



# Hello and welcome!

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

**What was the most beautiful place you visited?**



# Contextual Personalisation in Web Layers & Scenarios Best Practices



*Bloomreach*

19th of March 2024

# 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

# Meet The Hosts And The Speakers



**Matej Cambal**

Sr. Business Consultant



**Donata Pieta**

Sr. Business Consultant





# Agenda: Contextual Personalization

1. **Why Contextual Personalization?**
2. **Step by step - context, A/B testing, where to start**
3. **Case study**
4. **Best practices**
5. **Evaluation**
6. **Demo**
7. **Q&A**



# Contextual Personalization

## AKA

# AI Driven Personalization



# Serving Preferred Variant to Every Customer

## A/B Testing

A



B



Chocolate or Vanilla?

## Contextual Personalization



Let's find out which Ice Cream flavour customers prefer based on a context.



# Contextual personalization vs A/B test?

## Limitations of A/B Testing

Traditional A/B Testing works by randomly assigning a portion of website visitors to one experience (A) and another portion to a different experience (B). The goal is to measure the performance of each version and determine which experience performs better.

### Problems with A/B testing:

- labour intense
- time consuming (statistical significance)
- not appropriate in all scenarios e.g. Black Friday, Mother's Day etc.







# Contextual Personalisation in Business

## **Next level personalisation**

Contextual personalization enables organizations to understand their customers better and provide them with personalized experiences that are tailored to their needs.

By leveraging AI-driven solutions, businesses can select **the best option for each individual customer** based on data points - known contexts.





**Why should you care  
& is it worth the  
effort?**



# Contextual Personalization in Web Banners - Case Study

**Goal: Increase Number of Subscribers**

**What:**

Increase number of email subscription.

**Why:**

Based on the customer value analysis we have identified that **opted-in** customers are **x4 times more valuable** to the business than not opted-in customers.

**Subscribed customers:** had higher conversion rate, shopped more often, spent more - higher AOV.





# Type of Web Banners

**Multiple banners with different offer types:**

10% off

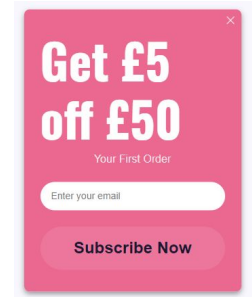
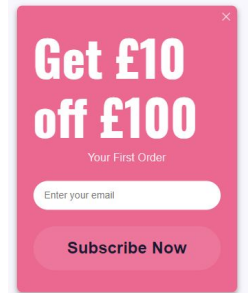
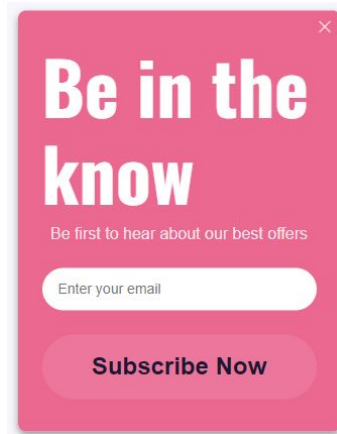
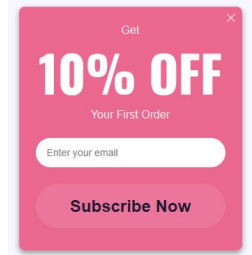
£5 off £50

£10 off £100

Watch Buyers Guide

Diamond Buyers Guide

No Offer





# Context

## **Customer Segments you would want to test against:**

**Behavioral Data:** Traffic Source, Device Type, Location

**Customer Type:** First Time Buyer, Repeat Customer, Visitor etc.

### Features ⓘ

CP: Device Type ▾

CP: Traffic Source ▾

CP: Location: Top 3 vs Rest of the UK ▾

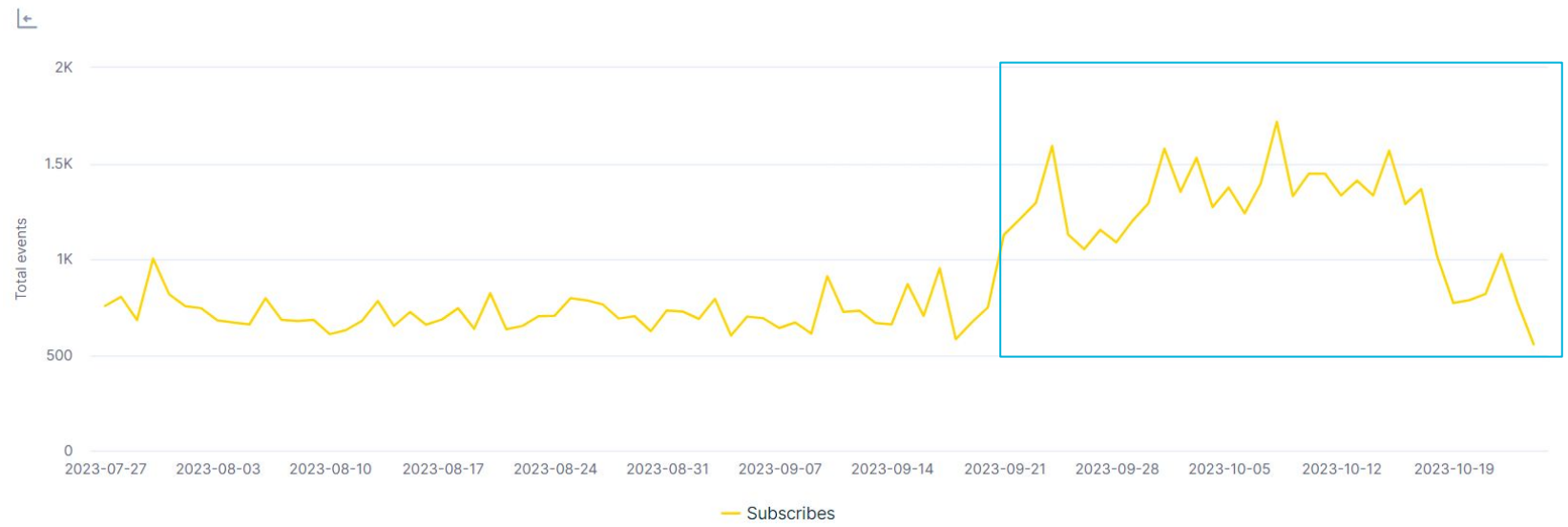
CP: Customer Type ▾

CP: Category Viewed ▾





# Results on CP Subscription Weblayers



14,316 additional subscribers vs previous 30 days - **37% Uplift**

Not Subscribed £28 vs. Subscribed £40  
14k x £12 = **168k** potential extra revenue



# Case Studies

[Link to case study](#)

## United Fashion Group Wins With Contextual Personalization

### COMPANY

[United Fashion Group's](#) leading brand Topankovo used [contextual personalization](#) to offer a gamified weblayer that drove conversion on its website.

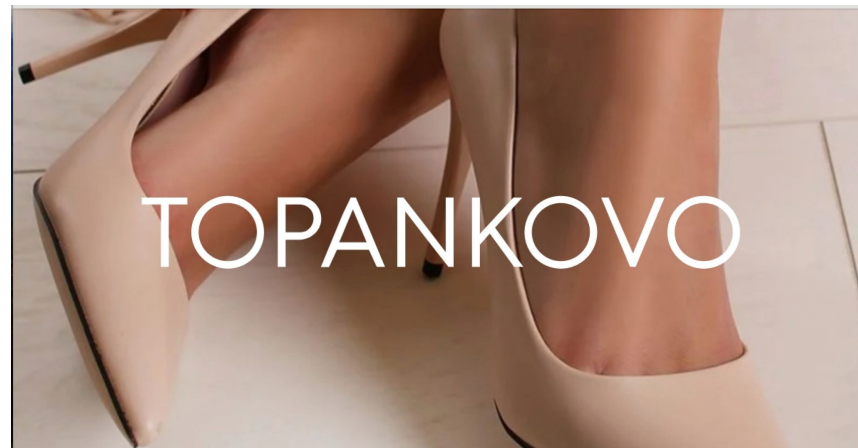
### Conversion

**20.4%**

customers  
"scratched off"  
gamified weblayer

**43.75%**

Conversion to  
purchase by  
customers who  
"scratched off"  
gamified weblayer



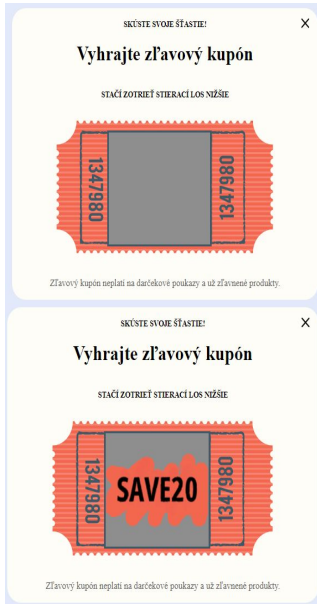
*"Our goal was to enhance user engagement and conversion rates by offering a gamified experience on our website. We wanted to convert customers that weren't interacting with our traditional channels like email, push, and social."*

**Valentina Holbova, Head of Marketing & Product,  
United Fashion Group**





# United Fashion Group Wins With Contextual Personalization



- **Audience:** Users who never purchased and don't engage emails or push notifications and
  - has historical cart\_update or
  - viewing one product multiple times or
  - frequent visitors
- **Proposed solution:** Scratching coupon weblayers (that can gamify customer experience on web)
  - 3 voucher types (20 % off, 10 % off or Free Shipping)
- **Results:**

**20.4%**  
customers  
"scratched off"  
gamified  
weblayer

**43.8%**  
Conversion to  
purchase with  
voucher

**17 300 €**  
Revenue with  
voucher (2  
weeks)

Thanks to  
Reward settings  
CP converted  
most clients with  
cheaper voucher



# bimago. uses Contextual Personalization to Increase Conversions

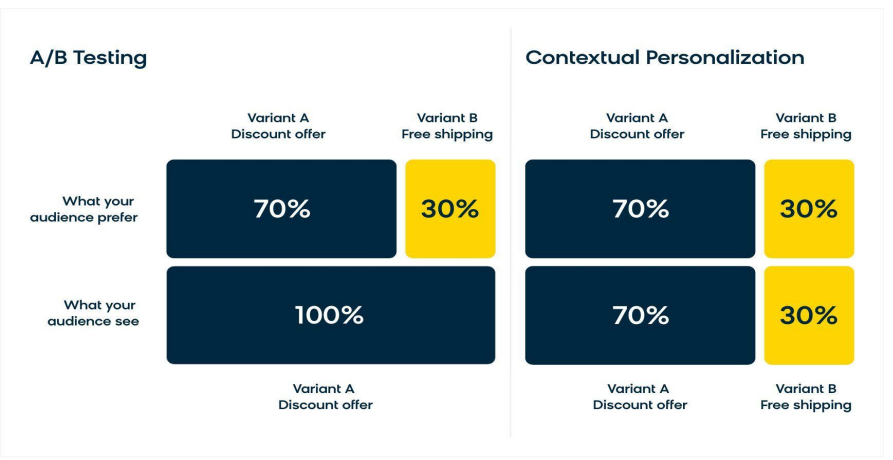
## COMPANY

[bimago](#) used Bloomreach Engagement's Contextual Personalization to the best possible variants to website visitors to drive optimal conversion rates and increase brand loyalty among customers.

## UPLIFT

**44%**

Increase in conversion rate on a website banner comparing contextual personalization to A/B testing



*“Contextual personalization has allowed us to show the best possible personalized subscription banner to every individual customer. This leads them to having a better experience with our brand, which aligns with why we adopted Bloomreach Engagement.”*

**Ewelina Krajewska, Head of Loyalty & Automation, bimago**

**Bloomreach Platform**

Discovery Engagement Content



# Best Practices



# Where to Start

## **Start with a clear goal in mind.**

- e.g. I want to increase number of email subscribers, because subscribed customer are x4 times more value.

## **How to approach contexts / segments?**

- Start small - pick between 4-5 segments that are relevant to the use case you are trying to deploy.
- Use simple segments that are applicable to the customers you are marketing to - e.g. traffic source, device type, product views etc.

### **DO NOT USE:**

- DOB - model will look for similarities between people born on the same day
- RFM in the email subscription use case, portion of your traffic will not qualify as you will have new visitors & people who never purchased



# Always Include

## A/B test

- Without A/B Test you will not be able to evaluate success of the Contextual Personalization

A/B test ↶ Contextual personalization ▾

This type of A/B test will automatically choose the most optimal variant for every single customer based on contextual data (previous behavior and characteristics). Control group is always used as part of the Contextual personalization and Comparative A/B test.

---

Groups	Traffic distribution	
<input checked="" type="radio"/> Contextual personalization Automatic distribution	70 %	<a href="#">Edit variants</a>
<input type="radio"/> Comparative A/B test Equal distribution	30 %	



# CP vs A/B

CP Demo

Discard changes Save Start

DESIGN TEST EVALUATE

Editor **A/B test** Settings

A/B test Contextual personalization

This type of A/B test will automatically choose the most optimal variant for every single customer based on contextual data (previous behavior and characteristics).

Groups Traffic distribution

Groups	Traffic distribution
<input checked="" type="checkbox"/> Contextual personalization Automatic distribution	70 %
<input checked="" type="checkbox"/> Comparative A/B test Equal distribution	30 %
<input type="checkbox"/> Control group Not serving any variant	

Contextual personalization setup

Decide on which data should be the model trained.

Optimization target

banner action equals subscribe

Refine more

**A/B Test:** 10% Variant A, 10% Variant B & 10% Variant C (if testing x3 variants)

**CP:** Best Variant Post Learning Phase, During Learning Phase - multiple combos until the winner is established



# Do NOT Include

## Control Group

- Control Group in CP requires the same optimisation target on the same page

E.g. for the CP to be valid for subscription use case you need a banner on the page that will generate the same event type banner > action > subscribe

**Contextual personalization setup**

Decide on which data should be the model trained.

Optimization target ⓘ

banner ▾ — action equals ▾ subscribe



# How many variants?

## **Use between 3-5 creative variants**

- For many businesses producing multiple creatives can pose a challenge, start small
- Pick variants that are mostly of similar value to the business 10% off , \$10 off etc.
- Try testing max 1-2 variations of the same creative at the time





# Evaluation



# How to evaluate CP in Weblayers?

Create customer segment based on Banner event and all the Variants vs CP.

The screenshot displays the Bloomreach Segment CP/AB interface. At the top, there are navigation buttons: "Discard changes" (red), "Cancel", and "Preview". Below this is a breadcrumb trail: "Contextual Personalisation" > "10% off" > "£10 off £100" > "£5 off £50" > "No Offer" > "Watch Buyers Guide" > "Engagement Ring Buyers Gui...".

The main section is titled "Contextual Personalisation" and shows "68.68M Customers overall", "0 In this segmentation", and "0 In this segment". A "CUSTOMER FILTER" box is open, showing "Select customers" with "matching" selected and "funnel" as an option. The filter configuration is as follows:

- 1. Step: banner
- Field: banner
- Operator: variant\_origin
- Comparison: equals
- Value: contextual personalisation

A "Refine more" link is visible below the filter configuration.

A second, larger "CUSTOMER FILTER" box is overlaid on the right, showing the configuration for the "10% off" segment (68.68M Customers):

- 1. Step: banner
- Field: banner
- Operator: variant\_origin
- Comparison: equals
- Value: ABtest
- AND
- Field: variant\_name
- Operator: equals
- Comparison: equals
- Value: 10% off

A "+ Funnel" link is visible at the bottom right of this filter configuration.



# How to evaluate CP in Weblayers?

Create a Funnel and apply your segments to the Funnel Report

Evaluation ✎ 📁 🔗 Discard changes Cancel Preview Save funnel 🔔

Funnel steps + + Funnel completion period 📅 Lifetime

1. Step: banner ✎

banner ▼ banner\_name ▼ equals ▼ ⌵ New Subscription Banner

AND

action ▼ equals ▼ ⌵ show

[Refine more](#)

2. Step: banner ✎

banner ▼ banner\_name ▼ equals ▼ ⌵ New Subscription Banner

AND

action ▼ equals ▼ ⌵ click

[Refine more](#)

Drill down by 👤 Customer 🏷️ contextual personalisation 🗑️

Compare conversion 👤 Start 📄 Step 1: banner 🎯 Goal 📄 Step 2: banner

📌 The weak winner is contextual personalisation

Contextual personalisation (customer drill down)	Banner	Start	Banner	Goal	Conversion	Confidence	👁️
Total unique		100.00% (999.00)		14.61% (146.00)			👁️
free delivery		100.00% (92.00)		6.52% (6.00)	6.52%	96.03%	👁️
discount		100.00% (122.00)		7.38% (9.00)	7.38%	96.79%	👁️
contextual personalisation		100.00% (785.00)		16.69% (131.00)	16.69%	99.83%	👁️
Conversion comparison (total)		999		146	14.61%		



# Translating Marketing Efforts into ROI

## Revenue Prediction

Not Subscribed £28  
Subscribed £40

14k x £12 = **168k** potential extra revenue

## Customer Segmentation

Tag customers who subscribed with an attribute and calculate the value of your subscriptions after certain period of time.



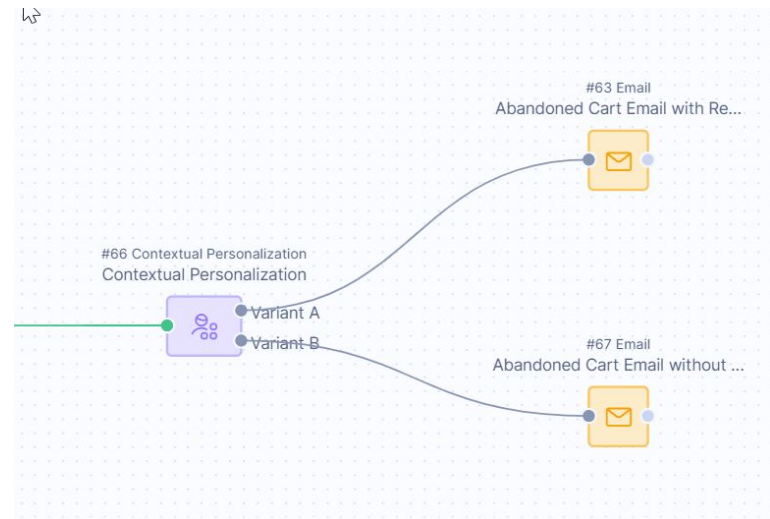
# DEMO





# Contextual personalisation in scenarios - setup

1. Use case - Abandoned cart email
2. Variants
  - a. Hero image / No hero image
  - b. Recommendations / No recommendations
  - c. Subject lines
3. Context
  - a. First time buyer / repeat buyer
  - b. Most common session start device in last 30/90 days
  - c. Click / no click in last 90 days
  - d. More than 4 sessions in last 30 days / more than 2 sessions in last 30 days, 0-1 sessions in last 30 days





# Contextual personalisation in web layers - setup

1. Use case - Subscription banner
2. Variants
  - a. Subscribe / Subscribe and get ebook/recipe/guide
  - b. Incentive / no incentive
  - c. Design and placement
3. Context
  - a. Traffic source (Paid, Direct, Social..)
  - b. Most common session start device in last 30/90 days
  - c. More than 4 sessions in last 30 days / more than 2 sessions in last 30 days, 0-1 sessions in last 30 days

A/B test

Contextual personalization

This type of A/B test will automatically choose the most optimal variant for every single customer based on contextual data (previous behavior and characteristics). Control group is always used as part of the Contextual personalization and Comparative A/B test.



Groups	Traffic distribution
<input checked="" type="radio"/> Contextual personalization Automatic distribution	80 %
<input type="radio"/> Comparative A/B test Equal distribution	20 %

Edit variants



# Summary

- 1. Pick a use case to improve - automated use case with higher volume recommended**
- 2. Generate variants - does not need to be new content, remove elements, reorder**
- 3. Pick contexts - only few “dense” ones - all customers entering use case should be present in these contexts**
- 4. Enable A/B Test - to evaluate the new approach**
- 5. Evaluate and iterate**



# Q&As



**Thank you!**