Omnichannel Communication
Best Practices

Bloomreach

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Meet The Hosts And The Speakers

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Agenda: Omnichannel communication

1. **High-level overview of:**
   a. **Channels available in Bloomreach**
   b. **Omnichannel campaigns**

2. **Segmentations for omnichannel communication**

3. **Determining the right channel**

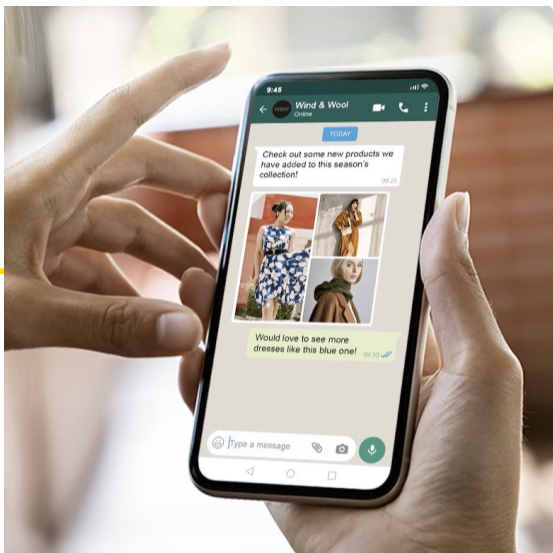4. **Use case center**

5. **Small teaser :)**

6. **Q&A**

Channels available

Overview

BLOOMREACH

Channels and message types

|	Bulk comms	Real-time comms	Long-lasting message	2-Way comms
Email	✅	✅	✅	🟠✔
SMS	✅	✅	✅	✅
MMS	✅	✅	✅	✅
WhatsApp	✅	✅	✅	✅
Mobile Push	✅	✅	❌	❌
Browser Push	✅	✅	❌	❌
Web	✅	✅	🟠✔	❌
App Inbox	✅	✅	✅	❌
In-app Content	✅	✅	🟠✔	❌
Ad Audiences	✅	🟠✔	❌	❌

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WhatsApp:
New native integration!

Benefits of native integration

➤ Updated **interface** within Bloomreach Engagement

➤ Better **technical performance**: streamlined set up, higher reliability and up-time, real-time interaction

➤ Broader support for different WhatsApp **message types**: Template, Choice, List, etc, meaning **more mobile marketing capabilities,** like:
   ○ Product recommendations
   ○ Buttons and CTAs
   ○ Paid broadcasting

➤ Better first-party data collection, leading to → **granular tracking** and **analytics** & **segmentation** or targeting
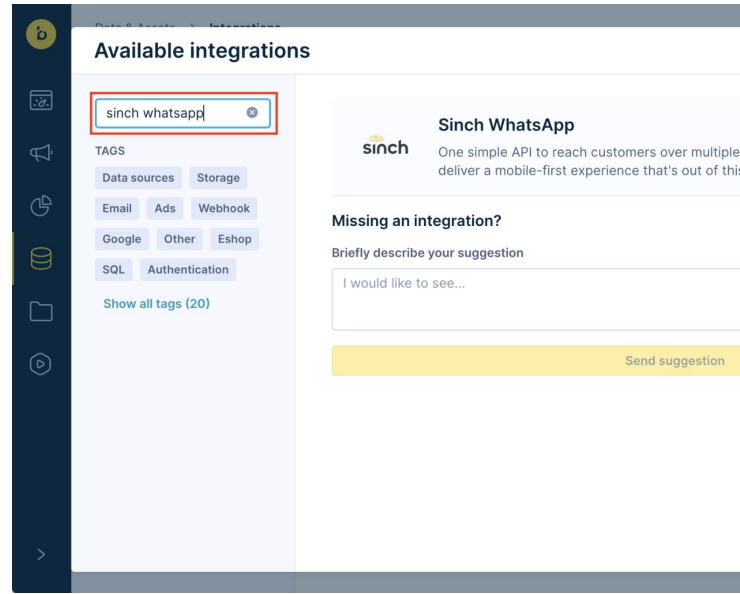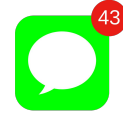
Whatsapp vs. SMS

	Whatsapp	SMS
Character Limit	**4,096 per Message**	**160 per Message**
Multimedia	**Rich media** (text, images, videos, audio clips, and PDFs)	**Plain Text (except MMS in USA)**
Cost / 2-way communication	**Per 24-hour conversation** (2 way is a given)	**Per message volume** (2-way communication more expensive)
Setup Complexity	**One-time setup for all countries**	**Setup and Registrations complexity per country**
Engagement and Interactions	**Interactive Buttons, Viewed message receipts**	**No interaction , no read status**
Secure messaging	**End-to-end Encryption**	**No End-to-end Encryption**

Whatsapp vs. SMS

Benefits Summary

Whatsapp

Relationship Building:
Facilitates interactive conversations, fostering relationships while giving a 24 hour window to communicate for free.

Media heavy content:
Supports various multimedia types for engaging content, larger messages and encouraging creativity.

Quicker setup:
Not dependent on country registrations, limitations and time constraints

SMS

Reliability:
Less dependency by reaching all mobile users, including those without internet, smartphones or downloading an app

Less Competition
Simplicity means less competition for attention

Effective for urgent notifications:
Delivered instantly, making them effective for time-sensitive or urgent messages that require immediate attention.

WhatsApp Use Cases

Product Back-in-Stock Reminders	Inform customers when a product is back in stock or send a triggered alert when the price of a product drops
Abandoned Carts	Send cart abandonment messages with product images and a link to the cart.
Relevant Offers & Launches	Add images and rich media to create buzz around a product launch or seasonal promotion.
Product Recommendations	Recommend products to your customer they might be interested in based on their activities
Track Delivery Updates	Keep your customers informed about their order statuses throughout the fulfillment process
Customer service Integration	For customer support requests, but it could also be for product advice, questions etc.
Information based	

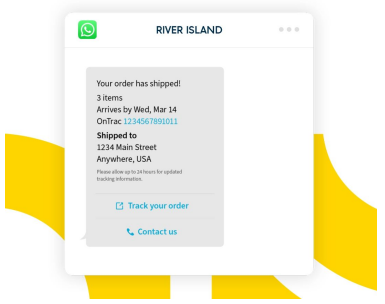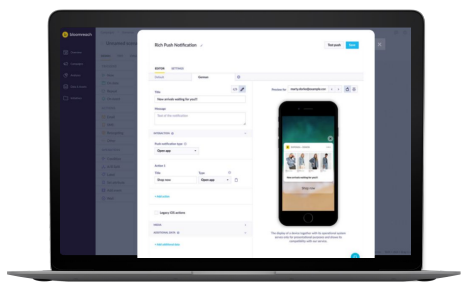|	
Ecommerce	Order delivery updates, store availability, return policy
Travel	Cancellations/delays, things to do nearby, gate/ booking changes, loyalty points spending
Telecom	Device guides, plan info and changes, upgrade reminders, send invoices, deliveries ingo
Finance	Appointment reminders, irregular transactions, policy updates/info, notification card limit
Sports	New offers, appointment reminders/changes/cancellations, policy updates

RIVER ISLAND

Your order has shipped!
3 items
Arrives by Wed, Mar 14
OnTrac 1234567891011
Shipped to
1234 Main Street
Anywhere, USA
Please allow up to 24 hours for updated
tracking information.

Track your order

Contact us

Mobile Push
Bring customers back to your mobile app

Time to implement: 1-2 weeks

Time to results: 1-2 weeks

OVERVIEW
Mobile Push is a built-in channel on Bloomreach to send multimedia and interactive push content to your mobile app users in order to bring them back to your app.

KEY FEATURES

Targeted and personalized
Deliver personalized push messages using first party data to targeted audiences in real-time. Combine with Predictions to target based on intent to purchase or churn.

Silent push notifications
Check if inactive customers still have your app downloaded by sending silent push notifications that cannot be viewed by them.

No Code WYSIWYG Editor
Easily design, preview, and test within the visual editor.

USE CASES

Transactional notifications
Keep your users up to date and improve customer satisfaction by delivering transactional messages like order updates, loyalty status, etc via push

Promotional or price drop alerts to convert
Nudge customers into converting with time-sensitive deals, special promotions, and price-drop or low-stock push notifications.

Re-engage inactive app users
Encourage app usage and adoption by targeting push messages based on app activity and preferences (eg: special offers, new products, free deliveries)

In-app Messages
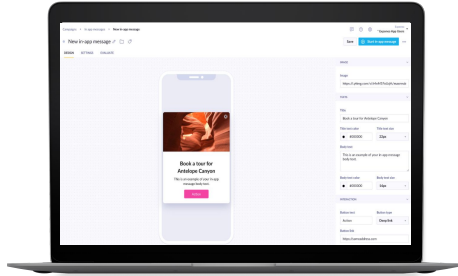Engage and retain your customers

Time to implement: 1-2 weeks

Time to results: 1-2 weeks

OVERVIEW

In-app messaging is a built-in channel on Bloomreach Engagement to display content within the native environment of your mobile app. Unlike push messages that bring back inactive customers and depend on the users having those notifications activated, in-app messages engage your active customers within the app.

KEY BENEFITS

Predictive in-app messaging: Combine in-app messaging with Predictions and create customer segments with the highest probability to complete certain actions, like purchase, churn, or an interaction with an in-app message

Integrated into your app experience:
In-app messages can be built to naturally fit your app's look & feel because of its design flexibility.

Users activation through other channels:
Prompt users to install your mobile app via email. Once installed, you can use mobile push (if enabled*) to bring users into the app and then show targeted in-app messages.

USE CASES

Personalization based on customer's desktop behavior: You can use all customer data collected through multiple touchpoints to personalize the content of your in-app message.

User activation through other channels: In-app messages can be a powerful tool, but first, you need the users to install and use your app. Thanks to Bloomreach Engagement's omnichannel capabilities, you can prompt users to install your mobile app by sending them a personalized email.

Sending survey links via in-app message and getting feedback on the application, including NPS Predictive in-app messaging
Make in-app messages hyper-relevant by combining with predictions to target segments based on churn probability or purchase intent.
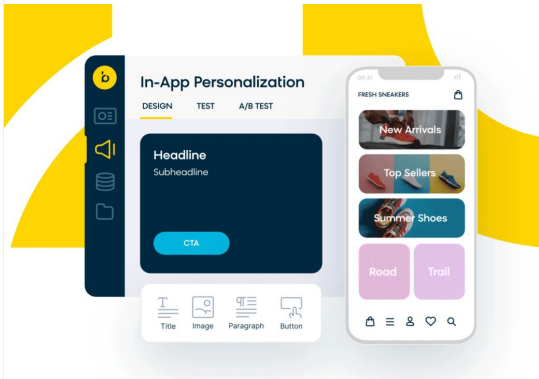
In-app Content Blocks

OVERVIEW

In-app Content Blocks display a personalized, embedded, dynamic stream of content directly in the app without interrupting the customer scrolling experience. They're great for extending the reach of other channels, like email or push notifications, presenting valuable information about products, offers, or personalized content in a manner that enhances user engagement without being obtrusive.

Time to implement: 1-2 weeks

Time to results: 1-2 weeks

KEY BENEFITS

Amplify Channel Reach: Extend the impact of email or push notifications by delivering valuable insights directly within your app's content.
Boost User Engagement: Engage users with tailored information about products, special offers, and personalized content, keeping them hooked.
No opt-in required: Just like in-app messages, in-app content blocks don't need user permission. Combine both for a top-notch messaging strategy.
Natural feel: Seamlessly blend personalized content with your app's native look and feel, enhancing the overall aesthetic.
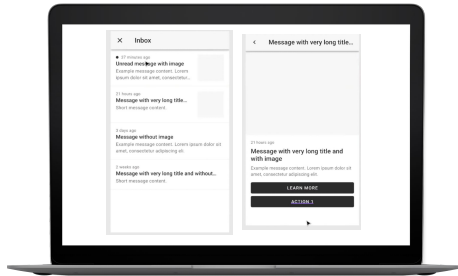
USE CASES

- Onboard new customers
- Showcase new content
- Deliver promotions
- Display recommendations based on customer data & preferences

App Inbox

A new marketing channel to engage and retain your customers, while storing your most important notifications.

OVERVIEW

App Inbox is a customizable message centre within your app to store push notifications for a custom period of time, and a brand new built-in marketing channel on Engagement (available as an action node in scenarios) to send notifications directly to your App's inbox. Deliver personalized, persistent content to your entire app audience, even those who have not opted in for push notifications.
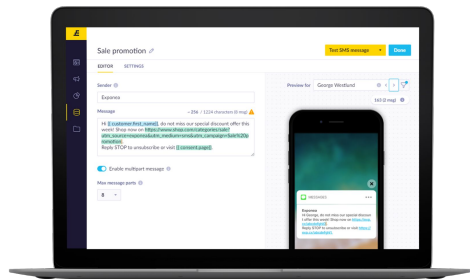
Time to implement: 1-2 weeks

Time to results: 1-2 weeks

* At the moment only push notifications (and of course, notifications sent directly via App Inbox) can be stored. In-App notifications can **not** be stored.

KEY BENEFITS

Predictive messaging to App Inbox: Combine Inbox App with Predictions and create customer segments with the highest probability to complete certain actions, like purchase, churn, or an interaction with an in-app message

Integrated into your App experience: App Inbox can be seamlessly integrated to naturally fit your app's look & feel because of its design flexibility.

Brand new marketing channel: Enhance your Mobile Marketing efforts by adding this channel to your omnichannel campaigns. Send relevant content to the right audience even if they have push notifications turned off.

Store notifications in one place: Customize which notifications* you want to store and for how long, never missing a sales opportunity.

USE CASES

Send order confirmation orders to App Inbox. Even if the customer has push notifications turned off, let them know their order was successfully completed.

Send shipping notifications via mobile push with tracking links so that customers can follow their package and store them in the App Inbox

Deliver personalized, persistent content to your entire app audience and choose each notification's expiration date

Target high-churn audiences and offer them free shipping for the next 10 days via in-App notifications.

Allow your customers to find a special promo (e.g. long-term special offers) notified via push days later in the App inbox.

SMS MESSAGING

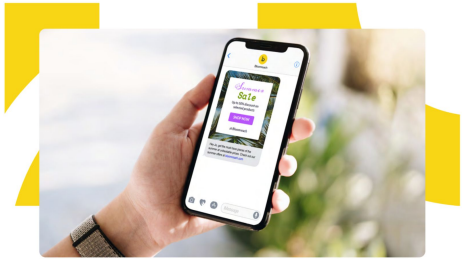**Time to implement: 1-2 weeks**

Time to results: 1-2 weeks

Currently available only in United States, Canada, and Australia. Please note that due to regulatory requirements, service to Canada is limited.

OVERVIEW

SMS is a direct messaging tool natively integrated with Bloomreach allowing one to one communication with customers. It optimizes our customers marketing efforts risk-free by being TCPA & CTIA compliant. We integrate with our partners Sinch and Infobip (who are best in the market, GDPR, SOC, and ISO27001 compliant), or via webhooks.

KEY BENEFITS

Increase Reach
Reach a bigger portion of customers with campaigns by introducing SMS as a new channel.

Measure SMS Impact
Integrating SMS campaigns with Engagement gives you a clear picture of the impact SMS campaigns have on your bottom line.

Optimize SMS Costs
Purging invalid numbers from your database can reduce the total number of messages sent and save costs.

Risk-free Marketing Campaigns
By being TCPA & CTIA compliant, you'll be sure your user list has given prior written consent to receive marketing SMS

USE CASES

New channel for your campaigns - use the power of real-time customer data to reach customers with personalized messages on their phones.

SMS campaign tracking - with this integration you can see how many customers actually received your messages and took action based on them.

Phonebook hygiene - keep your database healthy and remove numbers that are no longer receiving your messages.

Two-way communication - whether you want to give customers the option to unsubscribe or gather feedback, BR Engagement can process simple responses and take appropriate action.

MMS Messaging

Overview

MMS is a built-in channel on Bloomreach to send multimedia content on mobile so you have an engaging and branded way to reach customers where they are most active. It optimizes our customers marketing efforts risk-free by being TCPA & CTIA compliant. We integrate with our partners Sinch and Infobip (who are best in the market, GDPR, SOC, and ISO27001 compliant), or via webhooks.

Key Benefits

Personalized and Targeted
Personalize content with zero- and first-party data captured in the platform and target high intent audiences.

No Code Visual Editor
Easily design, preview, and test within the visual editor.

2-way Messaging & Keyword Auto Response
Track replies to your MMS as campaign events for further automation. This allows customers to easily opt in or out. When combined with keyword auto response, customers can get help by automatically triggering a response when a customer replies with a pre-configured keyword.

Risk-free Marketing Campaigns
By being TCPA & CTIA compliant, you'll be sure your user list has given prior written consent to receive marketing SMS

Use Cases

Convert Abandoned Carts
Send cart abandonment messages with product images and links straight to the customer's mobile device. Combine with Predictions to target high intent customers.

Engage Your Most Loyal Customers
Reward loyal customers with engaging offers or send them exciting updates before everyone else through the device that's always at hand.

Welcome New Users With a Contact Card
Improve brand recognition by sending a contact card with your number and brand logo as part of new user onboarding.

Time to implement: 2-6 weeks

Time to results: 1-2 weeks

Currently available only in United States, Canada, and Australia. Please note that due to regulatory requirements, service to Canada is limited.

Whatsapp Messaging

Overview

WhatsApp is an integrated channel that offers another way for brands to send transactional and non-transactional messages with multimedia content on mobile.

Time to implement: 2-4 weeks

Time to results: 1-2 weeks

* Non-transactional messages need to be approved by WhatsApp. Bloomreach uses a third party integration with Sinch to deliver WhatsApp messages.

Key Benefits

Personalized And Targeted
Personalize content with zero- and first-party data captured in the platform and target high intent audiences.

Visual Omni-channel Journeys
Use WhatsApp with other channels like email and in-app messaging to offer your customers a seamless experience. Add as a node within Scenarios and connect to a new or existing personalized customer journey.

2-way Messaging
Track replies to your Whatsapp messages as campaign events for further automation.

Use Cases

Product Back-in-stock Reminders
Alert customers when a product is back in stock.

Convert Abandoned Carts
Send cart abandonment messages with product images and a link to the cart.

Track Delivery Updates
Keep customers informed throughout the delivery process.
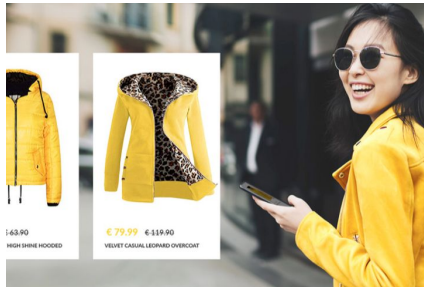
Top-up and Plan Renewal Reminders (Telco)
Reach out for top-ups before minutes run out or send renewal reminders before a plan expires.

Price Alerts On Flights (Travel)
Send price drop alerts on flights that a customer is tracking instantly on their phone.

FB / Retargeting Get the Most From All Channels

Time to implement: Various

Time to results: Various

OVERVIEW
With the new Facebook API, we can drive quality data - opening up other opportunities and the ability to build omni-channel campaigns and gain further insight and retargeting capabilities.

WHY?
✓ Customer retention
✓ Drive customer acquisition
✓ Automate scenarios to reactivate
✓ Understand your audience
✓ Omni-channel strategy
✓ Align to customer shopping habits

KEY BENEFITS
Customer Retention - re-engage lapsing audiences - retain your audiences by targeting them outside of email (if they have 'tuned out'.

Drive conversion based on shopping habits - push relevant data to retarget e.g. abandoned email, view_item data.

Acquire new audiences - drive lookalike audiences through to e.g. FB to drive acquisition of similar profiles.

USE CASES:
Email Engagement Segment High - Exclude
To save costs on paid media, those customers are already engaged with your brand (using email) no need to pay for additional channel to convey the same message.

Email Engagement Segment Low - Include
Customers are reading your emails less and less - maybe they don't prefer email as a communication channel - let's try to re-engage them using some paid channel.

Valuable Segment - Order Last 12 Months
The basic idea here was to spend money only on those customers who already spend money on you. So hopefully with a minimum investment you get additional revenue again (incentiviZe with discounts / promotions).

Recent Purchases - Lookalike Audience
Push purchase / order data through to build lookalike audiences for acquisition.

TikTok Ads

Build high performing ad audiences on TikTok that reduce CAC and drive revenue

OVERVIEW

Drive more efficient ad spend by using customer data and key segments from Bloomreach Engagement. Reach the right shoppers with each ad and ultimately increase conversion rates and lowering customer acquisition costs.

Time to implement: 1-2 hours

Time to results: 1-2 weeks

KEY BENEFITS

Bloomreach is built on first-party data with the tools for marketers to also ingest zero-party data, helping marketers to get ahead of third-party cookie restrictions.

Use real-time granular data as well as historic data to send granular audiences into your ad platforms, which will help you create even **more effective lookalike audiences for your other ad campaigns.**

Third-party tracking scripts usually aggregate all activity of your visitors, regardless of its usage or necessity. With Bloomreach, you can **send only the data necessary to perform your campaigns** and improve your customer's data privacy.

USE CASES

Lookalike targeting based on CLTV and loyalty: Send high-value seed audiences to your paid channel to optimize in lookalike campaigns by creating segments based on customer lifetime value and loyalty, computed directly within the platform.

Engage customers on their preferred channel: Exclude highly engaged email subscribers from your paid audiences to maximize ad efficiency, or target only subscribers with low engagement on email/SMS.

Remove retargeting audiences: Remove identified customers from retargeting campaigns if they have already met a predefined goal (e.g., purchased from abandoned cart campaign on email).

Omnichannel campaigns
Best fit

Welcome

Goal

Onboard new customers and make a positive first impression with them, building a strong foundation for a long-lasting relationship.

Solution

Send a series of emails or messages to new customers who have opted into any of your marketing channels to introduce your brand, provide valuable information, and offer incentives to engage and make their first purchase.

Value

Increased customer engagement, improved brand loyalty, and increased sales. By making a positive first impression with new customers, a welcome marketing campaign can set the tone for a successful customer journey and encourage repeat business.

> ⚡ **Bloomreach tip**
>
> Focus on personalization, relevance, and value. Offer incentives that are appealing and relevant to each customer (by segmenting your audience to provide a more tailored experience), and make sure that your message is clear and concise.

Examples

Personalize the welcome messages to make the customer feel special and valued using information based on their previous interactions with the brand (e.g., location or purchase history). Be sure to include a clear call to action (CTA) in each message, such as a discount code or an invitation to follow the brand on social media (e.g., "Get 10% off your next purchase").

Welcome to the Crew!

External   Inbox ✕

Plant
to me

PLANT

Welcome to the Crew!

Grab the showel, we're to plant some trees. Our journey to plant 1 billion trees has begun, and we're so excited you've joined us.

Take 10% of your first order, and plant your first ten trees.

Use code:

PLANT10

SHOP NOW

Back in Stock

Goal

Notify customers when a previously out-of-stock product of their interest becomes available again in order to encourage the purchase and maintain customer satisfaction.

Solution

Send a notification to customers who have expressed interest in a specific out-of-stock product when it becomes available again.
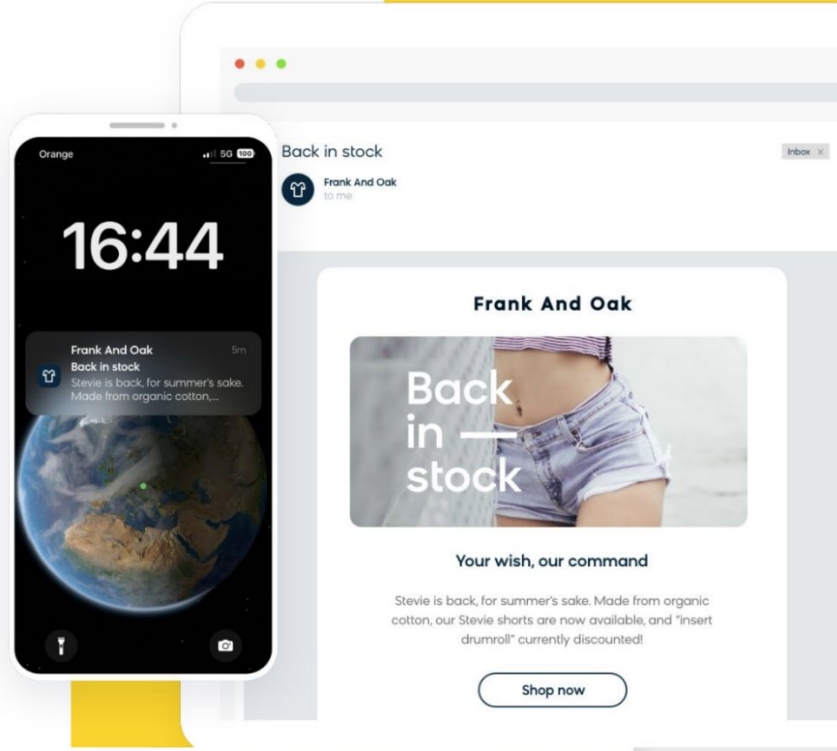
Value

Increases sales by giving interested customers a second chance to buy a product they want while showing that the brand is responsive to customer demand.

> ⚡ **Bloomreach tip**
>
> Use urgency in messaging to create a sense of scarcity and motivate customers to act quickly; personalize notifications with specific product and customer information to increase engagement; consider offering a discount or other incentive to encourage a purchase.

Examples

Include multiple product recommendations to increase the chances of a higher order value. Set a purchase minimum (e.g. $40) for customers to get free shipping, which is an extra incentive to buy more.

Orange 16:44

Frank And Oak 5m
Back in stock
Stevie is back, for summer's sake.
Made from organic cotton,...

Back in stock Inbox

Frank And Oak
to me

Frank And Oak

Back in stock

Your wish, our command

Stevie is back, for summer's sake. Made from organic cotton, our Stevie shorts are now available, and "insert drumroll" currently discounted!

Shop now

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Replenishment / Frequency-based Repurchase

Top Channels Email SMS/MMS WhatsApp Mobile Push In-app Paid & Ads

Level ⭐ ⭐ ⭐

Goal

Encourage your customers to repurchase products that they have previously bought and are likely to run out of soon or repurchase products/services that they are likely to buy again based on frequency data, improving customer retention and lifetime value.

Solution

Send reminders to customers through email or other channels, offering convenience and a sense of urgency to encourage repeat purchases.

Value

Replenishment campaigns can improve customer retention and loyalty, increase repeat purchases and customer lifetime value, and reduce customer churn.

⚡ Bloomreach tip

Use dynamic content to show the specific product that needs to be replenished, along with its availability and estimated delivery time. Offer a discount or free shipping for the replenishment order to incentivize the customer to make the purchase. Be sure to set the timing of the message to align with the product's replenishment cycle to ensure the message is timely and relevant.

Examples

An online pet store sending a reminder email to a customer who previously purchased dog food, letting them know that their dog food supply is running low and offering a discount for a new order. Or, a cosmetics company sending a push notification to a customer who previously bought face cream, reminding them to purchase a new jar of cream and offering a promo code for a discount.

Restock Your Stash — Inbox

Sephora to me

SEPHORA

Restock Your Stash

You must be running low on your Clear Improvement Active Charcoal Mask to Clear Pores. Freshen up your beauty bag with a brand-new masks.

Restock Now

BLOOMREACH
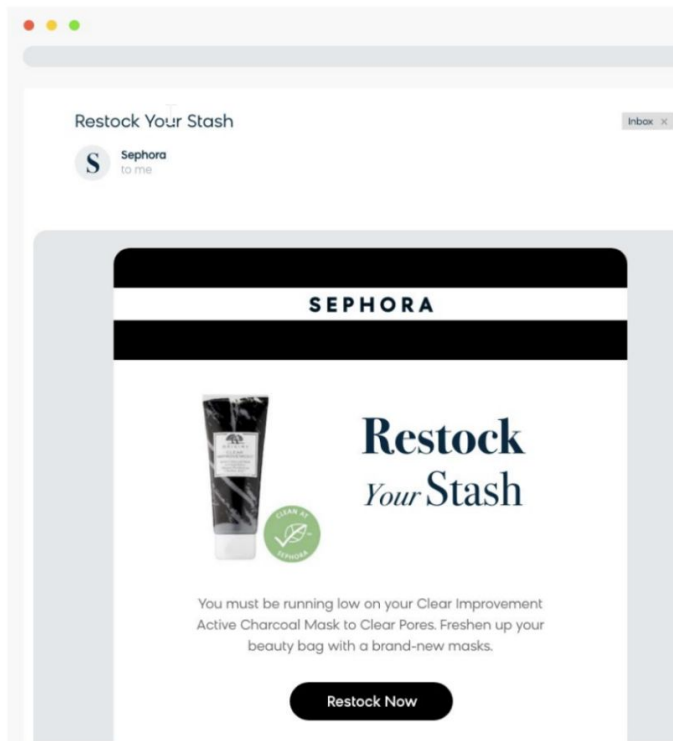
Reactivation & Win-back

Top Channels Email SMS/MMS WhatsApp Mobile Push Browser Push Ads & Social

Level ★ ★ ☆

Goal

Reengage with customers who have become inactive or lapsed.

Solution

Create targeted messaging and offers that will motivate inactive customers to return to your brand and make a purchase by leveraging your customer data.

Value

Help recover lost revenue by bringing back inactive customers into the funnel, prevent customers from churning, and gather feedback on why customers became inactive to improve the customer experience.

> ⚡ **Bloomreach tip**
>
> Besides adding a clear CTA, make sure you offer incentives, such as discounts or exclusive promotions, to encourage customers to return to your brand.

Examples

Use retargeting ads to showcase products or services that the customer has shown interest in while offering personalized messages and incentives (e.g., "We think that jacket would look great on you — here's 15% off").

BLOOMREACH
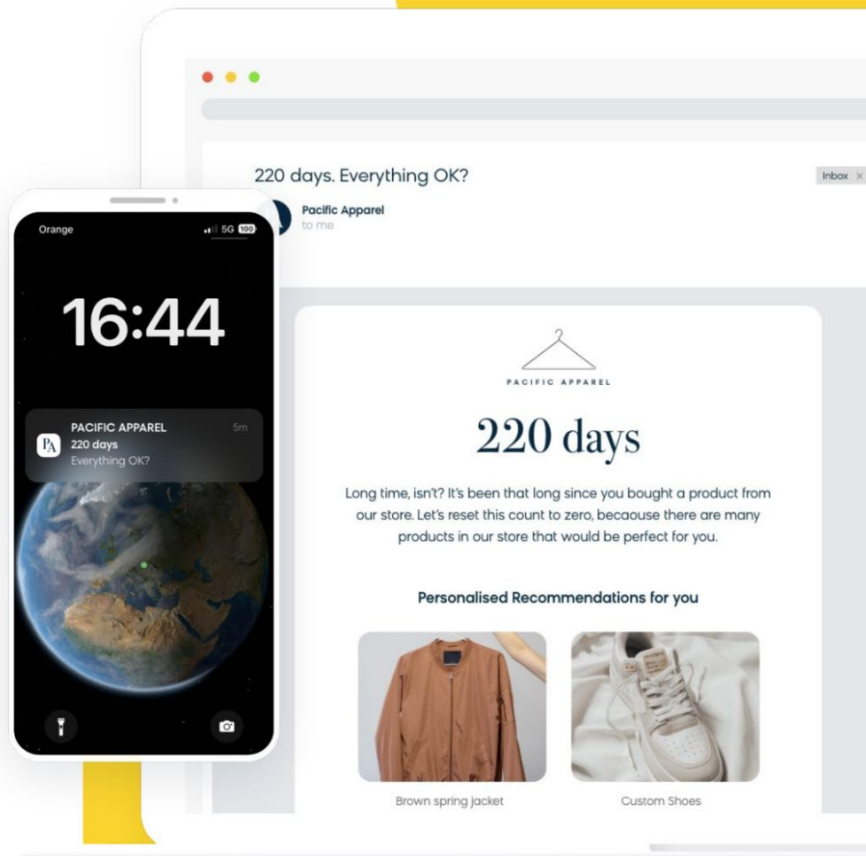
Order Confirmation and Tracking

Top Channels	Email	SMS/MMS	WhatsApp	Mobile Push	App Inbox

Level ⭐ ⭐ ⭐

Goal

Provide customers with updates and information about their order, build trust and confidence in the brand, and encourage repeat purchases.

Solution

Automated notifications providing order confirmations and real-time tracking information. These should be well-designed, clear, and informative, while providing customers with everything they need to know about their order, including estimated delivery dates and any tracking information.

Value

Even though these are transactional by nature, they build trust and confidence in the brand, reduce customer anxiety about the ordering process, reinforce customer relationships, and encourage repeat purchases.

> ⚡ **Bloomreach tip**
>
> Include a call to action (CTA) or relevant product recommendations to encourage repeat purchases. Personalize them with the customer's data and any relevant information about their purchase.

Examples

App inbox notification containing a clear and concise summary of the order, a link to track the order, and a CTA to browse upsell products or leave a review.
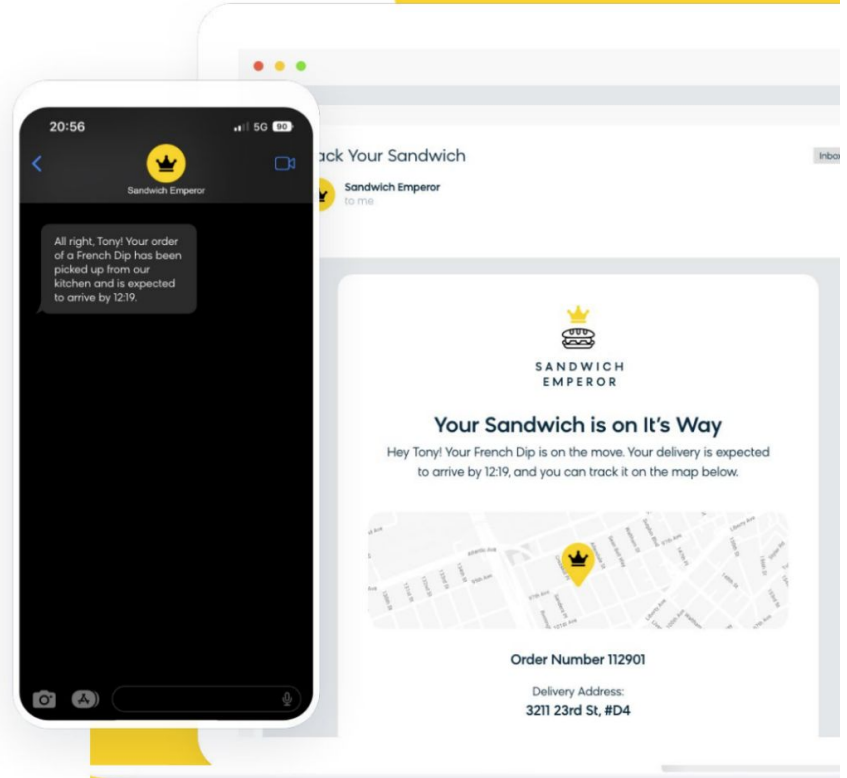
Segmenting your customers

+   **Quick poll**

Few important considerations

Consents

- 1 consent for all channels, or 1 consent per channel?
- Where legally possible, go for 1 shared consent for all channels, and focus on splitting consents by **purpose / type of communication** - customers will only opt-out from specific type of comms, e.g. bulk campaigns

Contact details

- Phone numbers
- Mobile Push tokens
- Email
- Physical address
- Cookie

Omnichannel vs prioritisation

Omnichannel

- Same type of messaging on different channels
- To avoid overloading customers, use carefully and be clever
- E.g. add dynamic banners into email with voucher code sent via SMS, do not send a new email with the same voucher code

Prioritisation

- Which channel is the best fit for this campaign?
- Which channel is cost effective for this campaign?
- Which channel is cost effective for this customer?
- How can you leverage frequency policies?

Assets we want to share

- Dashboard with overview
- Segmentations with customer split per channel
- Segmentation with next best channel engagement logic

You can download the initiative JSON file "Omnichannel Assets" from "Docs", import it in Initiatives - Import. If you experience issues with version compatibility, please contact your consultant or CSM, alternatively..

Use case center

- Dashboard with segmentations + AI prediction will be released into UCC in 2-3 weeks

Predictions - choosing the best channel with AI

Likelihood to engage

... in a specific channel
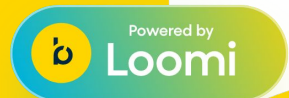
Prediction model to measure:

1) **Likelihood to click on a message in a specific channel**
   a) Prediction for SMS, Email, Mobile push, Whatsapp etc. (more details [here](#))
   b) Clicks needs to be tracked

2) **Likelihood score attached to each customer profile:**
   a) Customer attribute
   b) Number between 0 and 1
   c) Channel specific
   d) Suitable for filtering, reporting and scenarios

Available Click tracking

Which **status** attributes are generated by each channel

Status	Email	SMS (CM Telecom)	SMS (Sinch/Infobip)	MMS (Sinch/Infobip)	Webhooks	Ads	Browser Push	Mobile Push	Wha
enqueued	Yes	/	Yes	Yes	/	/	/	/	Yes
enqueue_failed	Yes	/	Yes	Yes	/	/	/	/	Yes
suppressed	Yes	/	/	/	/	/	/	/	
delivered	Yes	/	Yes	Yes	/	/	Yes	Yes	Yes
opened	Yes					/			
clicked	Yes	Yes (using Campaign Link Shortener)	Yes (using Campaign Link Shortener)	Yes (using Campaign Link Shortener)	/	/	Yes	Yes	Yes
soft_bounced	Yes	/	/	/	/	/			
hard_bounced	Yes	/	/	/	/	/			
preblocked	Yes	/	/	/	/	/			
complained	Yes					/			

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3 step setup & use case

Engine Setup, Evaluation and use

1. **Engine Setup**
2. **Prediction data filtering**
3. **AB testing & Evaluation**
4. **Demo use case**

Custom prediction

Predict if a Customer will match a custom target condition

Engine setup: What / Who / Data
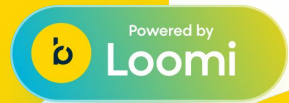
Bi-Nominal classification

Target: What

Eligible: Who

Features: Data

Engine results & segmentation

Customer attribute, segmentation & filtering

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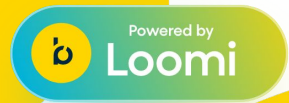
PREDICTIONS (9/9)

[Demo]	0.118
[Demo] - v2	0.0618

Customer attribute: Predictions

High Likelihood of Click ✎   54.65M Customers overall   54.65M In this segmentation   5.06K In this segment

CUSTOMER FILTER   •••

Select Customers [matching] [not matching] [attribute ▾]

[Demo] - v2 ▾ [greater than ▾] π 0.3

Filtering: Distribution & Segmentation

BLOOMREACH

AB test & Evaluation

By using segmentations and funnels

Demo

Use case center

Advanced Omnichannel Campaigns

3 new Use Cases are available to help you unlock omnichannel campaigns:

1. **Omnichannel Abandoned Cart**
The most effective use case emerges enhanced with additional channels, based on the customer's recent interactions and channel preferences.

2. **Reactivation Campaign for "Promising" and "Needs Attention" Segments**
Customers identified within the 'Promising' and 'Need Attention' RFM segments will receive an exclusive voucher, valid for 72 hours. Targeting will be conducted across multiple channels, in accordance with the consents provided by the customer.

Advanced Omnichannel Campaigns
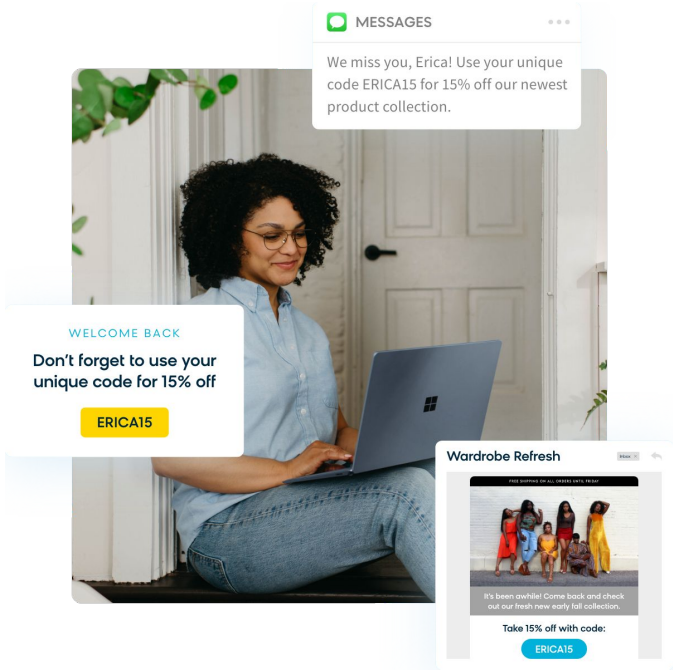
3. **RFM Omnichannel Winback Campaign**
This campaign is designed to re-engage customers from the RFM segments labeled as 'Hibernating Customers,' 'At Risk,' and 'Cannot Lose Them but Losing,' with the objective of encouraging them to make a purchase once again.

Contact your CSM or consultant to explore these Use Cases in detail!

DEMO

Main takeaways

1. Review your consent structure and collection of contact details

2. Prioritize campaigns that make sense in omnichannel

3. Launch campaigns to complement other channels

4. Focus on customer experience - be consistent in communication across channels

5. Evaluate and iterate

Q&As

Thank you!