



Hello and welcome!

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

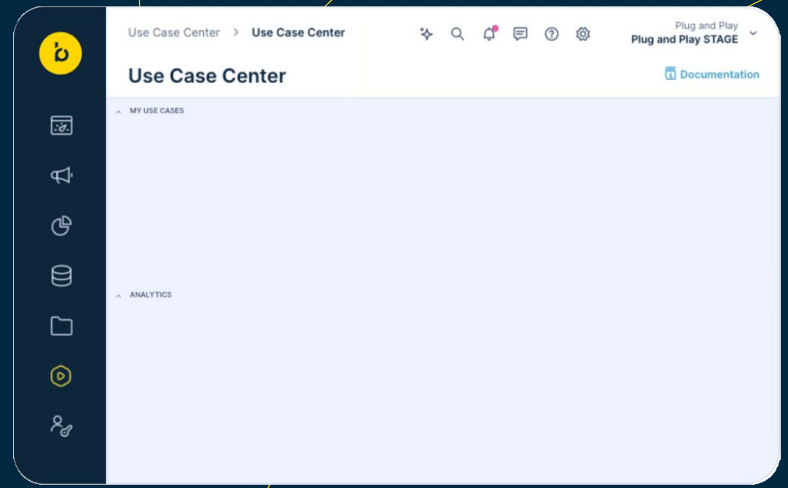
What is the first thing that comes to your mind when I say "use case"?



Engagement

Feature Highlight: the Use Case Center

April 2024 Engagement Best Practices Session



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



Introducing our speakers...

Team Introduction



Matej Cambal

Senior Manager,
Business Consultancy
Bloomreach



Michaela Janikova

Senior Business Consultant
Plug & Play initiative owner
Bloomreach





Agenda

1. Why Use Cases - introduction
2. Use Case Center
3. Prerequisites
4. Running a Use Case [live demo]
5. Additional Help
6. Coming soon
7. Summary
8. Q&A

Why Use Cases



The Marketer's Dilemma

- *What is the best way to communicate with my customer?*
- *What Use Case should I implement to acquire more customers?*
- *What should I do with my current customers?*
- *How can I turn my one time customers into my loyals?*
- *What use cases are the 'low hanging' fruits to boost my business results quickly?*
- *How can I get my customer's attention?*
- *What touch point in the customer journey should I privileged?*





What is your biggest blocker when it comes to setting up a new use case?

1. Come up with business logic behind the use case
2. Convince my boss to run a particular use case
3. Get campaign templates (email, sms, banner visuals etc.)
4. Scaling to other projects/countries/languages
5. Lack of time (other business priorities)
6. Other reasons



Marketer's Daily Struggles

Never Enough Time

Too Many Choices & Priorities

Little Technical Skills



Use Case Deployment starting at 10 minutes

Advanced Filtering and Customer Journey Matrix

90% of Use Cases do not require Technical Skills

... Bloomreach is introducing a new feature to help you with your struggles. Explore the **Use Case Center**.



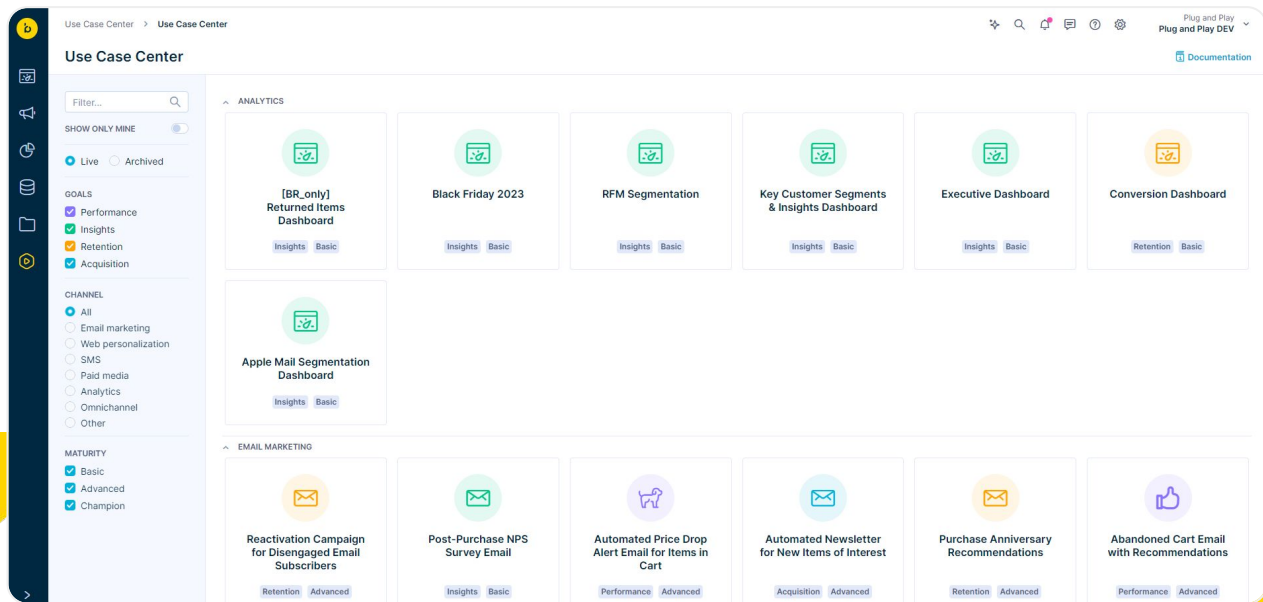
Introducing: The Use Case Center!

in Bloomreach Engagement



Use Case Center

A collection of **ready-to-launch Use Case** templates designed over thousands of hours and deployable within minutes. You can **launch, test, and analyze use cases yourself** without assistance.





Use Case Center as Feature

- **8+ years** of Engagement experience in one place
- Open to all clients with **no extra cost**
- Continuous effort to make the Engagement platform **easy to use** and make your daily work **more efficient**
- Linked to your **custom data structure**
- Unique place for 'Plug & Play Use Cases' including **regular release of new use cases** (e.g. new industry verticals, new channels, new marketing trends etc.)

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





World of Books Unlocks Powerful Revenue-Generating Use Case With Bloomreach

COMPANY

[World of Books](#) owns and operates five brands that help consumers buy, sell, and donate books. With the Easy-Access Discount Code Banner use case, the company got started the right way with Bloomreach.

UPLIFT

35%

Conversion rate in first full month using sticky discount banner

96%

Increase in month-over-month returning customers through the discount banner code promotion



“We were looking for a product that would give us a single view of the customer so we could have a better understanding of how our customers behave while on site. Since getting that, we’ve felt pretty much unstoppable with Bloomreach.”

Rebecca Reed, CRM Lead, World of Books



On The Beach Sees Huge Uplift through Split Test Use Case Implementation

COMPANY

On the Beach is a leading UK-based online travel agency that aggregates travel products for convenient booking. They saw immediate results by implementing the Automated Price Drop use case through a 50/50 control group split over a three day period.

UPLIFT

362%

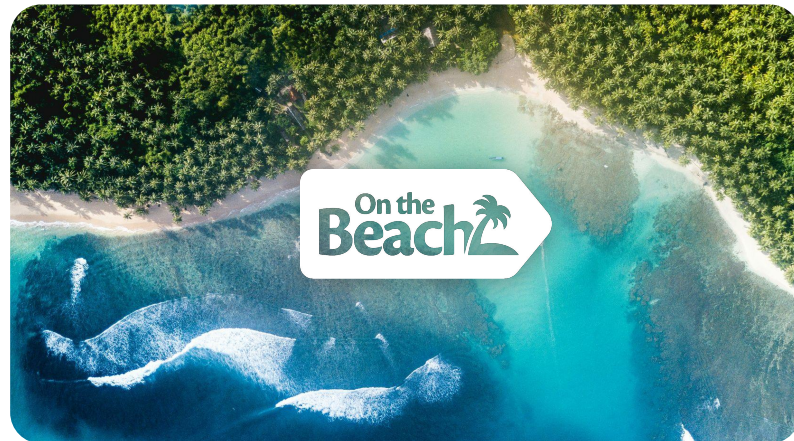
Increase in Revenue
per Visit

95%

Increase in
Click-through-
Rate

180%

Increase in
Conversions



Prerequisite

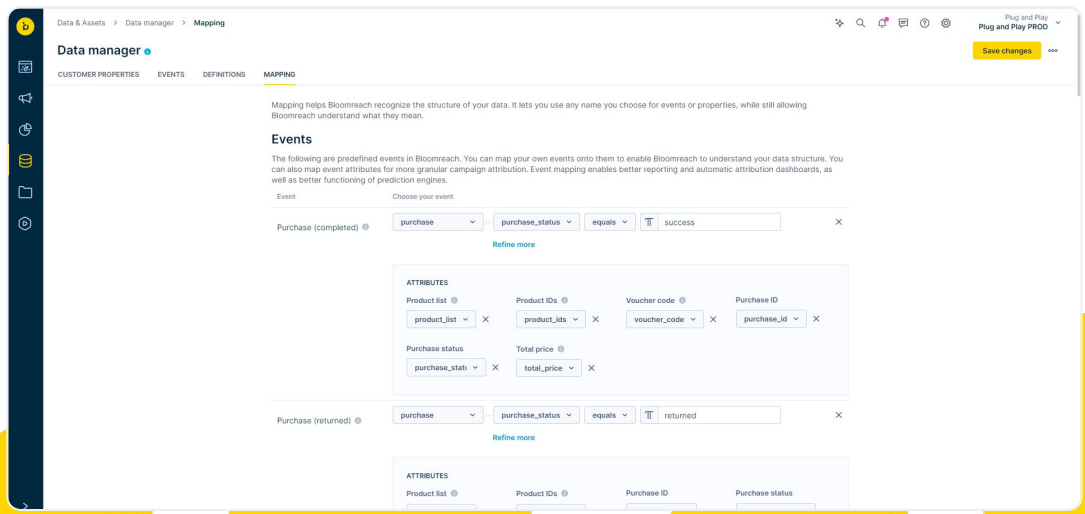


Data Mapping

The data mapping feature **enables Bloomreach Engagement to understand your events structure, customer properties, and catalogs** while keeping your own naming standards.

Data Mapping is a **prerequisite** for frictionless use of the Use Case Center.

Follow the [documentation](#), or connect with your CSM for assistance.





Data Mapping Advantages

- Possible to retain custom events, properties, or definitions during **cloning between projects** and drastically speeds up the process of deploying use cases from Use Case Center
- Helps with **recommendations and prediction engines**
- Easy deployment of **all templates** across different features such as Dashboard Templates, Banner Templates etc.
- Correct mapping in **out of the box evaluations** e.g. 'Evaluate' tab, campaign 'Goal' settings
- Early setup for **Loomi and our enhanced AI features** that are coming this year

Note: there is almost no downside in filling the Data Mapping as there is no direct impact on any live campaign.

Running a Use Case

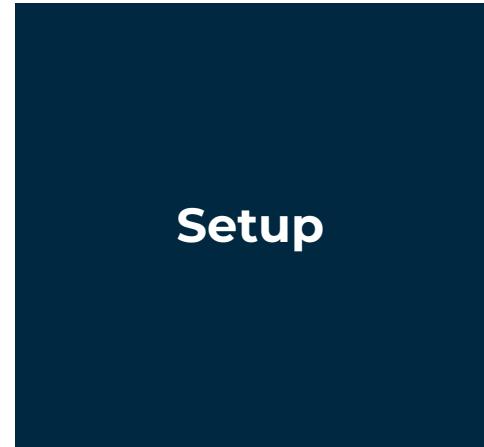
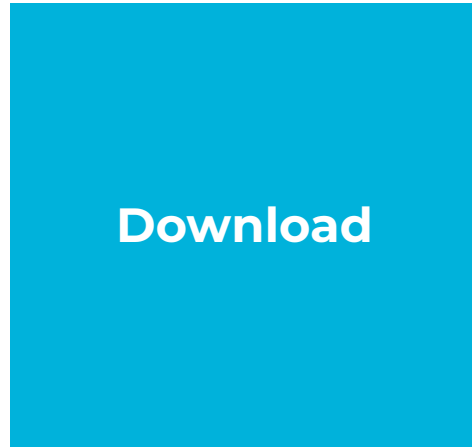


How often do you run a new use case?

1. Once a month
2. Once per 3 months
3. Once per 6 months
4. Once per year
5. Less frequently



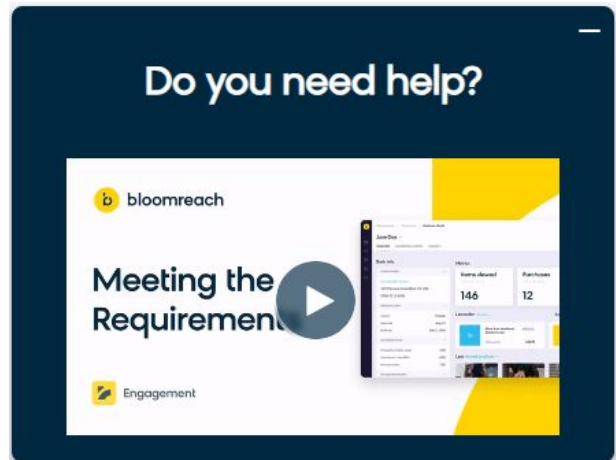
3 steps to Launch





Live Demonstration

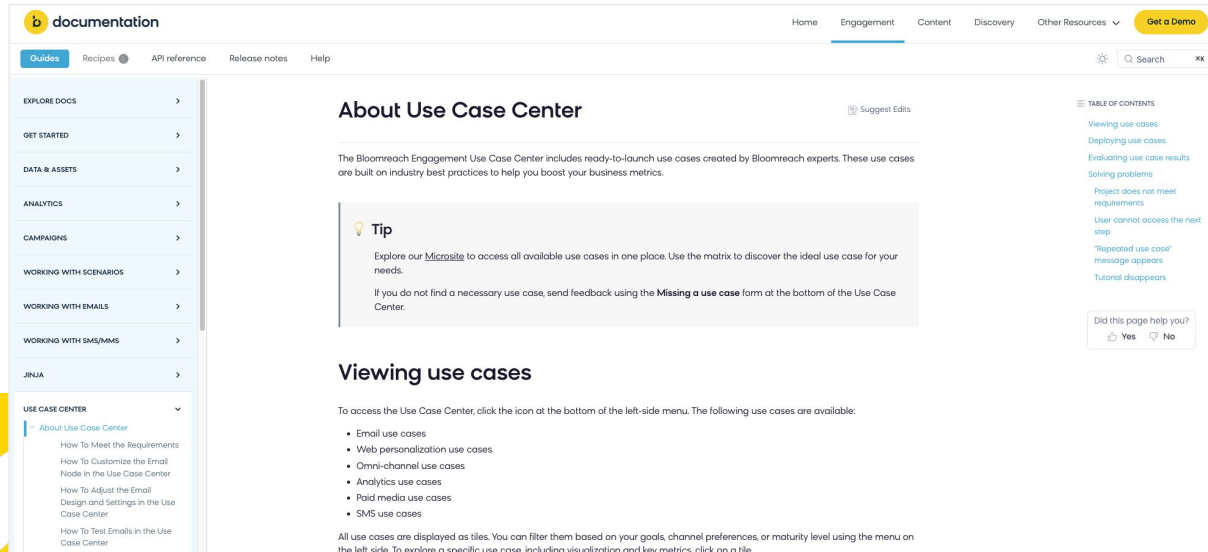
- Easy-Access Discount Code Banner
- Automated Price Drop Alert
- Social Media Ad Audiences
- Conversion Dashboard





Documentation

[The Use Case Center documentation](#) provides concise **"how-to" guides** for deployment, instructional **videos**, and specific **documentation tailored to individual use cases**. **In app guidance** is available for chosen use cases.



Additional Help



Plug & Play Use Cases

Plug & Play is a collection of fully functional and ready-to-launch use cases, with pre-set analytics that can deliver quick value with minimal effort.

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



Coming soon



More Use Cases Being Added Constantly!

1. Banner Notification for Frequently Returned Items
2. Banner Notification for Customers with High Return Rate
3. Omnichannel Abandoned Cart Flow
4. RFM Omnichannel Winback Campaign (“Hibernating Customers”, “At Risk”, “Cannot Lose Them but Losing”)
5. Reactivation Campaign for “Promising” and “Needs Attention” Segments
6. Email Activation Campaign for “Can’t Lose” and “At-Risk” Segments
7. Loyalty Program
8. Gamified weblayers
9. Youtube Video Banner
10. Interactive Post Purchase feedback banner
11. Weather Influenced Campaign
12. Interactive Subscriber Banner



What is the biggest advantage of Use Case Center for you?

1. Preset detailed business logic
2. Preset campaign templates (email templates, parametrized weblayers)
3. Availability of list of 'best practice' use cases
4. Source of inspiration for my custom use cases

Summary



Use Case Center

- New feature of Bloomreach Engagement, **no extra costs** involved
- Collection of Use Cases based on industry best practices and Bloomreach 8+ years of experience. Tested and **approved by our clients.**
- Kickstart your journey with Bloomreach Engagement **effortlessly** and boost your adoption **seamlessly** at every stage.
- Ready-to-run Use Cases with **deployment time starting at 10 minutes.**
- 90% of the Use Cases **do not require any technical knowledge** or help of Bloomreach team.
- Valuable **source of inspiration for your marketing strategy** and custom use cases.



Share feedback with us!

Use Case Center is a feature we are constantly improving.

If you'd like to participate in the interviews with our Product team and **help to steer the future development**, sign up [here!](#)





Q&A and final notes

- Enter any remaining questions in the Q&A tab on the right-hand side of your screen



 Engagement

Make your customer journey great!

