



Hello and welcome!

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

What is your favorite summer activity?



Extend Personalization to your Paid Ads Strategy:

Best Practices and Benefits



July 2024




 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

Meet The Hosts And The Speakers



Matej Cambal

Sr. Business Consultant,
Bloomreach



Monika Trepac

Digital Ads Operations
Team Leader, **Notino**





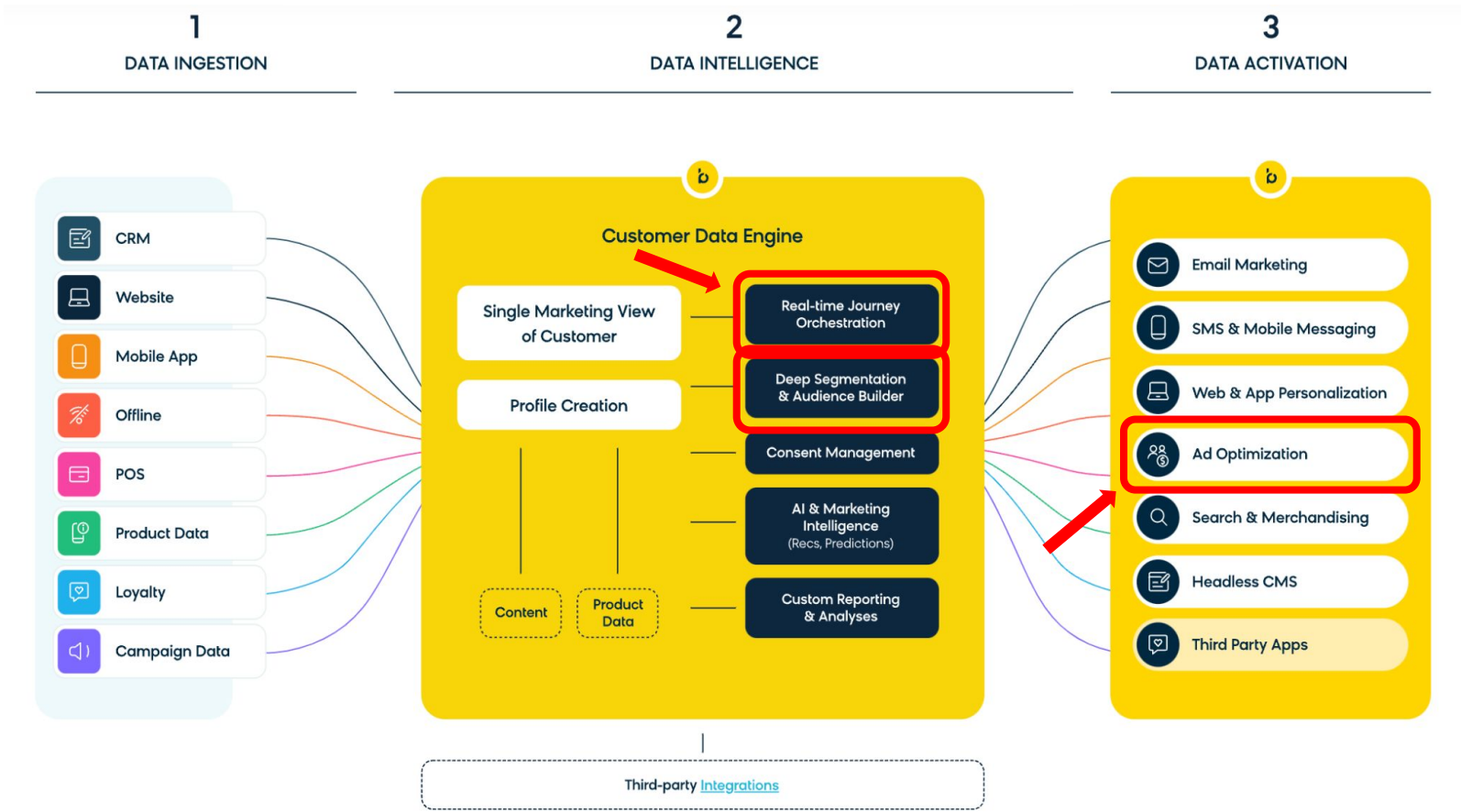
Agenda

1. Overview of Ad Audiences capabilities
2. Available integrations/channels and launching use cases
3. How CRM teams can work with their performance teams to get more value - **Notino**
4. Optimizations in scenarios
5. Summary of the benefits

Overview of Ad Audiences Capabilities



Personalize Customer Experiences With a Customer Data Engine





Solving the Retail Formula with Bloomreach

CAC

COST
PER VISIT

/

CONVERSION
RATE

Total Marketing Spend
/
Volume of Visits

Total # of Customers
/
Total # of Visitors



LTV

AVERAGE
ORDER VALUE

*

FREQUENCY

*

GROSS
MARGIN

Total # of Orders
/
Total Revenue

Total # of Orders
/
Total # of Unique Customers

% Margin
% Discount
Leftovers
Returns
Fulfillment



Solving the Retail Formula with Bloomreach

CAC

COST PER VISIT

/

CONVERSION RATE

Total Marketing Spend
/
Volume of Visits

Total # of Customers

/

Total # of Visitors



LTV

AVERAGE ORDER VALUE

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% Margin
% Discount
Leftovers
Returns
Fulfillment

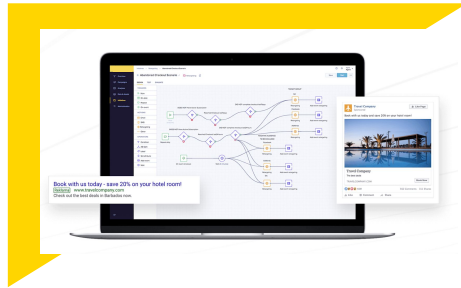
Bloomreach helps you in most parts of the retail formula

Today we focus on how Bloomreach can help with acquisition and using marketing budget effectively



AdTech

Tools to target the right audiences and deliver and measure digital advertising campaigns



Time to implement: 1-3 weeks



Time to results: 1-2 weeks



OVERVIEW

Using one of our native or custom integrations, your brand can benefit from the single customer view to create custom audiences in advertising platforms, collecting leads or sending events from Bloomreach to enrich data used for retargeting.

KEY BENEFITS

Audience management - who to show ads to, how to choose the right audience, what audience should be excluded

Collecting leads - allows to generate new leads and to enrich SCV with additional customer data collected through Lead Ads forms without the need for manual imports

Optimisation of campaigns - allows to send important events, such as purchases, and leads to Facebook, which allows better optimisation

Better Ads budget management - optimize your ads budget targeting the right audiences using insights from Bloomreach SCV

Omnichannel communication - find out what channel your customers prefer and are more likely to convert from

Benefit from machine learning - use AI driven predictions to create lookalike audiences



AdTech options in Bloomreach

NATIVE INTEGRATIONS

Google Ads

Create customer match audiences to better target your customers via Google Ads, Search ads and Display Ads

FB/IG Ads + Conversion API

Create audiences in FB Ads to better target your customers via FB, Instagram and Messenger, use server side API to enhance match rates

TikTok Ads

Reach high value audiences and exclude segments unlikely to convert

Snapchat Ads

Target the right audience on Snapchat, save costs on segment exclusions

FB/IG/TikTok Lead Ads

Collect responses from lead ads on FB, Instagram and TikTok

Adform

Create Adform retargeting audiences

Criteo Ads

Launched in Q2 2024

Launching Ad Audience use cases



Ad Audiences: Key Use Cases

ACQUISITION CAMPAIGNS

Creating **Seed Audience** for lookalike modeling:

- Target **Lookalike of VIPs**
- Target **Lookalike of High Likelihood to Spend**
- Create audiences based on your potential customer's **Previous Interactions**

RETENTION CAMPAIGNS

Retargeting specific group of customers based on:

- **Lifecycle Stages** (*new, lapsing, reactivation, etc*)
- **Product Preferences** to tailor content
- **Predictive Score** (*ie. prediction to spend/ to engage*)

REDUCE COSTS

Create **Suppressions Lists** for:

- Customers who **should not be engaged**
- Customers who **recently bought**
- Customers **highly engaged on cheaper channels** (*email for instance*)



Examples of Other Valuable Segments

To Include → Increase Revenue

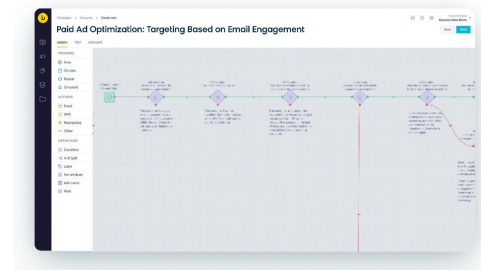
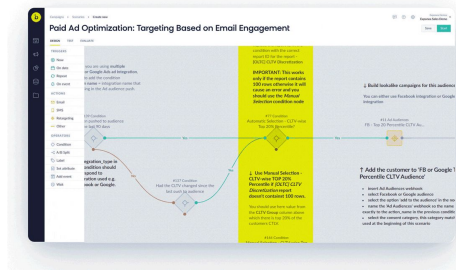
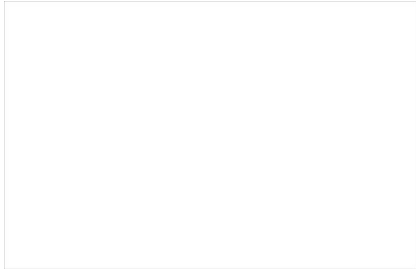
- Customers that are **visiting your website recently without a purchase**
- Customers that have **medium probability of purchase** (*based on AI predictions*)
- **Regular purchasers that have not purchased recently**
- Customers that were **targeted with a campaign through other channel** but didn't convert
- **Upsell/Cross-sell customers** based on their recent purchase
- Customers **buying only during sales periods**

To Exclude → Decrease Budget

- Customers that are **engaged with marketing communication via other channel** e.g. active email openers
- Customers that **have purchased recently** (*depends on the business*)
- Customers that are **'problematic'** (*e.g. returning the products frequently*)



Top Use Cases



Social Media Ad Audiences

Ads Audiences streamline your advertising efforts by ensuring you reach the right customers through Google Ads and Facebook Ads.

Available in Use Case Center

Basic

[Go to use case](#)

CLTV Based Lookalike Targeting for Paid Ads

Create audiences for your paid media channels, which will be based on the lifetime value of your customers. You will be able to target the lookalike audiences of the most loyal and valuable customers.

Available in Use Case Center

Advanced

[Go to use case](#)

Paid Ads Optimized for Email Engagement

Create Ad Audiences based on email engagement to avoid targeting customers who have already engaged via email.

Available in Use Case Center

Advanced

[Go to use case](#)



Efficient & Profitable Ad Campaigns

Precise Retargeting Based on CDE Data

Optimization | Cost Saving | Personalization

Prerequisites: ad audiences

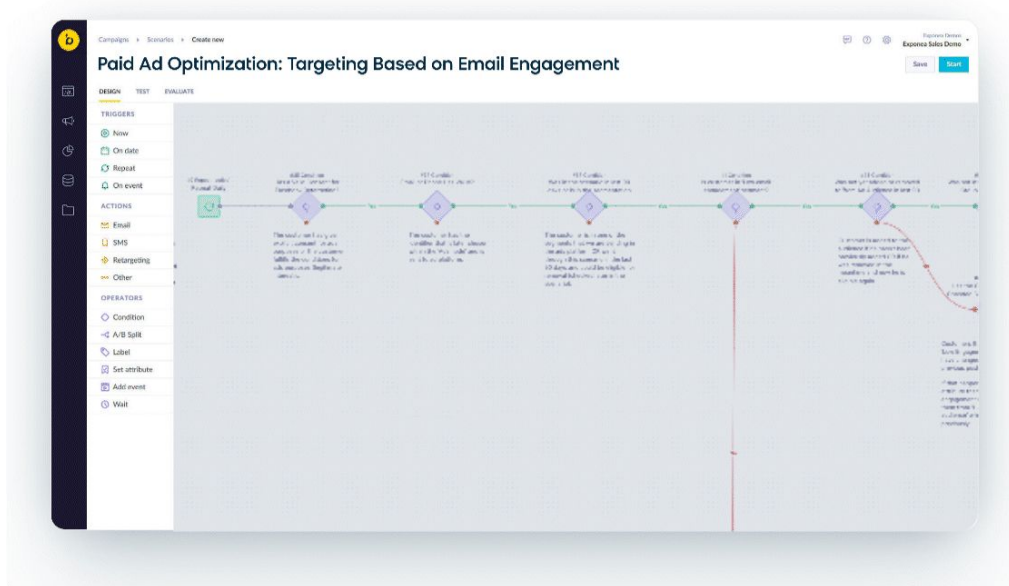
TTV: 4

This Use Case allows you to create Ad Audiences based on email engagement to avoid targeting customers who have already engaged via email. It will help you to target only those who are less likely to open emails and engage with them more with paid optimization. In result, you will **spend your budget more effectively** and increase your revenue.

"Combine personalized emailing and ad targeting into a powerful marketing campaign that is more cost-effective with your resources and time!"

Goal: Acquisition

Channel: Email





Efficient & Profitable Ad Campaigns

Lookalike Targeting Based on CLTV & Loyalty

Conversion Rate | Long Term Revenue | CPA

Prerequisites: ad audiences

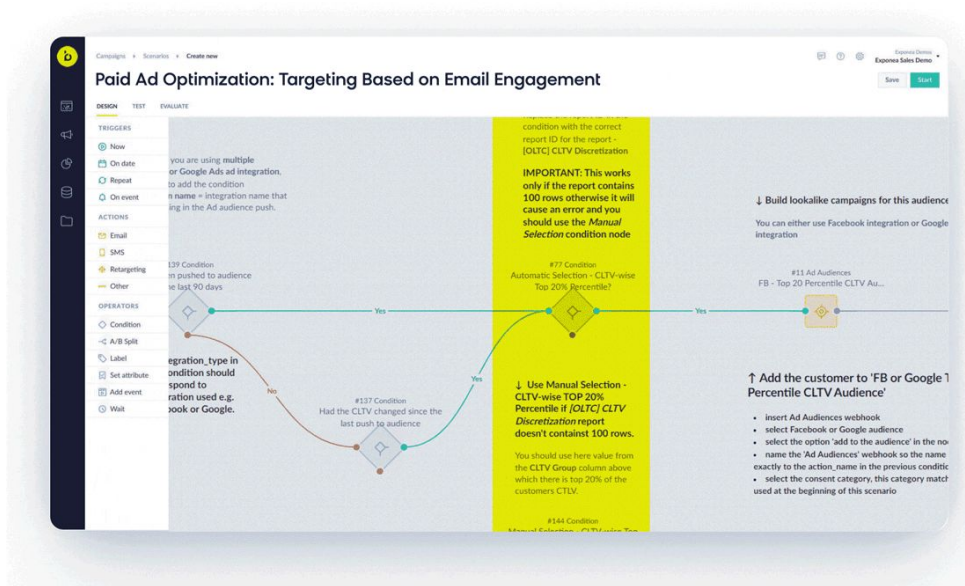
TTV: 5

This Use Case will create audiences for your paid media channels, which will be based on the lifetime value of your customers. You will be able to target the lookalike audiences of the most loyal and valuable customers, what leads to generating **higher conversions and revenue**.

"Informing lookalike audiences with similar data has yielded our clients up to +15% revenues and -38% cost-per-acquisition (CPA) for lookalike campaigns."

Goal: Acquisition

Channel: Paid Media





Overcome Cookie Limitations

Facebook Conversion API

CR | Optimization | Returns

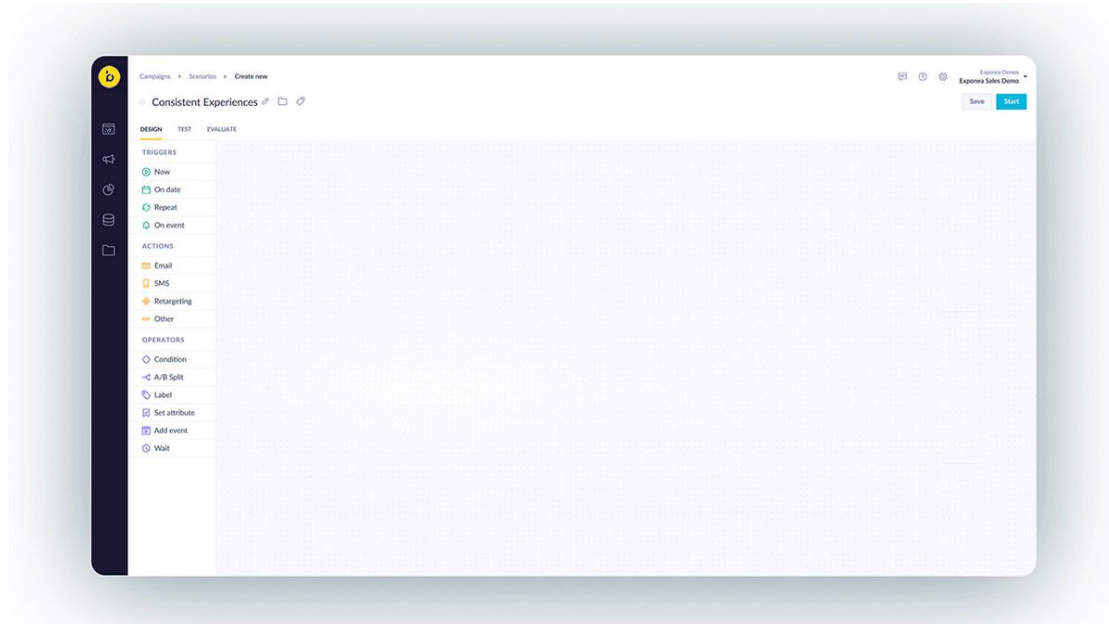
Prerequisites: Data tracking

Send conversion events to Facebook's Ads (Instagram, Messenger) platform directly without relying on browser pixel events. This Use Case **increases conversion signal strength** through Facebook Conversion API and leads to **better ad targeting** and attribution of Facebook Ads.

"Get the most out of your time and efforts with better optimization of Facebook Ads and increase your returns from advertising!"

Goal: Acquisition

Channel: Paid Media





Autosegments and Ad Audiences

GOAL	DETAIL	SEGMENT DIMENSIONS
<p>Acquire more customers by refining lookalike audiences on social platforms</p>	<p>Acquisition marketers send valuable segments to social platforms like Facebook or TikTok, having them find potential customers who look like the given “seed” set. Oftentimes, these marketers will build these lookalike audiences off of a single dimension, like LTV.</p> <p>Instead, acquisition marketers can “juice” the AI engines of the ad platforms by giving it a more specific audience to look for. For example, instead of just high LTV, they might send one that→</p>	<ul style="list-style-type: none"> • Property: LTV = \$4000 • Property: AOV = \$200 • Metric: Bounce Rate = 2% 400% lower than average • Metric: Conversion Rate = 40%
<p>Optimize retargeting strategy and boost ad spend efficiency</p>	<p>Acquisition marketers create prospecting ads, and those ads will drive traffic to the website or app. Some of those users will engage, viewing products or even adding things to cart.</p> <p>Of this group, acquisition marketers can find a sub-segment that is most likely to purchase, bidding relatively more money for this audience. Then, the marketer will retarget this group, bringing them back to the app to convert.</p>	<ul style="list-style-type: none"> • Property: First touch source = Facebook • Property: In-session Prediction • Likelihood to purchase = 85% • Property: First time buyer • Property: # of organic revisits = 3 • Metric: Viewed Product = 2 • Metric: Bounce Rate = 5%

Notino Case Study

NOTINO

Bloomreach Ad Audiences

Monika Trepáč, Digital Ads Operations Team Leader / July 23, 2024





Google Ads

3rd party data



Bloomreach

1st party data



CRM team

- /Lack of knowledge about the specifics of GAds audiences
- /No access to reporting
- /Needs exact input

PPC team

- /No access to BR
- /Dependent on the CRM team
- /Time delay





PPC & CRM cooperation

- /4 PPC specialists trained in BR
- /Work in the modules: Campaigns – scenarios and Analyses - segmentations
- /Audience creation, import to GAds
- /Higher efficiency of the PPC team
- /Time savings for the CRM team





 Overview

 Campaigns

 Analyses

 Data & Assets

 Initiatives


 Use Case Center

Analyses > Segmentations

Segmentations 

CAMPAIGNS

Calendar

Scenarios 

Email campaigns

SMS campaigns

Surveys

Weblayers

Experiments

In-app personalization

Recommendations

1

BR audience for observation

Signals for Google Ads campaigns with smart bidding (aiming at the most valuable users)

2

BR audience as an equivalent to classical RMKT audiences

More precise events
Working with our customers

3

BR audience for concrete actions

Lots of possibilities to segment different audiences in comparison with Google Ads

4

BR audiences for Sklik, Microsoft Ads...

We are working on their implementation and testing

90%

Bloomreach audiences for observation – UK

CTR value
was in case of
BR audiences
two times
bigger

	CTR	CPC	Konverzný pomer
UK - Bloomreach - purchase	2,52 %	0,23 €	6,28 %
Segments total	1,58 %	0,22 €	4,93 %
Campaign Total	1,32 %	0,22 €	4,85 %

30%

Conversion Rate
was 30% higher in
the case of BR
audiences

Bloomreach audiences for Remarketing

BR audiences for RMKT

Comparable performance with Google Ads audiences
Had better CTR and lower CPC

BR audiences didn't take over the performance of Google Ads audiences

They performed as expansion to targeting and engagement

63%

Total amount of conversions from RMKT campaigns in Google Ads in the UK increased by 63% for the monitored period

Key Takeaways

1. Start working with Bloomreach and its modules within performance teams
2. Test Bloomreach audiences (Experiments, New campaigns)
3. Monitor target metrics – Conversion rate, Conversion value, CTR, COS





NOTINO



Optimizing Ad audiences

Challenges

- **Value of Ad Network Identifier (email, phone, Google Ads ID)?**
Increase the match rate by adding condition to filter out customers without necessary identifier
- **Does customer have a valid consent? Does he know his PII is being shared with 3rd party?**
Consent must be valid, only people with proper consent will be pushed to Google Ads audiences
- **Frequency capping**
No need to add a customer to the audience if he was already added there previously
Check if customer still meets the conditions to be part of the audience, if not → remove them



Challenges

Incorrectly set up scenarios are resulting in:

1. **Generating unnecessary campaign 'ads' events** → increasing your MPE and stored events MES
2. **Generating unnecessary campaign error events** → increasing your MPE
3. **Making difficult to see any 'real' errors in the scenario** → debugging is more time consuming

facebook audience level play

#13 Idle
Last finish time: 11 Jul 2022, 08:00:27

CUSTOMERS	LAST RUN	TOTAL
Entered	1,276	23,750
Suppressed - Policy & Consents	0 (0.0%)	1,894 (8.0%)
Error	0 (0.0%)	1,778 (7.5%)
Done	1,276 (100.0%)	20,078 (84.5%)

campaign 22 Feb 2022, 13:45:26.509

action_id	23
action_name	Unnamed Ad Audience
action_type	ads
audience_id	6141775231795
campaign_id	5d80c373ba-9520014d46976d
campaign_name	Retargeting Daily - LVL 2 cat
consent_category	General consent
integration_id	5c6d261224cb00014fefe8b
integration_name	Facebook Ads
integration_type	facebook-ads
operation	add_customers
status	success

Example of tracked campaign events for ads



Add to audience

Campaign check

Avoid repetitive additions to audience

- Check if customer **was previously added** and if the last campaign operation was add
- If the last campaign operation was add, customer is already in the audience
- Always specify:
 - **operation** (add_customers/remove_customers)
 - **status** (= success)
 - **action_type** (= ads)
 - **action_name** (ad audience action node name by which customer was added to the audience)

Was not yet added or removed in last 90 days? [🔗](#)

12 matched customers [👤](#)

CUSTOMER FILTER [Fill from template](#) [Save filter template](#) [Discard filters](#)

NOT A OR B

A Select customers **not matching** funnel 🔍 🗑️ 📄 ⋮

+ Funnel completion period 📅 Last 90 days ▾

1. Step: campaign [✎](#)

campaign	operation	equals	add_customers
AND	status	equals	success
AND	action_type	equals	ads
AND	action_name	contains	Loyals

[Refine more](#)

AND OR

B or matching attribute 🔍 🗑️ 📄 ⋮

Σ Ads Audience 'Loyals' - last operation × equals ⌵ remove_customers

Ads Audience 'Loyals' - last operation [✎](#) [+ Save aggregate](#)

last ▾ campaign ▾ operation ▾ + Skip 📅 Lifetime ▾

WHERE	status	equals	success
AND	action_type	equals	ads
AND	action_name	contains	Loyals

[Refine more](#)



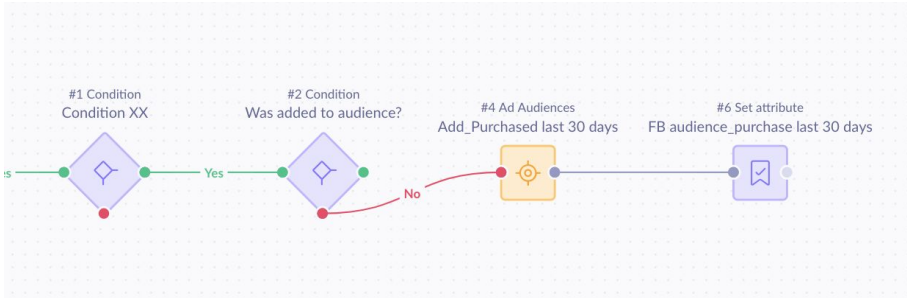
Add to audience

Customer property

Create customer property for each Ad audience, or manage a list of values in one common property

Update last action (added or removed) and the date of the last action

- + **No impact on** events capacity / **MPE**
- Separate customer property per each audience - not ideal if number of audiences is high - **limit of 255 properties**
- **No historical data**, only the last action



Was added to audience? [🔗](#) 0 matched customers

CUSTOMER FILTER [Fill from template](#) [Save filter template](#) [Discard filters](#)

Select customers matching **attribute** ▼ [N] [🗑️] [📄]

👤 FB audience_purchased last 30 days ▼ contains ▼ ⌘ added

+ Add filter condition

“Cheat sheet”

When running Ad audience scenarios:

- **Always include condition check for Ad Network Identifier** (email, phone, external ID) to increase the match rate and optimize events capacity by filtering out customers without identifier .
- **Always include condition check for valid consent** and make sure customer is aware of a fact that his PII are shared with 3rd party. If customer opts-out, make sure to remove him from all audiences he was added to previously.
- **Perform frequency capping checks:**
 - a. If the customer is part of the segment to be pushed to an audience, make sure he was not already added. If so, don't push him there again in order not to create unnecessary campaign events.
 - b. When setting up the scenario, take into consideration the expiration period of your data set within the Facebook/Google platform. Do regular checks if customer still meets the criteria for being part of an audience. If not, remove him in order to optimize your ads budget.

How to Evaluate

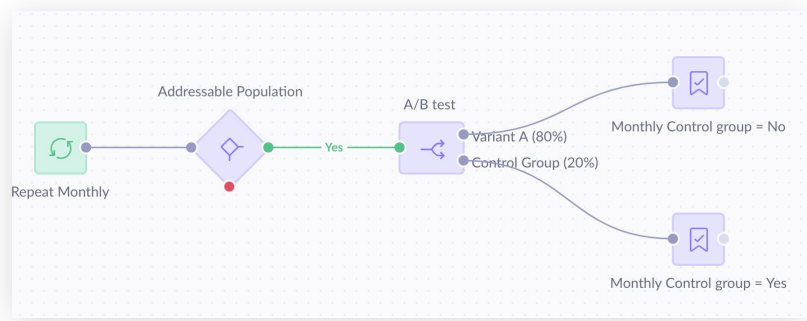


Step 1 & 2

How to Evaluate

Step 1:

Create Global Control Group



Step 2:

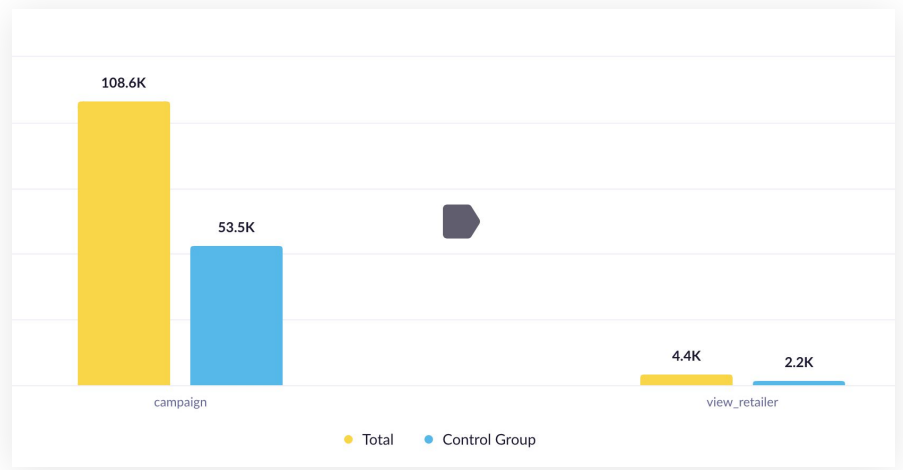
Exclude control group from all ad audience campaigns



Step 3

How to Evaluate

Step 3:
Compare KPIs for the 2 groups after testing period



Timestamp	Control Group Yes				Control Group No			
	Count(customer)	Registration/customer	View offer/customer	Clicked / Enqueued * 100	Count(customer)	Registration/customer	View offer/customer	Clicked / Er
2021-10	175,225	0	75.53%	0.04%	249,364	0	75.21%	null
2021-11	175,798	0	44.27%	0.07%	127,865	0	78.70%	19.31%

Value calculation and assigning

Campaigns launched on BR audiences only

Get a clear possibility to evaluate additional benefit of BR audiences

Create BR only audiences and launch campaigns with same copy for them vs. your existing audience or A/B test within one campaign in the ad platform

Costs savings

Calculate your cost savings from BR audience exclusions

Measure your conversion and ad spend with or without BR audience exclusion



Summary



Main takeaways

1. **Implement all** possible Ad audience **integrations**
2. Set up **common goals** and cooperation guidelines with **team responsible for Paid Ads** - enable them to be BR users or have a clear plan for which audiences to use
3. Use prepared scenarios from **Use Case Center** to get a head start
4. **Optimize your scenarios** to prevent unnecessary costs and maximize your ROI
5. Build, test in real life and **iterate!**



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New York City | October 3 | 11 am PDT | 8 am EDT



Q&A



Thank you!



Case Study Library



Overcome Cookie Limitations

Weird Fish Wins with Plug&Play and Conversions API

COMPANY

[Weird Fish](#) used a Bloomreach Plug&Play integration and Facebook Conversions API to increase revenue with Bloomreach Engagement.

UPLIFT

+82%

Increase in revenue with Facebook Ads with Conversions API.



“The work we have done with Bloomreach has been fantastic since we started our partnership. Our online growth has been exponential and a big part of our success is down to the strategy we have undertaken with Bloomreach. We now have solid foundations in place, with great quality data, that enables us to get accurate insights, helping to shape our decisions.”

Ben Mercier, Customer Director, Weird Fish Clothing

BLOOMREACH PLATFORM

Discovery

Engagement

Content



Overcome Cookie Limitations

Goossens Improves Google Ads Performance With Bloomreach Engagement

COMPANY

[Goossens](#) developed a system with Bloomreach that developed more reliable insights and painted a better picture as to the overall value of Google Ads and their impact on in-store purchases.

UPLIFT

49.48%

Increase in omnichannel margin

3.22%

Cost decrease after changing strategy



"With the integration of Bloomreach Engagement, we have achieved something remarkable — the ability to connect actual offline sales to online browsing behavior, and then subsequently feed this valuable data back into Google Ads. This allows us to paint a more precise picture of our online-to-offline conversions."

Bjorn Tang, Online Markeeter Advertising, Goossens

BLOOMREACH PLATFORM

Discovery

Engagement

Content



Overcome Cookie Limitations

Rapha Racing Optimizes Marketing Spend with Bloomreach

COMPANY

[Rapha Racing](#) used Conversions API to get a more accurate picture of its Facebook Ads performance and can now see 31% more purchase events in Facebook Ads Manager.

UPLIFT

+31%

Purchase events seen.



“A clear and full view of performance delivered via our marketing spend is more important than ever, and this integration will play a key role in decisioning around how we allocate our media spend. As always, Bloomreach has been a responsive and trusted partner in helping us get more out of our marketing budget.”

Lee Hirst, Digital Marketing Manager [Rapha Racing](#)

BLOOMREACH PLATFORM

Discovery

Engagement

Content



Efficient & Profitable Ad Campaigns

Notino Expands Its Omnichannel Strategy with Bloomreach Engagement

COMPANY

[Notino](#) used Bloomreach to create interconnected experiences that span multiple channels, incorporating customer data to personalize every stage of the customer journey.

UPLIFT

53%

Increase in conversions from remarketing campaigns in Google Ads in the UK

11%

Of Black Friday orders generated via newly adopted SMS channel



“With Bloomreach, we can trust our data quality and confidently use it to fuel campaigns throughout our strategy. Whether it’s display ads or SMS campaigns, our customer segments are always up to date and our campaigns are always relevant.”

Monika Trepáč, Senior PPC Specialist, Notino

BLOOMREACH PLATFORM

Discovery

Engagement

Content



Efficient & Profitable Ad Campaigns

4Home Achieves 800% ROAS with Bloomreach Engagement

COMPANY

[4Home](#) set a goal for itself of furthering its brand reach and expanding business into new markets. Accomplishing this goal involved improving its performance with Facebook Ads. It looked to Bloomreach for help.

UPLIFT

800%

Return on advertising spend on Facebook with Bloomreach Engagement



“Bloomreach was very supportive of our business goal of expanding into new markets. Using Facebook Ad Audiences to create lookalike audiences really allowed us to optimize our spend on Facebook and get the most out of our time and efforts.”

Jan Skalický, Marketing Director, 4Home

BLOOMREACH PLATFORM





Efficient & Profitable Ad Campaigns

Hansapost Achieves 15% uplift in ROAS

Using purchase predictions in Bloomreach Engagement to define and create Facebook lookalike audiences, Hansapost achieved significant acquisition improvement.

THE IMPACT

15%

Higher ROAS

15%

lower cost per conversion

34%

higher conversion rate



The rising costs of paid advertising are a serious issue in today's market. And what many companies have realized is that third-party cookie limitations play a part in that. Not only do ad networks (e.g., Facebook Ads) get less data to use for optimization, the number of conversions in the reporting user interface has also taken a big hit.

Combining Predictions with lookalike audiences on Facebook helped Hansapost to get the right customers.