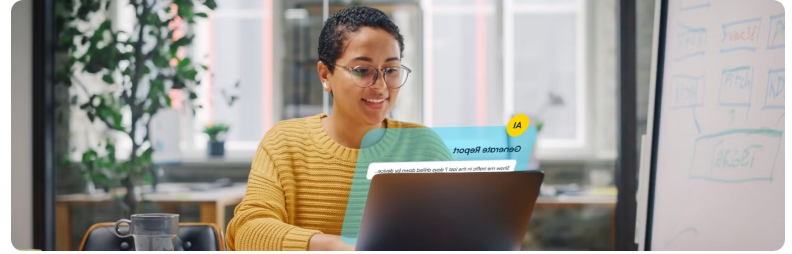
Growth Accelerator Workflow





Lessons to Carry into 2025

Key Takeaways



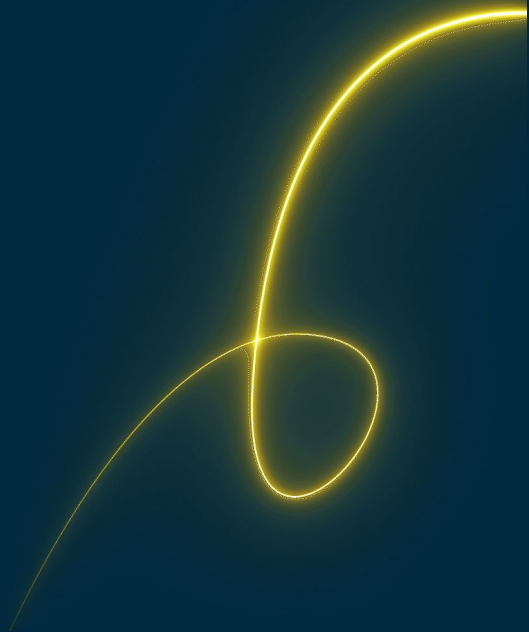
Peak has proven so far that Email, SMS are still strong channels. As shown in the BFCM stats they aren't going away. In fact, just getting better with capabilities like RCS.

Personalization at scale, team's efficiency and productivity: These factors will become even more important in 2025. AI-powered features like Contextual Personalisation, AutoSegments, Loomi Continent and Loomi for scenarios will be among the main drivers. This is even more relevant for your omnichannel strategy.

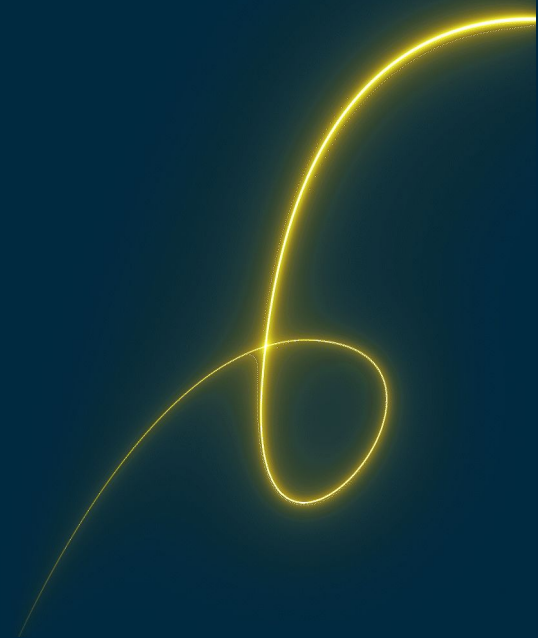
UCC is hugely valuable - allows you to implement new personalized campaigns in minutes. Start the year off right by taking advantage of these proven templates for quick results and develop them in order to get more value.

Tech is important, but can't replace strategy for how to leverage it. Bloomreach sets you up for success with world-class tech strategic support and partner with you for growing your business.

Q&A



Thank you

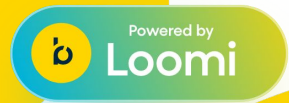


Recommendations & HTML cloning

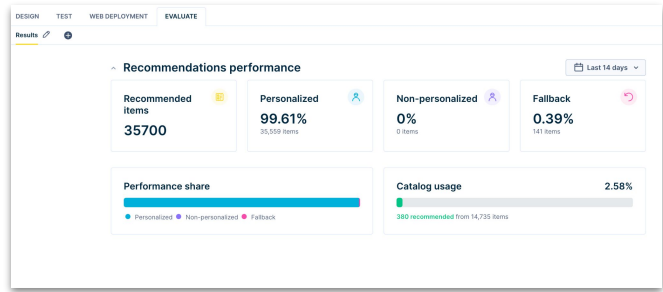


Recommendations in emails

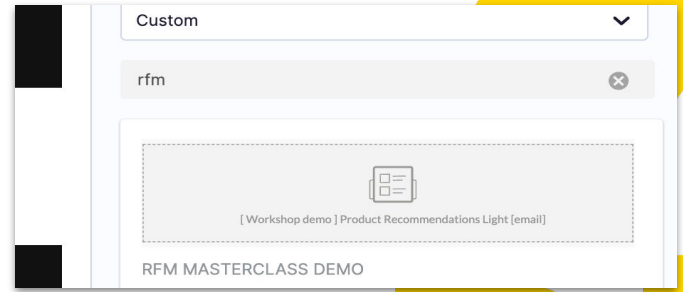
Efficient way of using recommendations in emails



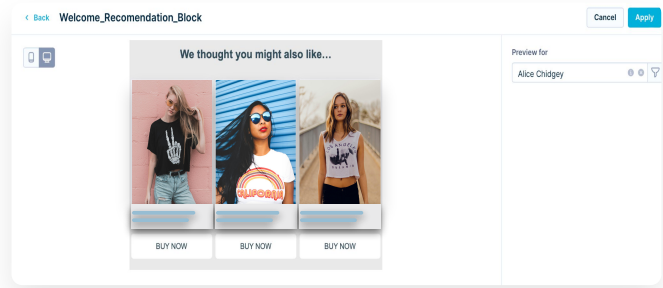
Create new engine



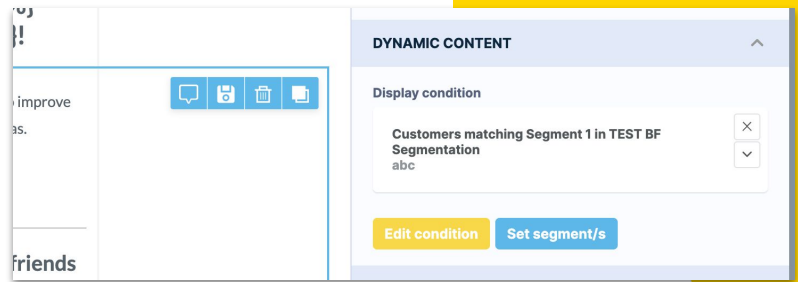
Clone & Use



Use in HTML template



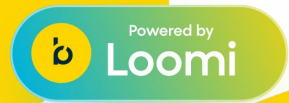
Save as the custom row Set Display Conditions (optional)





Select & create a new engine

Bloomreach offers 13 Built In templates

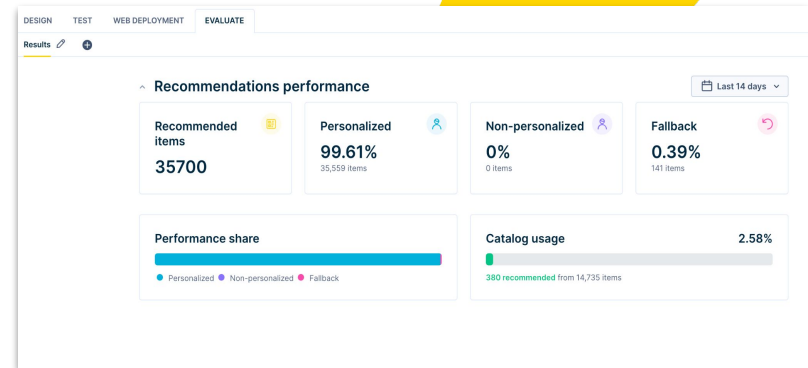


Engines for use cases below:

- 1) **Newsletter campaigns:**
Personalised Recommendations For You
Handpicked products for customers based on users similarity

- 2) **Abandoned browse:**
Customers who viewed this item also viewed this. Complimentary products to the products in recently viewed based on users similarity

Setup Recommendation Engine



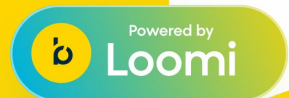
Good practices:

- **Catalog filter setup**
- **Product IDs**
- **Blacklist setup**
- **Other fields are optional / advanced**

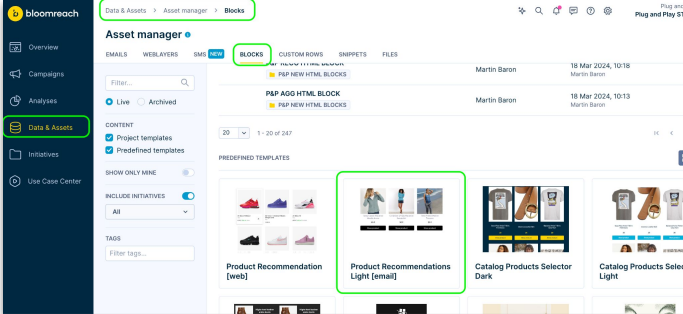


Use it in the new HTML Block

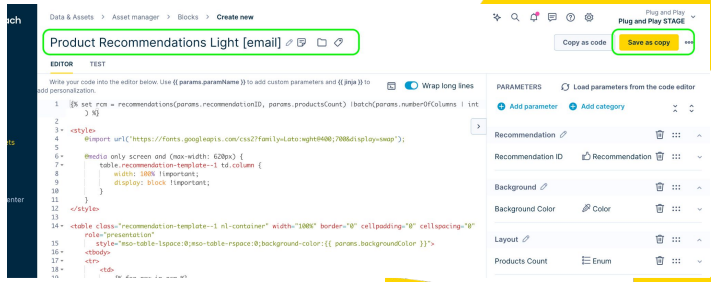
Bloomreach offers 3 HTML templates



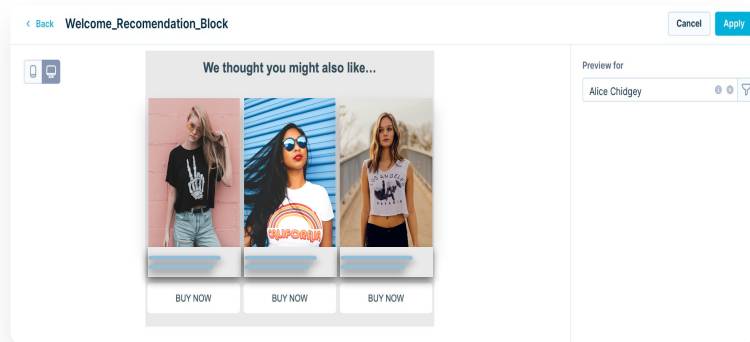
Select the predefined HTML block



Change name and click "save as copy"



HTML block created

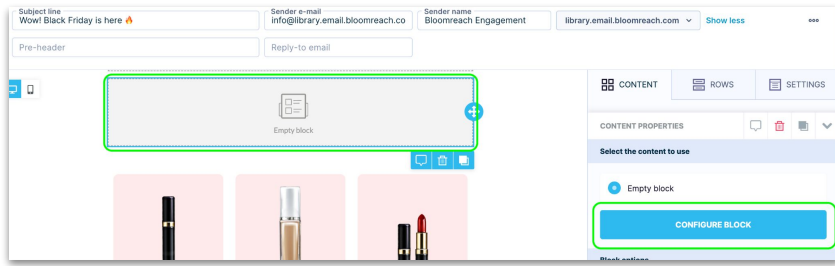




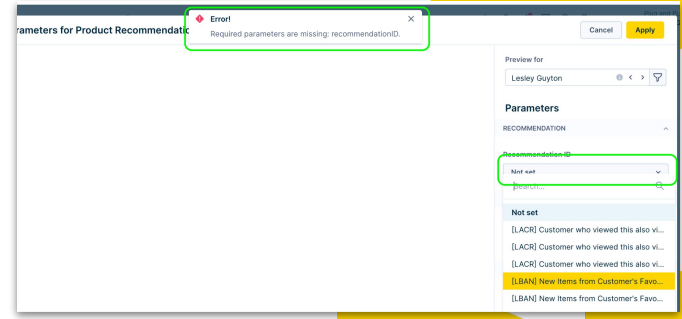
Use the HTML Block in the email row

Select HTML block, reco engine and save it in the email

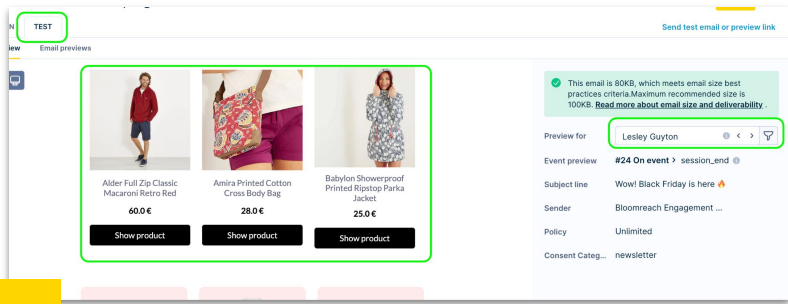
Select & configure dynamic content row



Select the recommendation engine



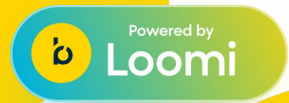
Test the engine & save



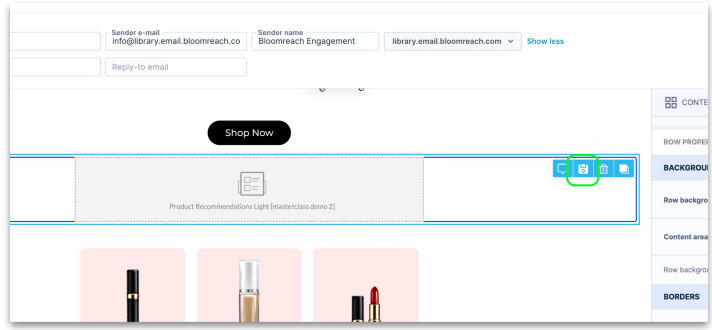


Save the row & clone if needed

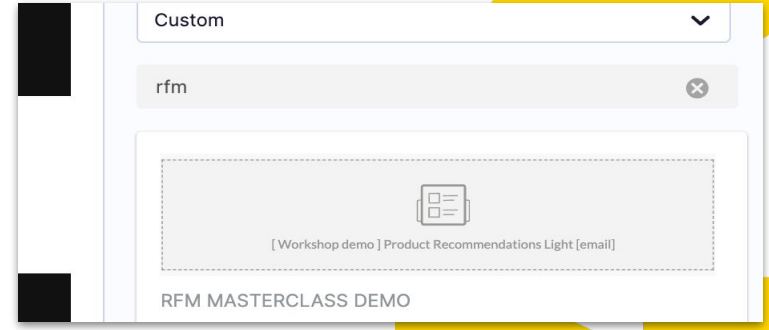
Save the custom row and clone to other campaigns



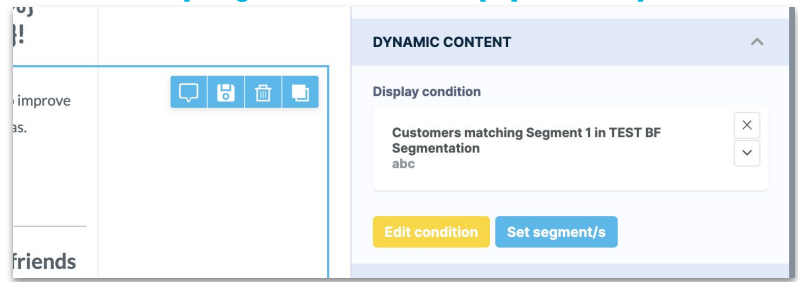
Select & configure dynamic content row



Select the row in other campaigns



Save as the custom row
Display Conditions (optional)



Newsletter

Autosegments



Featured roadmap item

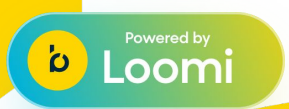


AutoSegments

Uncover hidden opportunities and target the most valuable segments

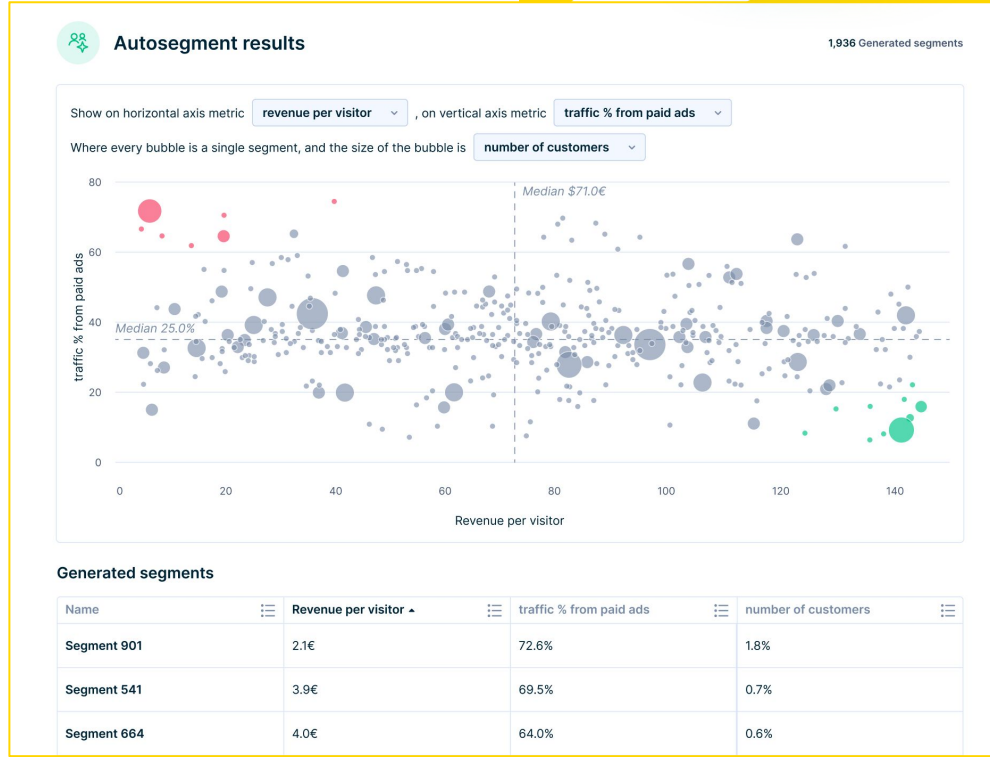
The screenshot shows the Bloomreach AutoSegments interface. At the top, it says 'Analyses > Autosegments' and 'Account name Pacific Home'. Below this is a navigation bar with tabs: ALL, TRENDS, FUNNELS, REPORTS, RETENTIONS, SEGMENTATIONS, **AUTOSEGMENTS**, FLOWS, GEO ANALYSES, PREDICTIONS, and SQL REPORT. A '+ New Autosegment' button is on the right. On the left, there are filters: 'Filter...' search, 'Live' (selected) and 'Archived' radio buttons, 'SHOW ONLY MINE' toggle, 'INCLUDE INITIATIVES' toggle, and a 'Tags' section with 'All' dropdown and 'Tag' buttons. The main table has columns: Name, Owner, Status, and Last run. One row is visible: 'Default autosegment', 'Bloomreach', 'Successful', and '1 Sep 2023, 12:00 Bloomreach'.

Name	Owner	Status	Last run
Default autosegment	Bloomreach	Successful	1 Sep 2023, 12:00 Bloomreach



Loomi generates valuable segments

- Users enter **key customer properties** and **metrics**, like {charms_and_bracelets_buyer_probability} or Average Order Value
- Loomi will crunch data and **automatically generate** thousands of segments with **unique combinations of properties + metrics**
- Segments are presented on a customizable bubble chart for marketers to explore
- Marketers pick the most valuable segments and instantly **use it in Scenarios, Email Campaigns, Contextual Personalization** and more



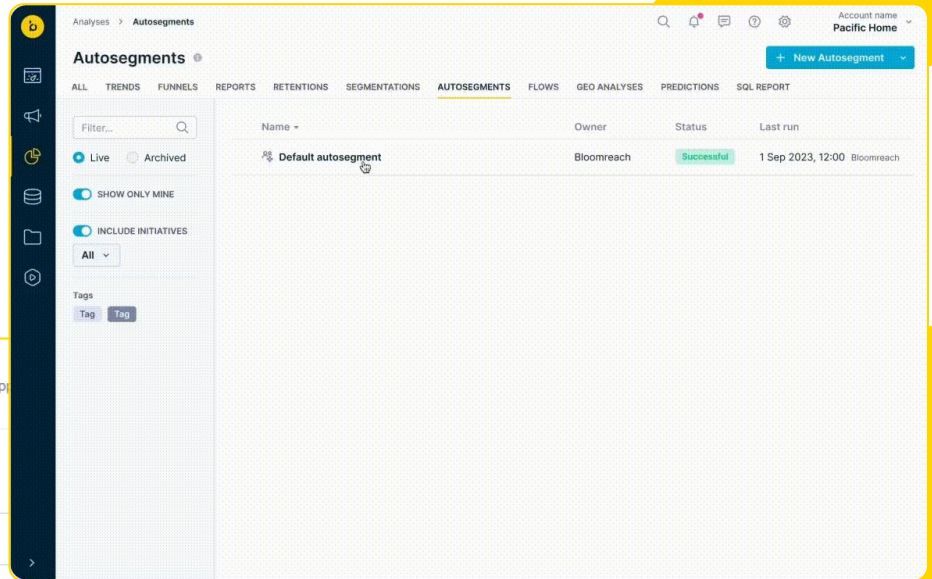


Featured roadmap item



AutoSegments Benefits

- **Speed up campaign velocity** by speeding up insight generation
- Increase **repeat purchases** and LTV
- Scale **1st time customer acquisition**
- **Optimize campaigns** and reduce email and SMS costs



Autosegment setup
 Please provide the specific customer attributes that will define the segments. Our AI will then process and generate all ap accordingly. It's important to note that the segmentation process will be constrained to a maximum of 1 000 segments.

Generated segments will be based on

- these customer properties:
- charms_and_bracelets_buyer_probability X
 - # of purchases X
 - #purchase last 15 months X
 - (Perso) Price range buys (1-24€) X
 - (Perso) Price range buys (25-49€) X
 - (Perso) Price range buys (50-99€) X

- and these metrics:
- [AOV] X
 - [% u.conversion from clicked] X
 - Repeat Rate % X
 - Click Rate X

Minimum user count for each segment
 10000 [Switch to relative](#)

CUSTOMER FILTER ooo



Featured roadmap item



Use Case and Results

Use Case

"I've exhausted basic segmentation opportunities, and I need to continue to uncover more valuable segments, because I need to improve the ROI on my campaigns, **fast.**"

I need AI's help to find opportunities and automatically create segments.

Results

Each segment created shows;

- A description of the customers within it
- Both the number of customers in it as well as the percentage of the overall customer base
- The 'score' achieved by the segment for each of the Metrics included

Segment 707
Segment consists of 12,703 customers, accounting for 1.9% of all your customers.

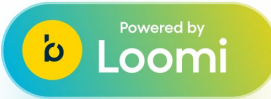
This segment consists of women interested in flash sales with a 60% discount, who are new and interested in advanced kids' products.

Metric	Segment value	Overall value	Difference
Revenue per visitor	140.0€	14.0€	+900.0%
Revenue per buyer	110.7€	53.2€	+108.14%
Conversion	4.8%	3.1%	+54.84%
Traffic % from email	6.2%	20.2%	-69.31%
Traffic % from paid ads	8.7%	16.8%	-48.21%
Share on total revenue	8.91%	100%	

Cancel Show customers Create campaign Create segment



AutoSegments



Great for...

- Teams who have already implemented best practice segmentation opportunities like gender, location, LTV, etc.
- Finding hidden relationships between properties and metrics to form unique segments
- Brands that have fresh first-party data. Bonus if it's unique to the brand, like "skin tone" for cosmetics brands
- Teams that want to be the first to leverage new AI technology

[Help Docs](#)

Not great for...

- Teams who haven't started with basic segmentation and don't know how to start
- Predictions about user behavior or future segment value
- Brands with old data or very few customer properties.



HMV Uses AutoSegments to Discover Valuable New Google Ads Segment

COMPANY

The British music and entertainment retailer [HMV](#) used Bloomreach's AutoSegments feature to quickly and efficiently generate the optimal ad audiences for its PPC campaigns.

UPLIFT

34%

Increase in impressions

425%

Increase in landing page views

14%

Revenue lift



"AutoSegments were exactly the kid of 'nextgen' tool that let us take our tons of customer data and translate it into useful, actionable insights to get a leg up on our competition."

Connor Weir, Community Marketing Manager, HMV