🔴 **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

DOC Navigating Gmail and Yahoo's Deliver...
Click to open

DOC Gmail and Yahoo's New Email Sender ...
Click to open

DOC Email Deliverability Tips
Click to open

DOC The Ultimate Guide to Mastering Emai...
Click to open

bloomreach

Winning in 2025

Top trends & recommendations for creating a **winning marketing strategy** this year.

Engagement

Meet Today's Speakers

Michal Blaško

Sr. Business Consultant

Bloomreach

Roxy Couse

Director, Community & Content Marketing

Bloomreach

Agenda

1. **2025 is here - now what?**
2. **Ways to Win in 2025**
   a. 2025 No Regret Strategies
   b. Find Quick Wins with Proven Use Cases
   c. Data Mapping
   d. Navigating to Your Next Use Case
3. **Key Takeaways**
4. **Q&A**

2025 is here - now what?

THE IMPACT OF TIK TOK ON OUR STRATEGIES

DETERMINING THE RIGHT PLACES TO INVEST MARKETING SPEND

Key themes that keep emerging as we speak to marketers...

STRATEGIES FOR SUSTAINABLE GROWTH

ENHANCING THE CUSTOMER EXPERIENCE

BUILDING BRAND LOYALTY

bloomreach

What do you see as the top priority in your marketing strategy right now?

Building brand loyalty

Diversifying social platforms

Enhancing the customer experience

Other (drop a comment in chat) 👉

bloomreach

What's keeping the marketing leaders we interviewed up at night?

email requirements

email saturation

Increasing revenue from paid ads

how many touches people are getting

Keeping customer satisfaction up

Top line growth for our brand

Optimizing for incremental profit

Turning one time buyers back into browsers

bloomreach

Ways to Win in 2025

2025 No Regret Strategies

1

Keep building on the success of peak season

Rather than a "new year new me" mentality, think about how you can **iterate** and *continue building relationships* with the subscribers you gained during peak.

3

Scale & Automation are imperative to your marketing operation

Leveraging tools such as our use case center 2.0 that encompasses preset templates to help you move fast.

2

Personalization should be a *Top Priority*

It's not enough to have personalization tacked on to your strategy. It needs to play a pivotal role in every interaction.

Convenience and personalized experiences are now at the top of your customers' must-have list.

4

**Relentlessly focus on the right levers to pull to *drive customer loyalty***

Customer loyalty is **earned in the moment.** It's no longer enough to have the things that customers want — the experience of shopping is just as important to a customer's sense of loyalty.

Stay tuned: Customer Loyalty Best Practices

More best practices webinars coming on **customer loyalty** and **turning** new **subscribers into purchasers**
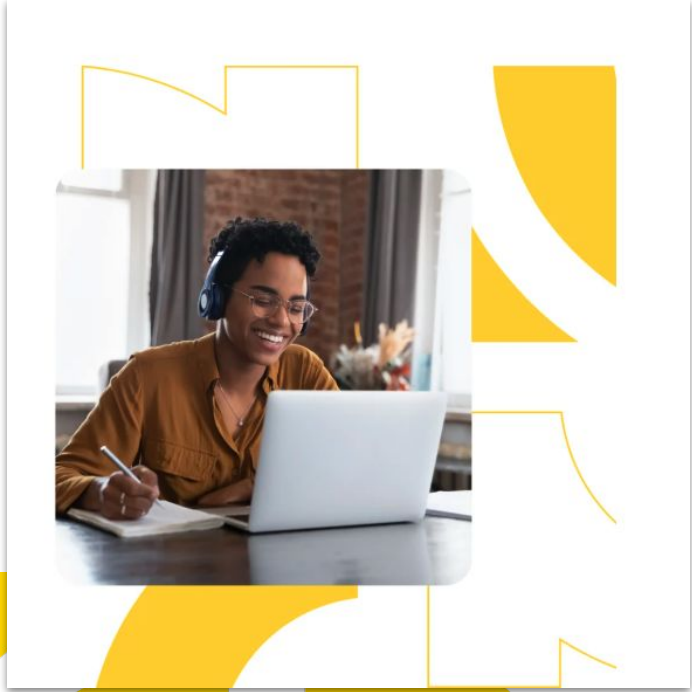
Find Quick Wins with Proven Use Cases

Check out the Use Case Center!

What is the Use Case Center?

- **Library of 90+ preset use case templates, including preset analytics that deliver quick value with minimal effort**

- **Use cases can be customized**

- **Recently redesigned to make navigation easier, intuitive**
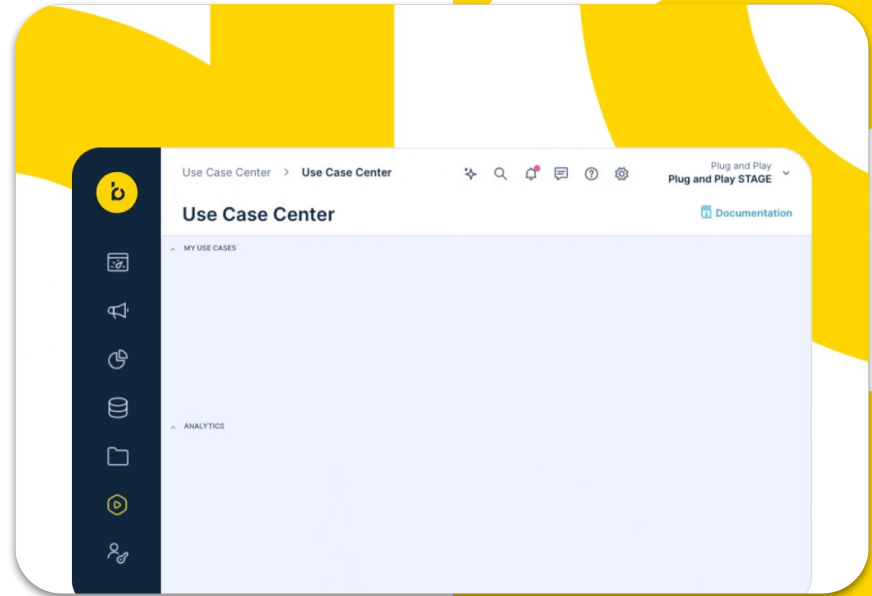
"The Use Case Center is really nice...because it gives you the basic setup, and then you can fine tune it based on your own customer data needs or per your company." - Pakize Can, Vlisco

bloomreach

What is the value of the UCC?

- **Best Practices Resource:** these use cases have been developed by Bloomreach experts based on 8+ years of experience working with the leading global brands.

- **Fast implementation:** the Use Case Center provides a self-serve method to launch campaigns in just a few clicks by adjusting these ready-made templates to fit your needs with little internal resources

- **Measurable value:** use cases include predefined evaluation dashboards.

- **Less heavy lifting:**
  - **Access the tech use cases**: access premade weblayers or webhooks and adjust them without tech knowledge
  - **Build your Roadmap**
  - **Filter based on your goals and KPIs** to find the most impactful use case for you

Use Cases provide value throughout your journey
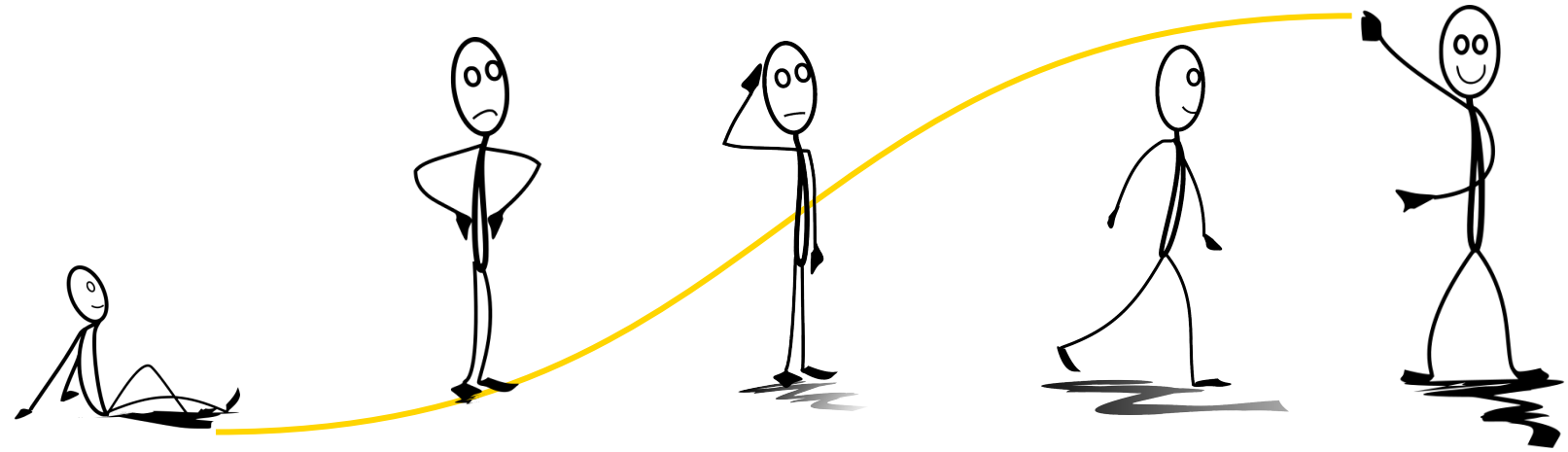
Early Stage

"*There are premade UCs that are easy to deploy. I can benefit from their **industry expertise**.*"

Implementation & Enablement

" *Let's see the UCC to understand how the scenario works and what are **the best practices**.*"

Ramp up

" *I need to find **first UC to deploy on my own** but I never done personalised marketing. What is there in UCC that I can pitch to my team?*"

Growth

" *I can use UCC when **preparing my strategic marketing roadmap**. Let's see what we can deploy directly and **where can we harvest some extra inspiration***"

Ambassador

" *Social Media team, do you see these UCs? If we integrate with Bloomreach, **we can deploy these right away. It will be easy**.*"

bloomreach

DEMO

How to navigate Use Case Center?

Take advantage of newly added 'tags' to pick easily your use case

- **Essentials** = start with these use cases to cover the basics

- **Popular** = discover popular use cases that Bloomreach client's love

- **New** = do not miss any newly added use case (use cases that were published in last 6 weeks)

- **Advanced** = use cases with more advanced logic or tech setup, be sure to follow documentation

- **Omnichannel** - take your campaigns to next level with omnichannel approach

- **Sustainability** - transform your business to more environment friendly with these use cases

- **Loomi AI** - harvest powerful AI capabilities (predictions, auto segments etc.)

| New	Essentials	Popular	My favorites ★
Explore our latest additions to the Use Case Center	See the must-have templates for every business	Explore our most widely adopted use cases	View your personal collection of bookmarked use cases

bloomreach

Starting with Use Case Center

Open the Use Case Center on Home page. You can either use:
- **Search** = if you have a specific idea in mind
- **Browse the UCs based on their Goal**
  - **Drive Traffic**
  - **Grow Database**
  - **Acquire Customers**
  - **Increase Retention**
  - **Reactivate Customers**
  - **Re Engage Subscribers**
  - **Reduce Returns**
  - **Analyse Data**

The **goals are mapped into the Customer Journey** and will help you to cover the different stages to target maximum of your customers.
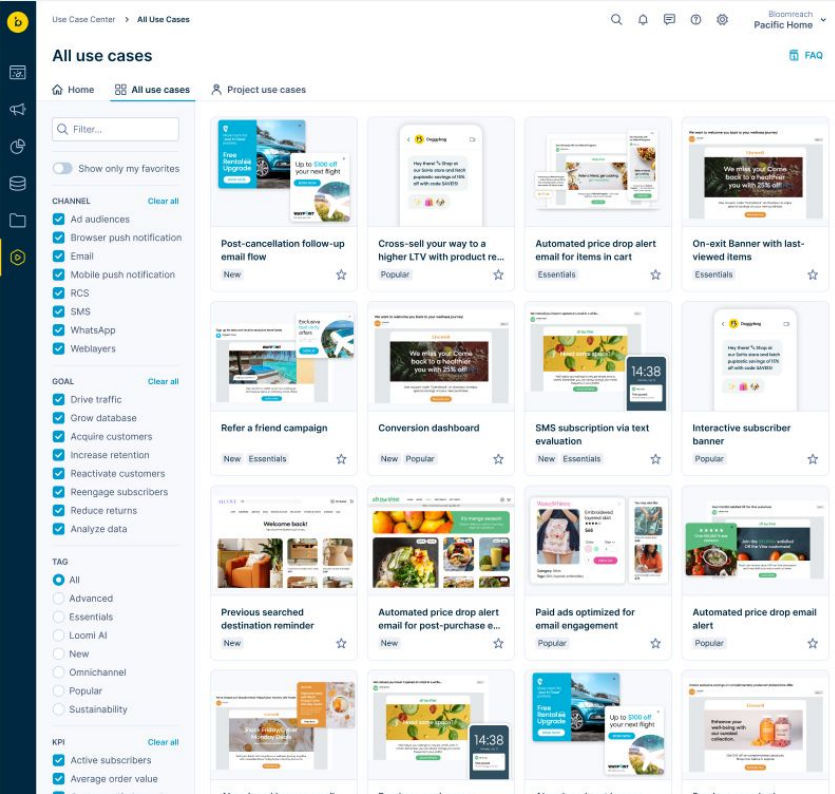

DEMO
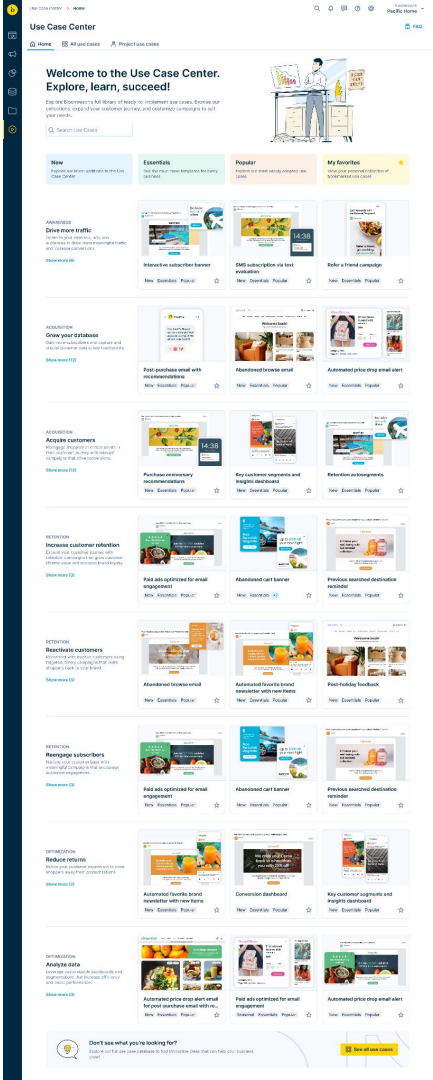
Dig Deeper in Use Case Center

Open the Use Case Center on '**All use cases**' page where you will access the integrality of 90+ available use cases. (+15 new):

Filter by:
- **Channels** (Email, SMS, Browser Push Notification, Mobile Push Notification, Ad Audiences, Whatsapp, Weblayers, RCS)
- **KPIs** (Conversion Rate, Revenue, RPV (Revenue per Visitor), AOV (Average Order Value), Lead Generation, CLTV, Purchase Frequency, Return Rate, Retention Rate, Active Subscribers)
- **Industry** (Ecommerce, Travel, Retail, All industries)
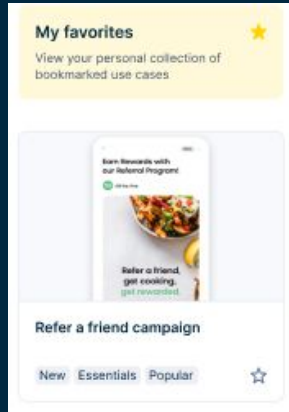- **Goals** (as seen before)
- **Tags** (as seen before)
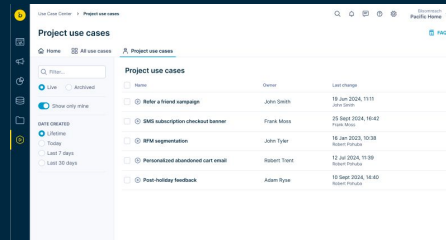
DEMO

Found the use case that you like?

Add the use case to 'My Favourites' to access your curated list at any time.

Download use cases to your project

Go to Project Use Cases page and see the list of all your downloaded use cases.

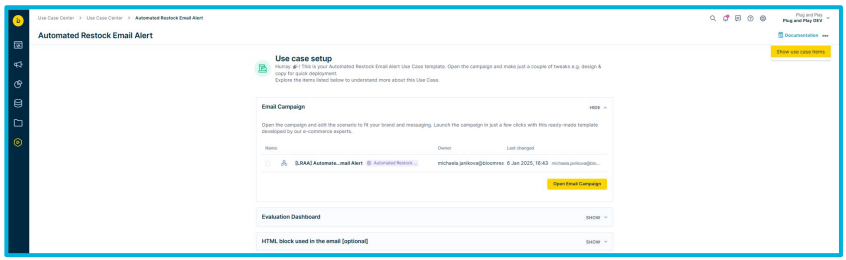*Note: Just curious to see what is in the use case? You can delete anytime any downloaded use case on one click.*

DEMO

bloomreach

Keep just one part of the use case

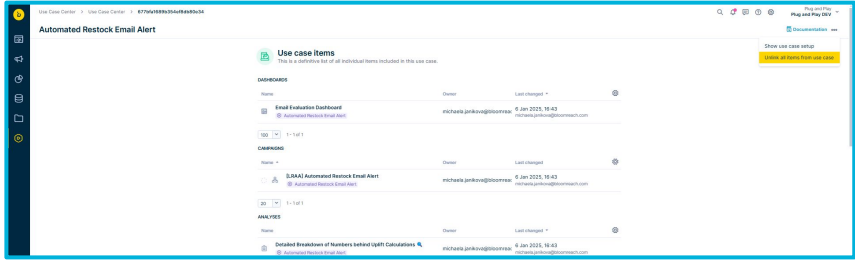...or even combine parts of multiple use cases together.

Step 1: See all the assets in the use case.
In the Use Case Setup click on the three dots and select 'Show Use Case Items'

Step 2: Unlink the assets from the downloaded folder
Click again on the three dots and select 'Unlink all items from use case'

Note: Upon unlinking, the assets will no longer be visible in the Project Use Cases but they will still be available in the different part of your projects e.g. scenario, dashboard, report, aggregate etc. They will have no visual or dependency linkage between themselves. You will be able to delete part of them, while keeping another part. We recommend to identify the platform places where the assets are stored before unlinking them. **It is not possible to link them again once unlinked.**

bloomreach

Data Readiness for chosen Use Case

Upon clicking on 'Get the Use Case', you will see the Requirements. There will be **channel integration requirements (always mandatory)** and **data requirements (always set as optional).**

These are the scenarios that can happen:
- **All icons are green:** The use case downloads with customized data matching your project data structure.
- **All icons are gray**: The use case downloads with default best-practice data. Update it later to align with your project's data.
- **Mixed icons:** Customized data matches your project data structure, while incomplete items use the default data structure.

What's next? Data mapping!
- Fix any unmet requirements in Data Manager to map your project's data structure to predefined naming conventions. This ensures the use case aligns with your project data before you download it.
- Adjust optional requirements at any time in the downloaded use case.

bloomreach

Data Mapping

Unlock the full potential of Bloomreach Engagement

Data Mapping - unlock the full value of the UCC

Data mapping **enables Bloomreach Engagement to understand your events structure, customer properties, and catalogs while maintaining your own naming standards.**

It is a crucial step to unlocking value from the use cases you'll find in the Use Case Center.

It helps to launch use cases quickly and with less customization
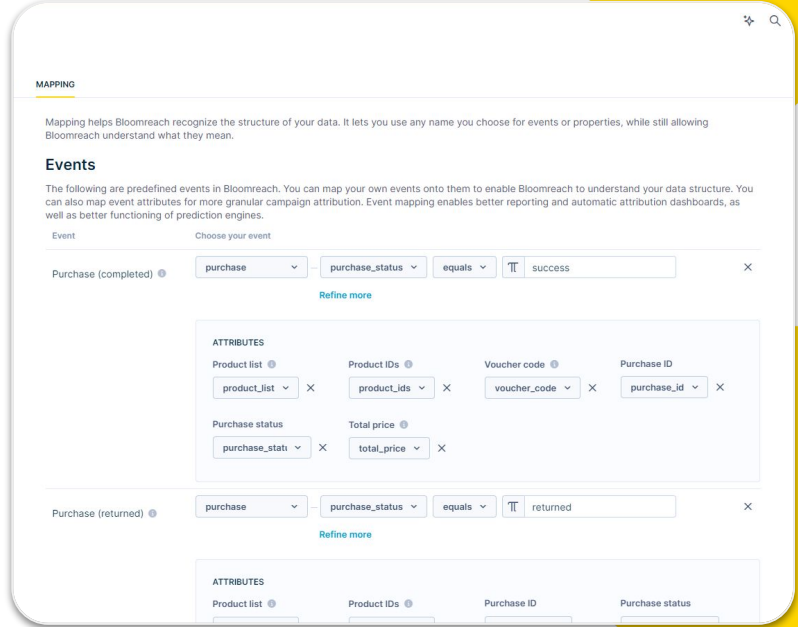
Data Mapping & other advantages

- Possible to retain custom events, properties, or definitions during **cloning between projects** and dramatically speeds up the process of deploying use cases from Use Case Center
- Helps with **recommendations and prediction engines performance**
- 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.

Powered by
Loomi

Customers who viewed this item also viewed

Items viewed by similar customers like you

bloomreach

Data Mapping in Use Case Center

Must-have fields that unlock 90% of Use Cases

Events:
- **Purchase (completed)**
  - **total_price** - used mainly in evaluations
  - **product_ids** - used when listing all the products
- **Purchase_item**
  - **Product_id**
  - **Total_price**
- **View_item**
  - **Product_id**
- **Add to cart event** - basic event mapping with 'action' that defines the 'add to cart'. Unlocks the 'Abandoned cart' related UCs.
  - **Product_id**
  - **Total_price**

Customer Properties:
- **Email** - if you have email integration
- **Phone** - if you have SMS integration

See which fields are required vs nice-to-have

Data Mapping in Use Case Center

Must have fields that unlock 90% of Use Cases

Catalogs:
- **Main catalog** - absolute must to have one main catalog tracked. The catalog is used mainly to visualize products in the templates.
  - **Item_id**
  - **Image**
  - **Price**
  - **Title**
  - **Url**
  - **Original_price**
  - **Active**

Consents:
- **Newsletter Emailing** - if emails are integrated
- **SMS** - if SMS are integrated

If there are multiple "main catalogs" in the project (e.g. more countries/ brands), just choose one and edit the email templates once the use case is downloaded.

bloomreach

Navigating to Your Next Use Case

Available documentations
Value and FAQ

**Interactive guide mapping use cases to the customer journey
is available on the Bloomreach website | UCC with FAQ**

Goal
Acquisition

Maturity
Basic

Channel
Web Personalization

Tags
DataBase Growth
Strategic Insights

Metrics
CLTV
Lead Generation
Retention Rate

Industries

Available in Use Case Center

How to navigate in Use Case Center

To access the Use Case Center, click the icon at the bottom of the left-side menu in Bloomreach Engagement. Then, select from the available tabs: **Home**, **All use cases**, and **Project use cases**.

Accelerating Growth With Bloomreach

Our **Growth Accelerator Programme** provides a strategic approach to help you identify untapped opportunities.

It's a proactive approach led by a specialist ensuring ensuring quick delivery of proven use cases in line with your strategic goals.

Tailored Strategies:
- Improving email engagement, such as resubscription campaigns,
- Personalisation of BAU comms,
- Better adoption of new channels

*When compared to customers not using the Growth Accelerator Package

BLOOMREACH

Growth Accelerator Workflow

1 BENCHMARK

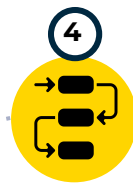Assess your current performance against our vertical benchmarks.

2 ANALYSE

Analyse key journeys to identify where improvements can be made.

3 EXPLORE

Identify use cases aligned to your focus areas, proven to drive value.

4 PRIORITISE

Prioritise identified use cases based on value and effort.

TWO WEEK DELIVERY SPRINT

5 BUILD & LAUNCH

Growth Consultants support you to build agreed use cases.

6 EVALUATE

Monitor performance and evaluate outcomes.

Reach out to your CSM

BLOOMREACH

Key Takeaways

Key Takeaways

1. Keep building on the success of the peak season, scale the automations and drive the customer loyalty in 2025

2. Complete the data mapping so you can build the roadmap of use cases that support your strategy and get the most out of the UCC

3. If you're not sure where to begin with the use cases or strategy, please have look at our website and reach out to your CSM, we're happy to help

Q&A

Thank You!

bloomreach