



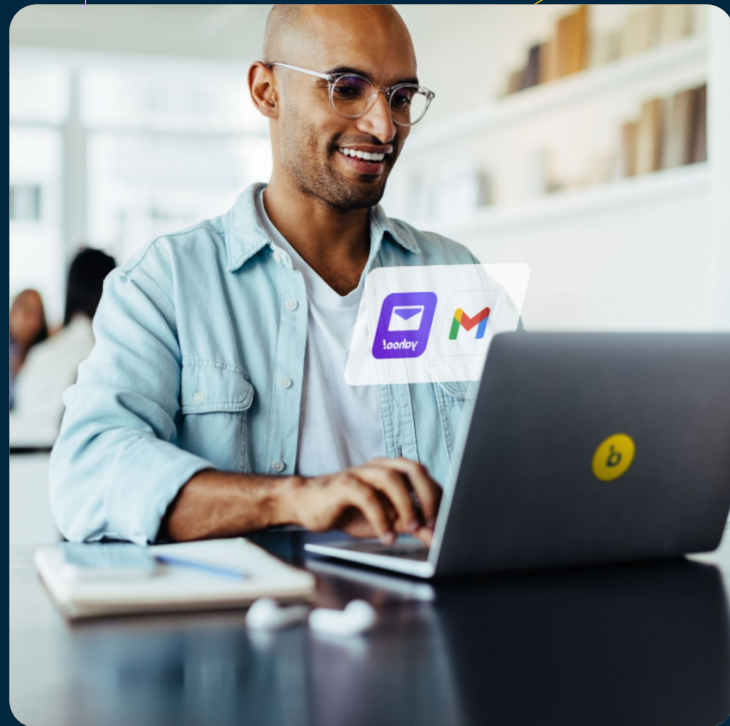
# Hello and welcome!

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

**Where are you based?**



# Personalisation in Email Best Practices



*Bloomreach*

Feb 20, 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



**Nicole Khoury**

Business Consultant



**James Lloyd**

Lead Technical Consultant





# Agenda: Bloomreach Emailing Personalisation

1. **Why Personalisation matters**
2. **Personalisation step by step**
3. **Content Types**
4. **Visual Builder - Demo**
5. **What's upcoming**
6. **Content Testing**



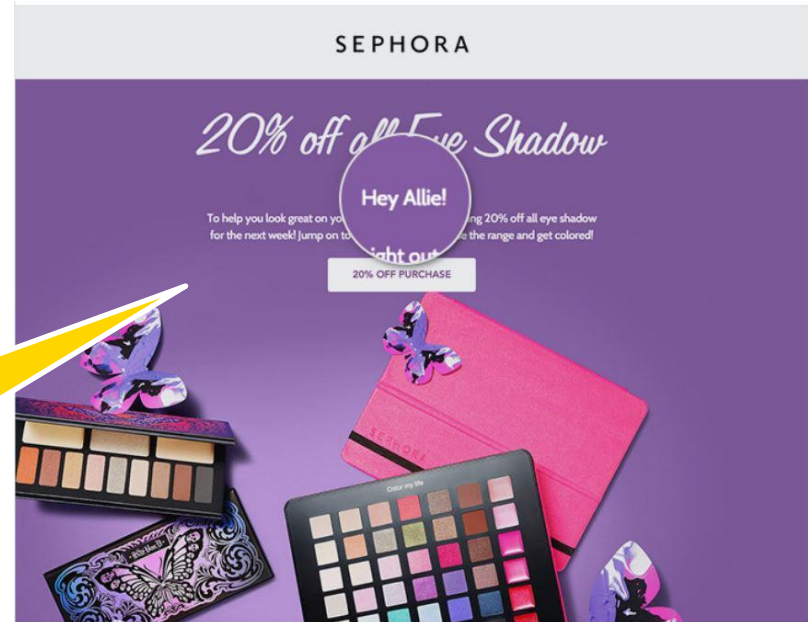
# Why **personalisation** matters?



# Why it matters?

60% of shoppers report that they are more likely to return to sites that offer them **personalised content**

When tested, **personalised content pieces** within the email **increased click through rates between 10% and 15%\***



\*Source: SEPHORA client test

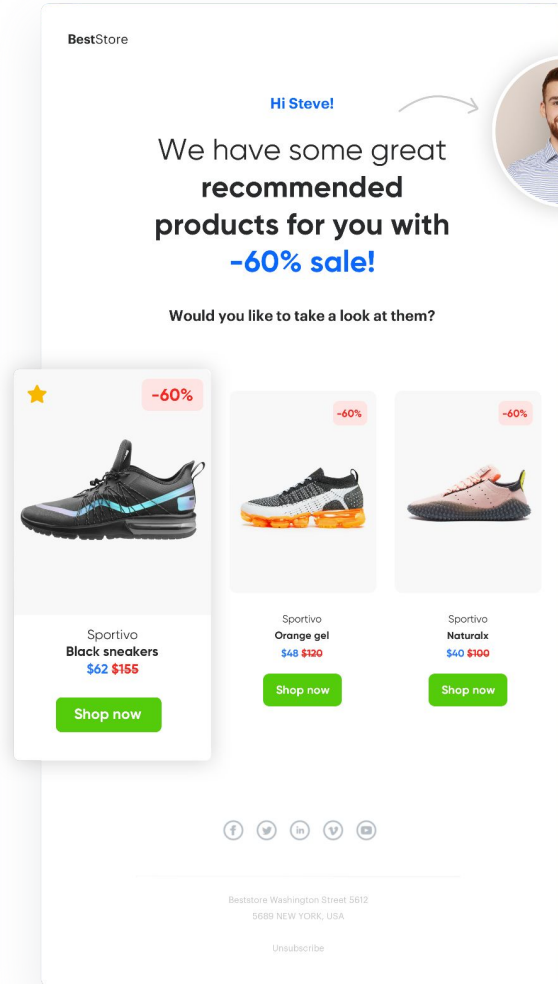


# Email personalization

47% of consumers would like emails to contain promotions and deals from the brands sending them. 60% of people said that a suggestion based on **their past purchase history** would likely encourage them to make a purchase.

*Email personalization offers multiple other benefits, too, such as:*

- *increased open and click-through rates*
- *decreased unsubscribe rates*
- *higher customer satisfaction.*
- *opportunities to re-engage customers*







# Include tailored offers

If you want to **maximize the effectiveness** of your personalized email marketing content, you need to include **tailored offers**. These offers should be **based on what you already know** about the email recipient.

distinct values | view\_item | product\_id | max 3 | distinct values ⓘ

WHERE | product\_id | has value

[Refine more](#)

## SNAP IT UP TODAY:



kate spade new york 'gramercy grand' bracelet watch, 38mm



Guerlain 'Orchidée Impériale' Cream

## EXPLORE MORE GREAT STUFF:

[SEE MORE >](#)



kate spade new york 'one in a million' initial pendant necklace \$58.00 ★★★★★



kate spade new york 'rise and shine' stud earrings \$38.00 ★★★★★



Guerlain 'Orchidée Impériale - The Lotion' Toner \$140.00



Guerlain 'Orchidée Impériale - The Cleansing Foam' Cleanser \$105.00



rack HAUTLOOK



# Superblock tactic

By segmenting **buyers** based on their **preferences** and **past behaviour**, a brand not only encourages repeat purchases but also develops relationships with its customers.

Having created a more **complex segmentation**, you will be able to display **blocks** depending on which segment the user is in.

You can segment your customers based on:

- Overall Engagement
- History of their purchases
- Browsing Behaviour
- Their CLTV



The copy in this email from Spotify is particularly effective because it frames the **personalization** in a way that makes the recipient feel like they're **getting a reward for their usage**. Phrases like "Guess which song is your #1?" lend themselves to a **sense of exclusivity** — making the **user feel important**.



# Personalization using blocks in practise

## IDEAS IN NEWSLETTERS:

Create a customer segmentations that contains segments like:

- abandoned browse
- abandoned cart
- voucher
- preferred category

etc.

In the HTML block, they have **if else** conditions to display specific blocks to the customers depending on the segment

→ They use this block in their newsletters.

## OUTCOME:

In every newsletter, there is a personalized part for customers that might be showing you info that you:

- **have left some products in the cart**
- **have the active voucher with an expiry date**
- **product recommendation based on your past behavior,**

**Your Discount is Waiting**

Your discount code for purchase above \$50 is here:

**50DOLLARSOFF**


**Hey Sasha,**

Check out the latest items from Fresh Beauty – we've curated them just for you!


**Hey Leslie!**

Your cart items are waiting for you – finish your purchase.


[Go to cart](#)



Yellow Cotton Beanie Hat  
\$12.90



Red Winter Puffer Jacket  
\$59.90




Leather Winter Heel Boots  
\$119.90

**Lip Butter Balm for Hydration**


\$24.00

[Add to Cart](#)


**RECENTLY VIEWED & RELATED ITEMS**




Hemsworth Black Suit  
499 \$




Prince of Wales Suit  
499 \$



Hartley Cotton Suit  
499 \$



Harrogate Suit  
549 \$



Highbridge Nailhead Suit  
549 \$

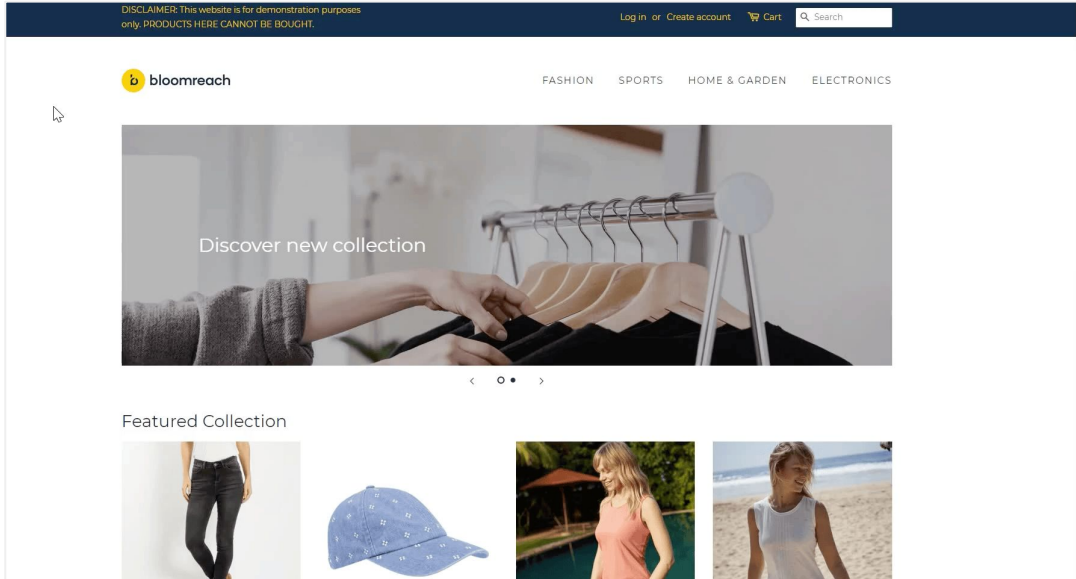


# Multistep Zero-party Data Weblayer [WMZD]

## Retention | DB Growth | Personalization

Base your marketing strategy on your **customers' preferences**. Ask your customers to fill in information and subscribe to a newsletter through a short **multistep banner**. In conjunction with predictions, this will provide you with **valuable insights** about your entire customer base.

*“Collecting zero-party customer data is helpful for personalization and customer experience. Customers can voice their preferences, improving their relationship with the brand and receiving more relevant communication.”*



**Goal:** Acquisition

**Channel:** Web pers.



# Recommended **personalisation** **features to drive immediate value** through Bloomreach



# Personalisation step by step

Create a personalized and engaging experience



\*potentially Custom rows in Visual builder

Define criteria for segments



Jinja coding skills to enable personalisation



Apply different content based on segment membership:  
blocks in HTML/VB or custom rows in VB



Test the variants and let AI decide the winning variant  
for each customer (contextual personalization)



# Segmentation

## OVERVIEW

Segmentation is a powerful technique that allows you to divide customers into smaller groups based on **common characteristics** or **activities**. These could include **demographics, interests, purchasing behaviors, or any other factors** that can help you understand how these groups differ from each other.

**Understand what are the segments you would like to distinguish content for**

- Based on Tier?
- Based on needs and preferences?
- Based on previously / most commonly purchased brands?
- Rfm segment?





# Content Types

	Blocks	Snippets	Jinja + Personalisation tags	Recommendations
Email	✓	✓	✓	✓
SMS	✗	✓	✓	✓
Push	✗	✓	✓	✓
Weblayer	✓	✓	✓	✓
Experiments	✓	✓	✓	✓
In App	✓	✓	✓	✓
Webhooks	✗	✓	✓	✓





# Jinja

## OVERVIEW

Many features in Bloomreach Engagement allow the use of personalization via Jinja. This enables you to **personalize texts** in various campaigns by calling **customer attributes, catalog items, etc.**

## USES

- Calling user attributes and inserting these values into text. This enables you to easily start the emails, etc. with the **customer's first name**.
- Referencing **catalogs, aggregates, reports**, or other features of Bloomreach Engagement
- **Creating scripts** including **conditions, cycles, filters, changing the format of displayed data, etc.**

## RESOURCES

- [Bloomreach docs](#)
- [Full Jinja documentation](#)
- [Useful Jinja](#)
- [snippets](#)

**Sept-Oct Class**

Course starts on 6th September  
- Ends on 4th October.  
Registration deadline - 5th...

[Read more](#)

**Jinja: on-demand**

A self-paced course helping more technical users master their personalization skills and...

[Read more](#)

```

{{ content.headline1 }}
[[ content.text1 ]]
{{ content.headline2 }}
[[content.cta1]]

```



# Content or Product Catalog

- Essentially a lookup table but with fixed primary key
- Used to embellish campaigns and centralise data
- Updated catalog content is updated everywhere its used.
- Also drives product recommendations

products Import catalog items + Add Item

Filter...  Apply filter 461 catalog items

Item_id	Product_id	Active	Date_added	Body_html	Image
6809126699146	6809126699146	<input checked="" type="checkbox"/>	28 Mar 2022, 10:16	<p>Yellow Full Zip Macaro	https://cd <span>Edit</span> <span>▼</span> <span>^</span>
item_id	6809126699146				
_handle	yellow-full-zip-macaroni-sweatshirt-red-wine				
_images_src_list	https://cdn.shopify.com/s/files/1/0569/4937/5114/products/2069.jpg?v=1648455366				
_option1	Default Title				
_option2					
_option3					
_position	1.00				
_presentment_p...					
_product_type	Fashion Men				
_taxable	<input checked="" type="checkbox"/>				
_vendor					

20022024 Import catalog items + Add Item

Filter...  Apply filter 2 catalog items

Item_id	Cta1	Headline1	Headline2	Text1
en	SHOP NOW	Bring calm to your place with int	SAVE 25% OFF	Lorem ipsum dc
de	JETZT EINKAUFEN	Bringen Sie mit Zimmerpflanzen	SPAREN SIE 25 % RABATT	Lorem ipsum dc



# Dynamic [HTML] blocks

## OVERVIEW

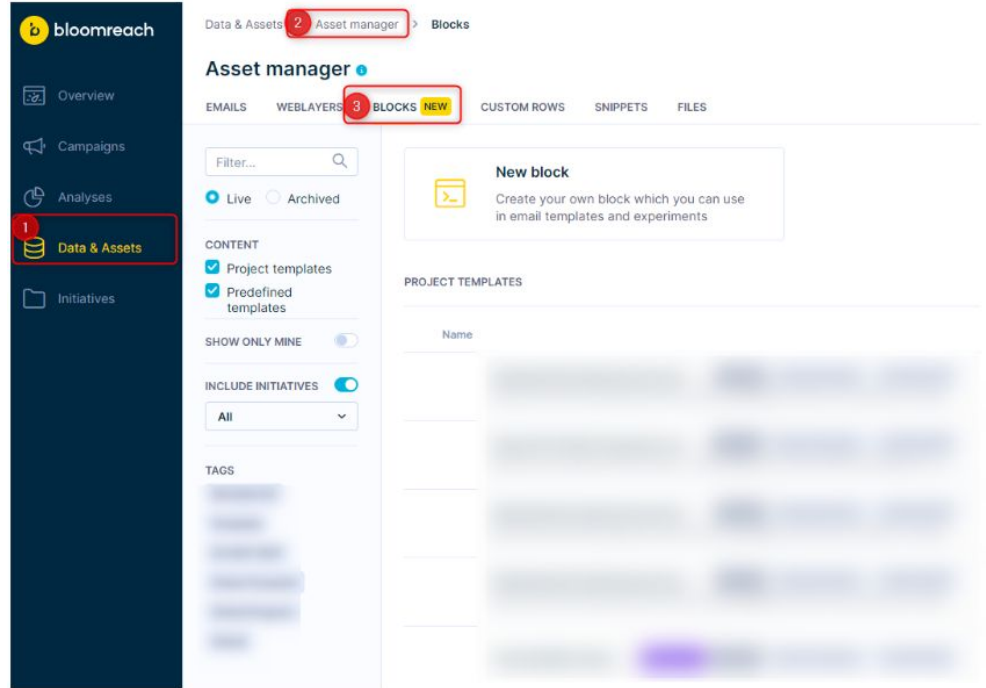
Personalised blocks are **custom snippets of HTML code** that are, once created, **stored as templates** within the Asset Manager and can be inserted into email templates.

## BENEFITS

- **Increased flexibility:** More targeted and personalized emails
- **Efficiency:** Saves time and effort by only requiring **updates to a single block of code**, rather than **making changes to each individual email**
- **Consistency:** Certain elements, such as **headers, footers, or legal disclaimers, can be consistently displayed in all emails**, while still allowing for personalised content to be included.

## RESOURCES

- [Bloomreach docs](#)

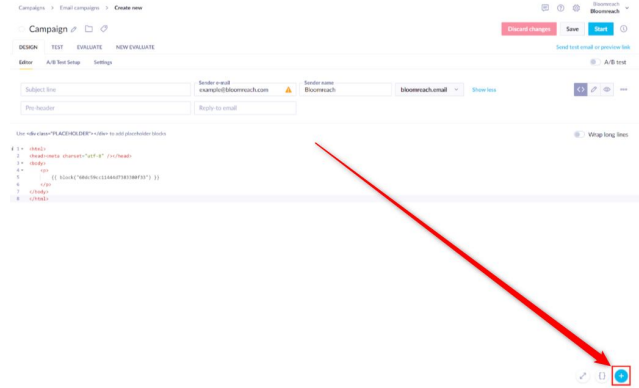




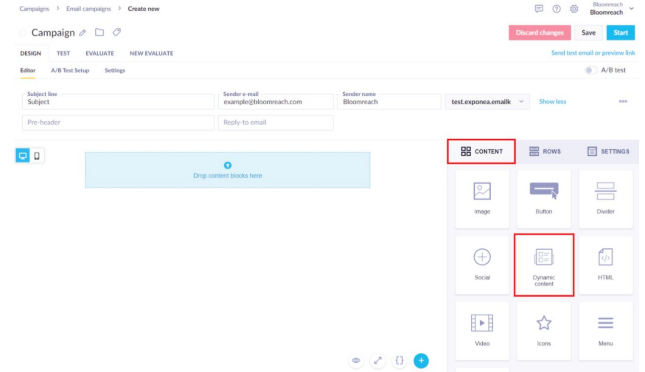
# How to use blocks in campaigns

A finished HTML block can be inserted into an email campaign in 2 ways:

1. **Via the asset picker by clicking** a (+) button on the right bottom of the HTML or visual editor by choosing the desired block.



2. **Via the Visual editor** by simply dragging the “Dynamic content” node from the Contents tab into the canvas and then choosing the desired HTML block.





# Snippets

- Reusable snippets of jinja or html
- Can be used in multiple emails
- Can include parameters for easier editing
- Use cases
  - Consistent personalization
  - Regular formatting
  - Unsubscription link
- Updating a snippet updates all emails that use it



[Shop](#) | [Plant Care](#) | [Blog](#) | [About](#)

```
{{ snippet('65d3323180baf6c00fa91e23', {'customerAttribute': customer.first_name, 'fallbackValue': 'Dear customer'}) }}, Make your summer days feeling good with beautiful plants.
```



# Parameters

Catalog Products Selector Light ✎ 📄 📁 🔗

Save ⋮

EDITOR   **TEST**



Monstera

55

Show product

Preview for  
lubos.pilarcik@bloomrea... ⓘ < > 🔍

## Parameters

PRODUCTS ▾

LAYOUT ▾

GENERAL STYLE ▾

Background Color ⓘ

⌵ #FFFFFF

Base Font ⓘ

Lato ▾

TITLE ▾

Show Title ⓘ

True ▾

- Enable you adjust blocks/snippets without needing to edit the code
- Ensure correct data types
- Allow same block to be used multiple times with different content and settings



# Content Testing



# A/B Testing

Bloomreach offers 3 A/B Testing possibilities for the email channel:

1. **Custom Traffic Distribution** → Manually specify to what percentage of your total audience each variant will be shown.
2. **Automatic Traffic Distribution** → Automatic traffic distribution tests variants and on a share of your users (*you specify the size*) it recognizes which variant achieves the goal better. Then it shows the preferable variant to most of the audience. However, it continues to test the other variant on a small share of users. If it starts to perform better, the distribution will automatically be re-evaluated, and the other variant can become the preferable one.
3. **New feature: Contextual Personalization** → While the A/B test serves you the overall best variant of your tested campaign based on average performance, contextual personalization serves you what is best for each of your customers based on the contexts in which they are found

## RESOURCES

- [Bloomreach docs](#)
- [Contextual personalisation in scenarios](#)



# DEMO





# Summary

	Usage for personalisation
Jinja	Templating language to get data from customer profile or catalogs
Segmentation	Targeting and dynamic banners/content
Snippets	Easier usage of Jinja thanks to pre-build reusable snippets
Blocks	Reusable content blocks which can be updated across the project with parameters for easy usage in campaigns
Custom rows	Reusable visual builder blocks without parameterization
Product catalog	Allows product personalisation and recommendations
Content catalog	Allows quick content population, saves manual work

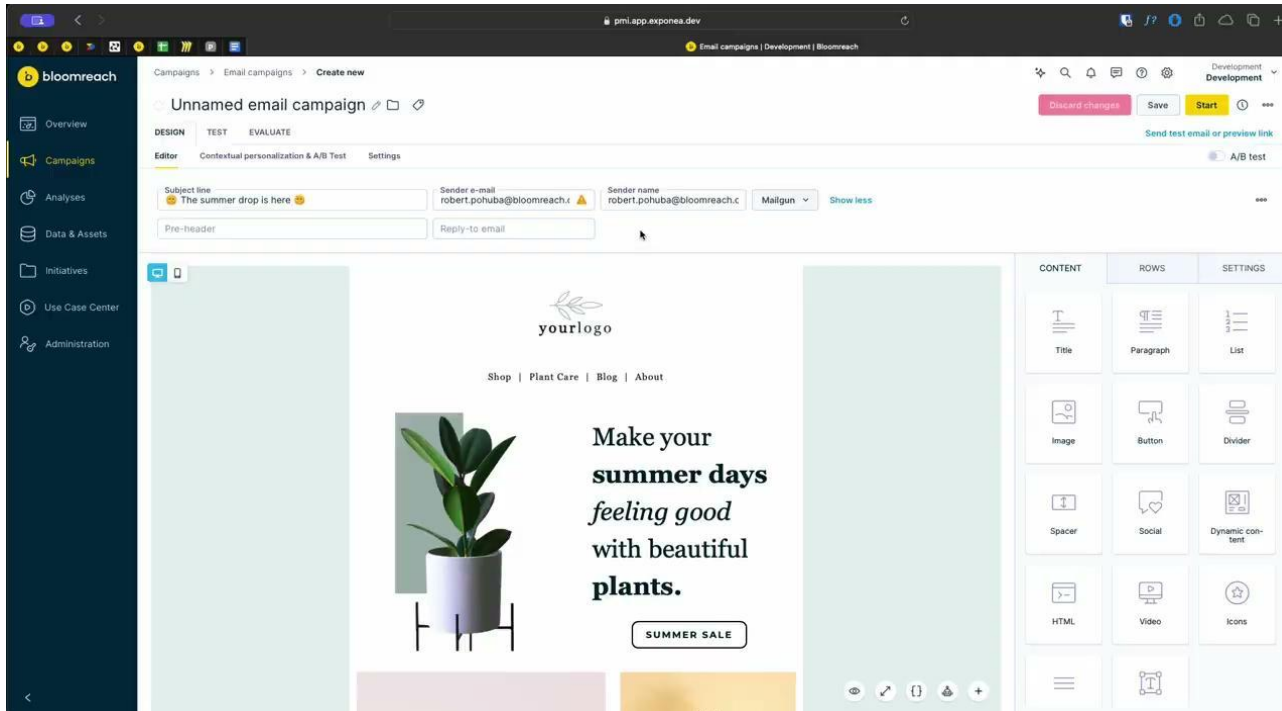


# What's upcoming



# Personalisation tags

- Simplification of existing UX around Jinja, allows us to add more features in the future





# Use Case Center

A collection of our **ready-to-launch Use Cases** designed over thousands of hours and deployable within mere minutes. You can **launch the campaigns by yourself** without assistance.

The screenshot displays the Bloomreach Use Case Center interface. On the left is a dark sidebar with navigation icons and filters. The main content area is titled "Use Case Center" and features a search bar and a "SHOW ONLY MINE" toggle. Below these are filter sections for "GOALS" (Performance, Insights, Retention, Acquisition), "CHANNEL" (All, Email marketing, Web personalization, SMS, Paid media, Analytics, Omnichannel, Other), and "MATURITY" (Basic, Advanced, Champion). The main area is divided into two sections: "ANALYTICS" and "EMAIL MARKETING".

**ANALYTICS**

- [BR\_only] Returned Items Dashboard (Insights, Basic)
- Black Friday 2023 (Insights, Basic)
- RFM Segmentation (Insights, Basic)
- Key Customer Segments & Insights Dashboard (Insights, Basic)
- Executive Dashboard (Insights, Basic)
- Conversion Dashboard (Retention, Basic)
- Apple Mail Segmentation Dashboard (Insights, Basic)

**EMAIL MARKETING**

- Reactivation Campaign for Disengaged Email Subscribers (Retention, Advanced)
- Post-Purchase NPS Survey Email (Insights, Basic)
- Automated Price Drop Alert Email for Items in Cart (Performance, Advanced)
- Automated Newsletter for New Items of Interest (Acquisition, Advanced)
- Purchase Anniversary Recommendations (Retention, Advanced)
- Abandoned Cart Email with Recommendations (Performance, Advanced)

# Q&As



**Thank you!**

# CASE STUDIES







# Baby-walz Personalizes the Customer Experience for Expectant Mothers

## COMPANY

[baby-walz](#) specializes in everything for young children and nursing mothers. It has a network of physical stores and an online storefront that gets more than a million visits per month. It created a campaign to personalize content based on baby due date for expectant mothers.

## UPLIFT

**53.8%**

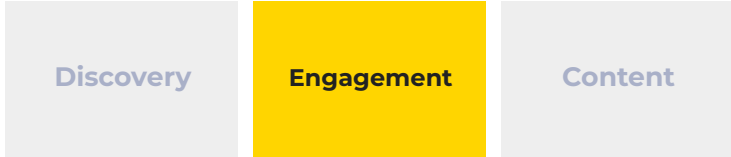
Average email open rate on personalized emails sent to expectant mothers



*“A marketing tool with enormous potential! After integrating with Bloomreach, we’ve taken our campaign personalization to a new level — and our customers love it.”*

**Elena Frater, Head of Online Marketing  
baby-walz**

### Bloomreach Platform





# BrewDog Uses Personalized Email Campaigns to Reach New Customers

## COMPANY

[BrewDog](#) used personalized email campaigns from Bloomreach Engagement to generate more revenue, more clicks, and a higher conversion rate.

## UPLIFT



*“The next logical step for us was Bloomreach Engagement after outgrowing our previous marketing automation platform. It has the perfect combination of ease of use and complexity. It has truly enabled us to deliver personalized experiences at scale. This is just the beginning of a very long and successful partnership with Bloomreach and Pricewise that we are very much looking forward to.”*

**Tom Reding, Director of Digital and E-Commerce  
BrewDog**

### Bloomreach Platform





# bimago. uses Contextual Personalization to Increase Conversions

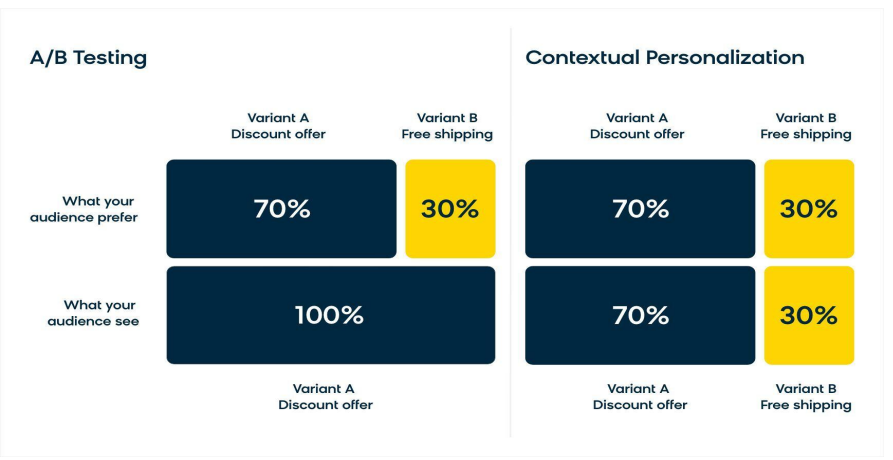
## COMPANY

[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



# Personalisation through Recommendations

## OVERVIEW

Bloomreach product recommendations utilize advanced machine learning algorithms to **deliver personalized and exceptionally relevant content to your customers, whatever channel they choose to interact with you.**

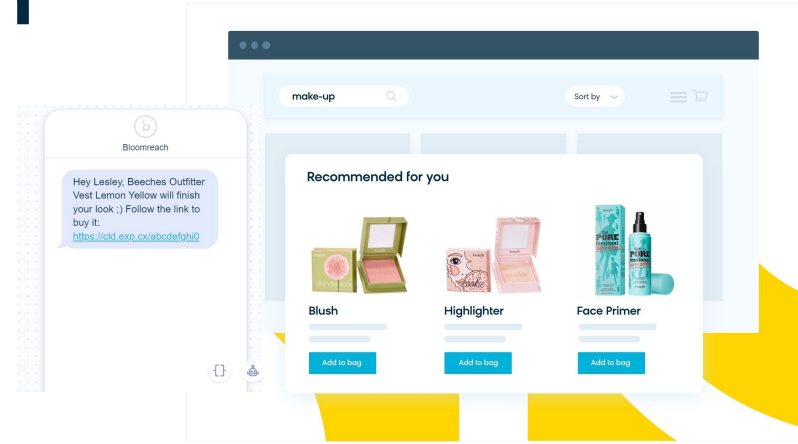
**Increase your click rates and conversion rates by personalised products offer**

### Personalized recommendations for you:

Recommend items that similar customers like using collaborative filtering-based recommendations

### Customer recent interactions:

Items customer recently interacted with, for example recently purchased or viewed products



## KEY BENEFITS

### Increased CTR, AOV and LTV

Intelligently anticipate and show your customers what they want in order to increase engagement and conversion

### Auto optimization & real-time results

Always deliver real-time recommendations, even during an active web session, that are **automatically optimized based on machine learning** or rule-based models or a combination of both to fit your business needs.

### Scalability & ease-of-use

Email recommendation blocks with visual editor and Plug&Play use cases ensure speedy implementation and faster time-to-value.

**Thank You**