

Emails That Sell: How Top Retail Brands Drive Revenue



The top email use cases
for retail marketing teams
in 2026

Why Retail Brands Are Prioritizing Speed, Simplicity, Personalization, and ROI

For modern retail brands, every customer interaction is a moment of truth.

A shopper browsing winter coats on their phone during a commute may complete a purchase before they reach the office — or abandon the experience entirely for a competitor who reached them first.

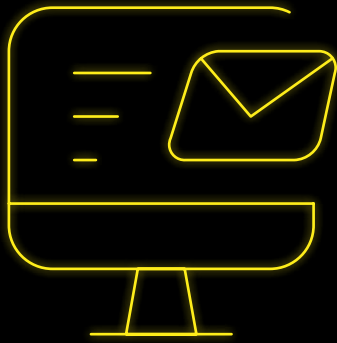
A shopper starting their search for a new vehicle expects follow-up campaigns that feel relevant, timely, and informed — not generic and two days too late.

A beauty customer expects product recommendations that reflect their skin type and past purchases.

**In retail, every
interaction
is a decision
point, and every
delay is an
opportunity
lost.**

Leading retail brands have realized that legacy ESPs weren't built for the pace, complexity, or expectations of modern shopping journeys.

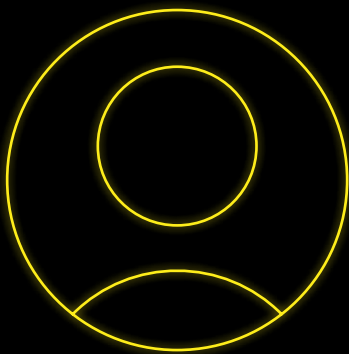
They're making the switch to platforms that deliver on four non-negotiables:



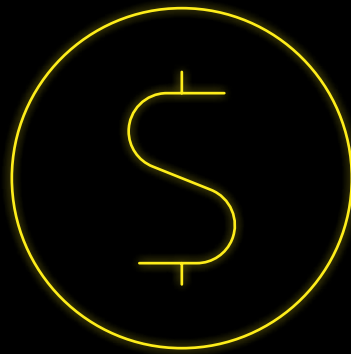
Speed



Simplicity



Personalization



ROI



Speed



Capitalizing on Real-Time Shopper Intent

Real-time data is the foundation of modern email marketing. Without it, even simple campaigns fall apart.

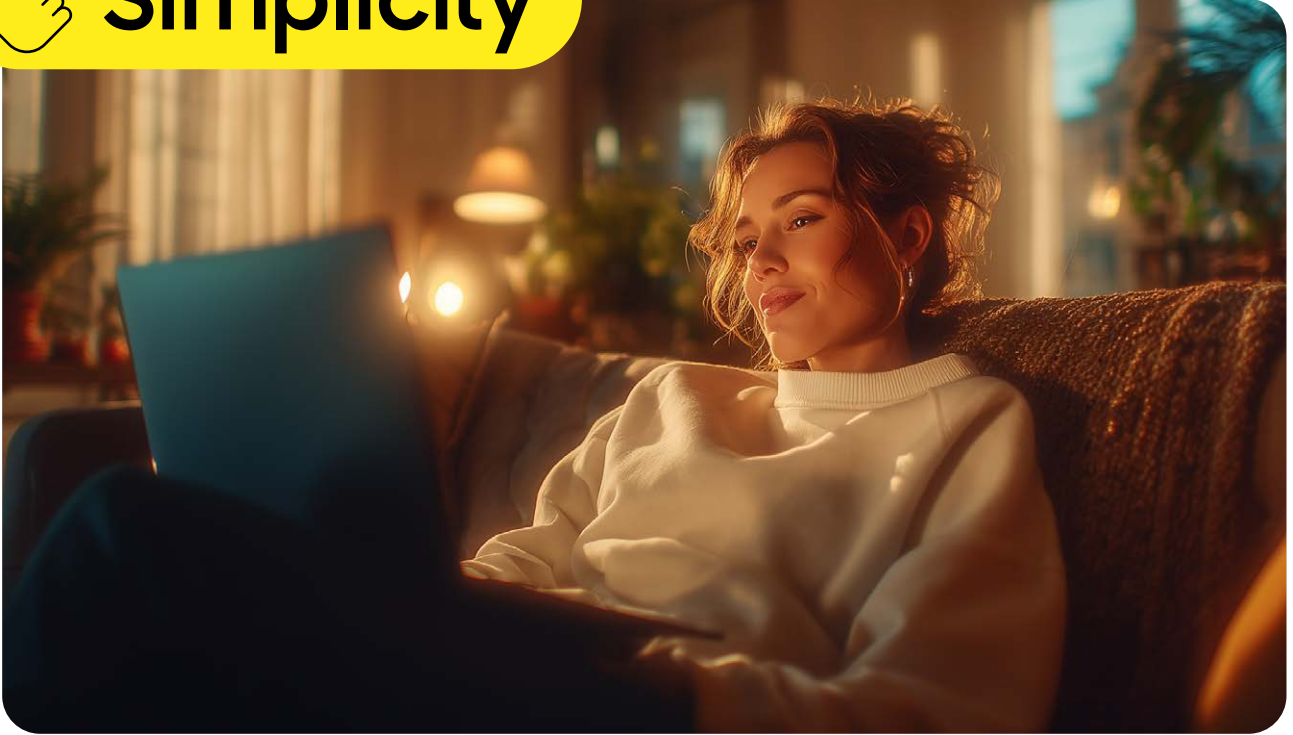
A shopper browsing your products right now represents a buying window measured in minutes, not days. By the time a legacy ESP ingests that behavior, refreshes a segment, and triggers a follow-up campaign, that customer has already purchased from a competitor who responded in real time — or lost interest entirely.

Modern platforms process customer data and trigger campaigns instantly, allowing you to act on high-intent signals — product views, search behavior, wishlist adds, add-to-carts — the moment they happen.

When a deal-minded shopper views an item multiple times, you can send a personalized follow-up with a free shipping incentive. When a customer abandons their cart at checkout, you can reengage them before they compare prices elsewhere. This split-second agility turns everyday shopping signals into immediate revenue opportunities — and it's something legacy ESPs were never designed to deliver.



Simplicity



Empowering Marketers To Move at Market Speed

Your marketing team shouldn't need a computer science degree to launch a campaign.

But with legacy ESPs, even simple strategy pivots require submitting tickets to IT, waiting in queues, and negotiating timelines. By the time your new campaign goes live, shoppers have already moved on.

A modern email platform removes this bottleneck with intuitive, marketer-friendly interfaces that allow teams to build sophisticated automations, create advanced segments, and orchestrate complex omnichannel journeys

— all without writing code. It seamlessly integrates with your entire tech stack, connecting your ecommerce platform, product catalogs, other marketing channels, and more to unify your entire digital ecosystem.

With everything connected in a single platform that pairs simplicity with powerful capabilities, marketers can execute independently, adapt in real time, and build campaigns that continuously evolve with every customer interaction.



Personalization



Meeting Shoppers Where They Are, With What They Need

Today's shoppers expect personalized experiences. They want product recommendations shaped by their individual preferences, content informed by their browsing and purchase history, and touchpoints that recognize them no matter where they're shopping.

Legacy ESPs simply weren't built to meet these expectations. They lack the unified data and true omnichannel reach required to understand complete customer relationships — not disconnected profiles trapped in siloed systems.

The right email platform creates unified profiles of each customer, consolidating every meaning-

ful touchpoint — product views, searches, purchases, favorite categories, channel preferences, and more — to make these insights immediately actionable. With this foundation, marketers can deliver truly personalized experiences at speed and at scale.



Proving Marketing's Impact on the Bottom Line

Leadership doesn't want to hear about open rates and click-throughs. They want to understand revenue impact, customer lifetime value, and marketing efficiency.

Legacy ESPs fall short on all these fronts, delivering surface-level activity metrics that leave marketers without actionable insights and executives without the proof needed to justify continued investment.

Modern retail marketing platforms provide business intelligence built for commerce. They connect email performance directly to revenue, attribute outcomes across the full shopping journey, and offer AI-powered analysis to reveal which segments, campaigns, and journeys drive the most profitable growth.

With this level of visibility, you can finally answer the questions that matter: Which automated email journeys generate the highest revenue per customer? How does personalization impact conversion, average order value, and lifetime value? Which campaigns drive repeat purchases versus one-time sales?

When marketing's contribution is measured with precision, conversations shift from defending budgets to scaling what works.

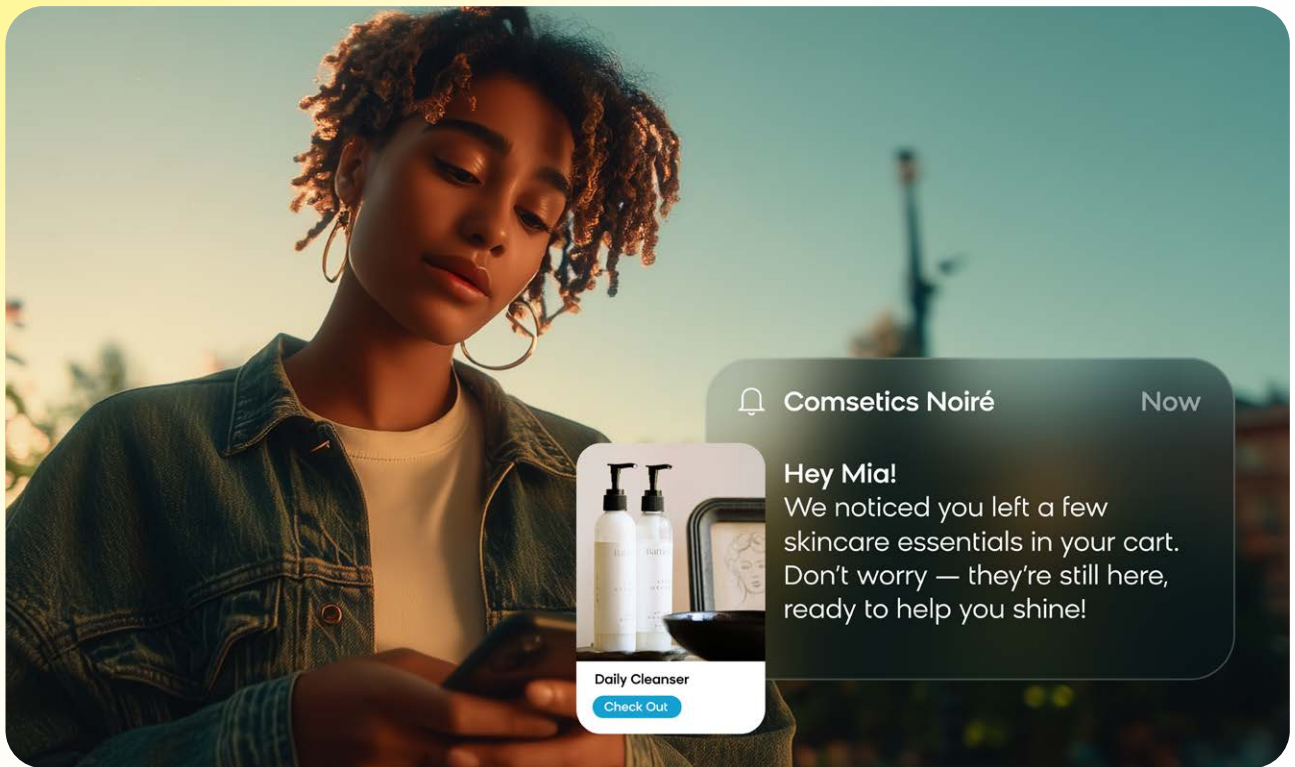
6 Email Marketing Use Cases To Jump-Start Conversions in 2026

As email marketing for retail brands continues to shift toward real-time, data-driven experiences, 2026 will reward those who act on shopper intent the moment it appears.

The most effective email marketing programs will no longer rely on static campaigns, but on intelligent triggers that adapt to customer behavior, context, and timing.

That's why leading retail brands around the world have turned to [Bloomreach](#) for [email marketing](#) powered by [Loomi AI](#). Loomi AI is an intelligence platform designed to ensure every email is perfectly personalized — in real time and at scale.

The following use cases represent the new standard for high-performing email marketing, blending automation, personalization, and immediacy to influence decisions when it matters most. Together, they show how forward-thinking brands will turn everyday signals into meaningful engagement and measurable revenue.



Abandoned Cart Recovery Campaigns

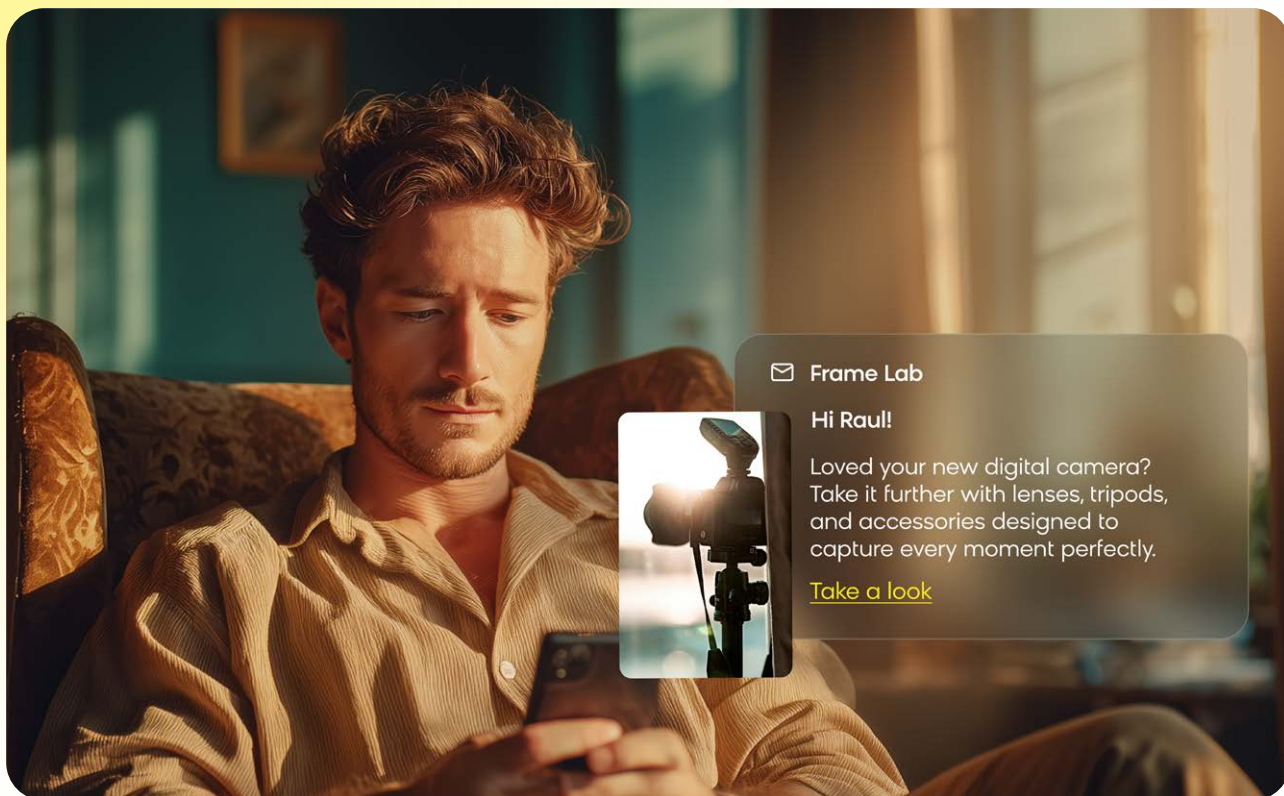
More than 75% of online shoppers abandon their carts before checkout, costing retailers billions each year — but this behavior also represents one of the highest-intent opportunities in your entire marketing program

When shoppers add items to their cart, they're signaling clear purchase intent. [Smart abandoned cart campaigns](#) turn that intent into action with timely, personalized nudges that guide customers back to complete their purchase.

Retailers can automatically remind shoppers of the exact products they left behind and create urgency through personalized messaging. For example, a shopper who abandons a cart containing a skincare routine can receive a follow-up

email highlighting those products, reinforcing benefits, and suggesting a complementary item — all while the intent to buy is still fresh.

Loomi AI streamlines this strategy, automatically detecting abandonment in real time, personalizing recovery messages using product-level data, and delivering perfectly-timed outreach.



Cross-Sell Campaigns With Personalized Product Recommendations

Customers rarely know every product they need — but your data does, and Loomi AI can leverage these insights to power profitable [cross-sell campaigns](#).

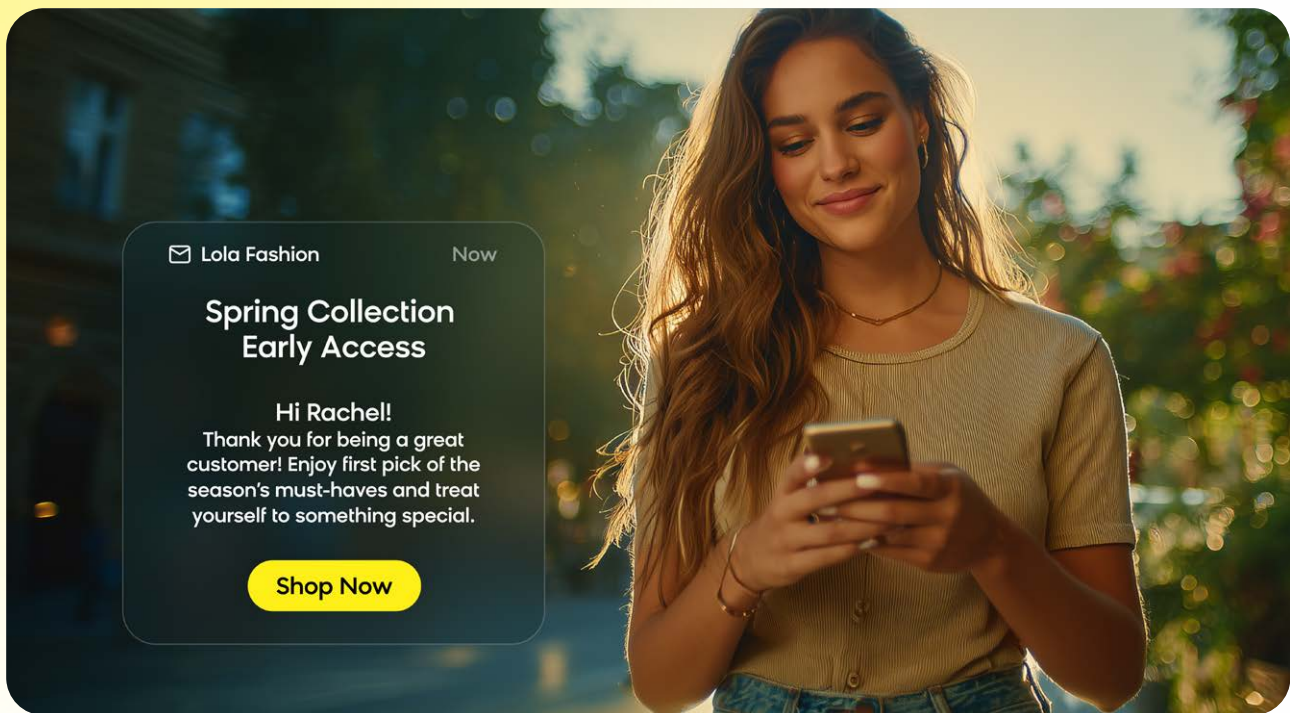
For example, a customer buying a camera can automatically receive recommendations for memory cards, cases, and tripods that other customers frequently buy together. These suggestions feel helpful, not intrusive, because they're grounded in real purchasing behavior.

Loomi AI analyzes millions of product and transaction combinations to identify which items genuinely complement one another, and then sends a timely, personalized cross-sell campaign

to customers considering a purchase, reaching them with tailored suggestions when they are most likely to act.

This **intelligent approach increases AOV while strengthening customer satisfaction,**

helping shoppers find everything they need as they shop instead of realizing it after the purchase is complete.



Personalized Email Campaigns Based on Loyalty Tiers

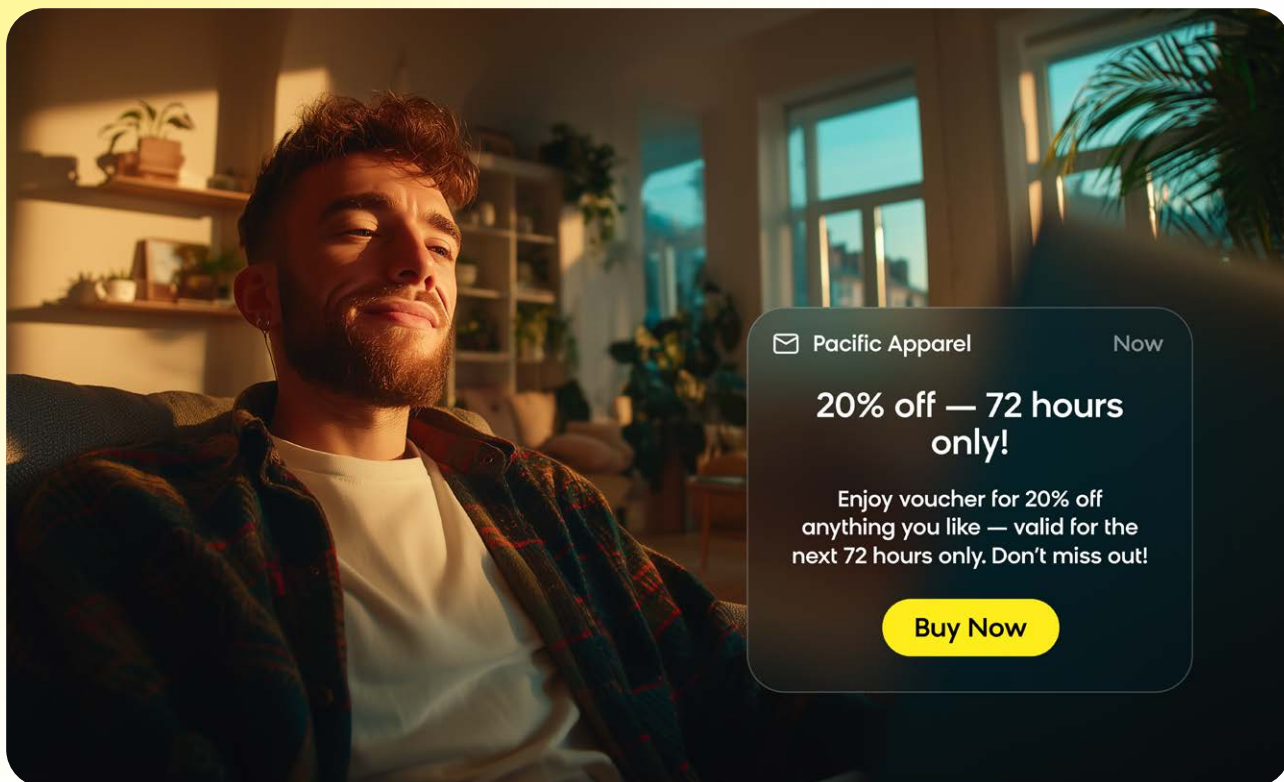
[Personalized loyalty campaigns](#) ensure your best customers feel seen, rewarded, and motivated to keep coming back.

With intelligent loyalty-based emails, customers automatically receive messaging and rewards aligned to their tier status, engagement level, and purchase history. For example, if a customer reaches VIP status after their fifth purchase, they can instantly receive exclusive perks, early access to new collections, or personalized offers — reinforcing the value of loyalty at the exact moment it matters most.

Loomi AI makes building loyalty-aligned email journeys a seamless, streamlined process. It continuously tracks purchase behavior, brows-

ing patterns, and email engagement to assign and update loyalty tiers in real time — and these dynamic segments trigger personalized communications automatically, ensuring every customer receives relevant rewards and experiences.

The result is higher customer lifetime value, stronger retention, and loyalty programs that feel personal, consistent, and effortless to manage at scale.



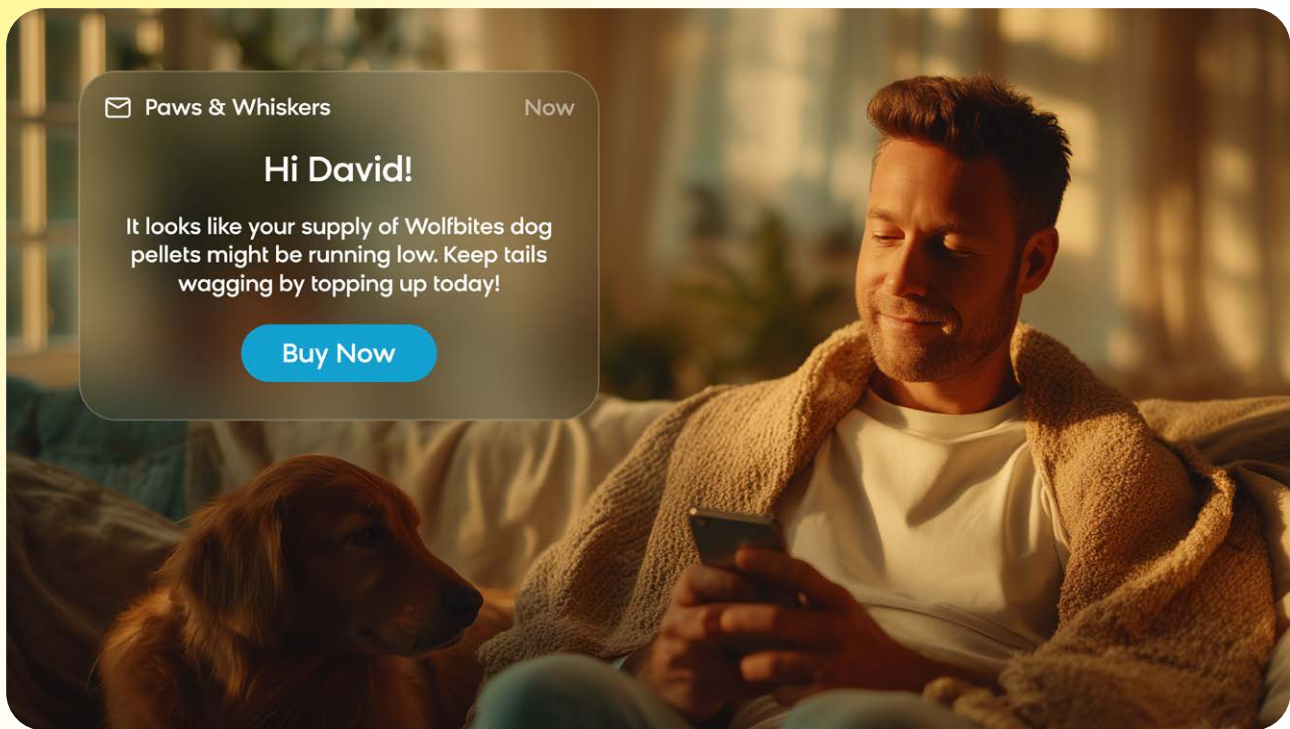
Win-Back Campaigns

Customer churn is inevitable — but losing valuable customers doesn't have to be permanent. With [intelligent win-back campaigns](#), retailers can identify inactive or at-risk customers early and reengage them with messaging tailored to their past behavior.

For example, a shopper who hasn't purchased in six months can receive a personalized email featuring products similar to their previous purchases, paired with a limited-time incentive or reminder of the value your brand offers.

When done well, these messages feel helpful, not pushy, and give customers a clear reason to reengage.

Loomi AI makes win-back campaigns effortless, harnessing customer data to personalize messaging, product recommendations, and incentives automatically.



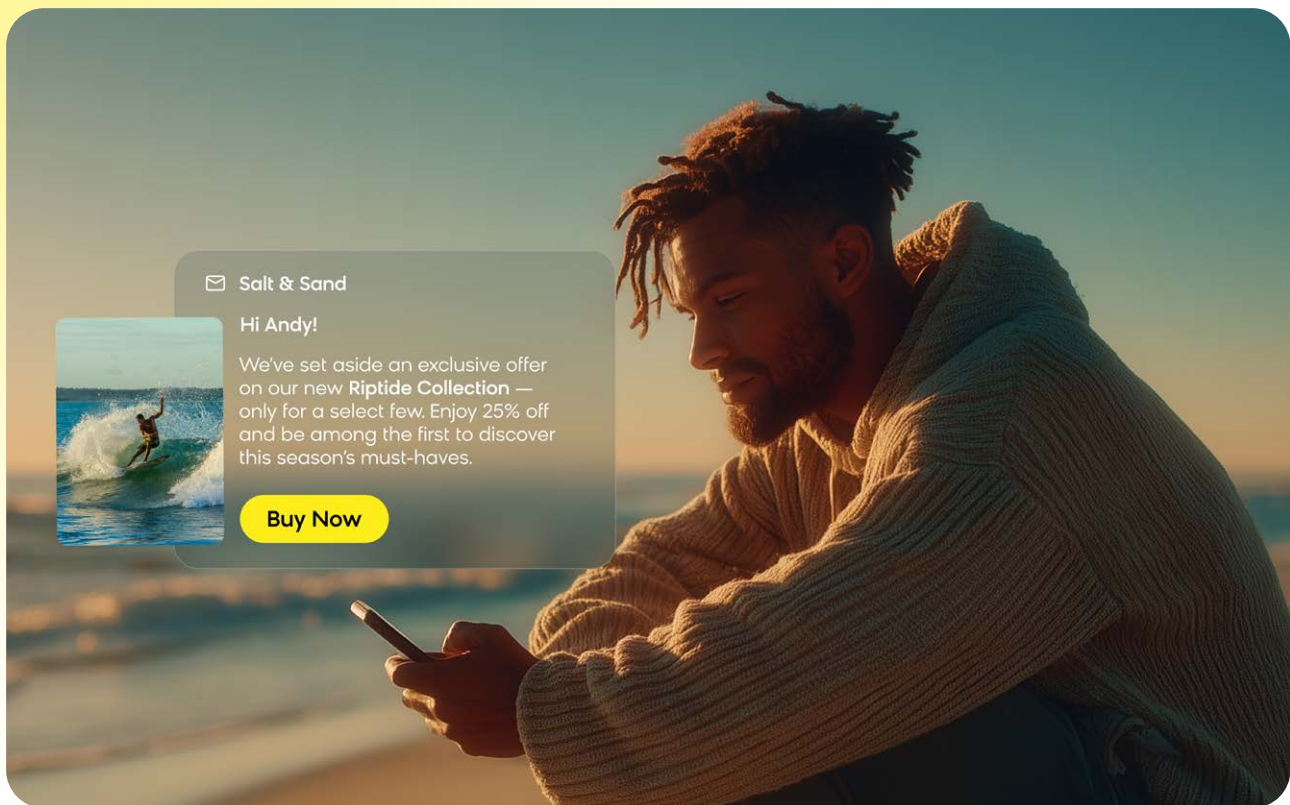
Replenishment Campaigns

Replenishment timing is one of retail's most reliable opportunities for repeat revenue, yet it's often handled with guesswork or generic reminders.

[Smart replenishment campaigns](#) use data to predict when customers are likely to need a refill on products and reach them at exactly the right moment.

A pet owner gets a reminder when their dog's food is running low, while a beauty customer receives a nudge to reorder moisturizer before the last drop is gone. **These messages aren't just timely, they're considerate** — and they help build lasting relationships with your most frequent customers.

Managing these campaigns is hyper-efficient with Loomi AI. It analyzes individual purchase frequencies and product consumption patterns to calculate personalized replenishment cycles automatically. **Campaigns are triggered without manual setup, ensuring reminders arrive when customers are most likely to act.**



Targeted Campaigns Powered by AutoSegments

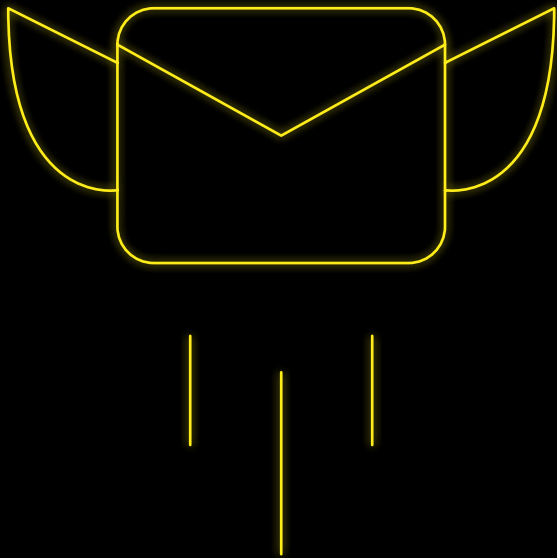
For email campaigns to stay relevant and impactful, audience segmentation can't be a one-time setup. As subscriber behavior shifts over time, your audiences must evolve with it — without manual effort or constant rebuilding.

[Loomi AI-powered AutoSegments](#) solve this problem by continuously analyzing customer behavior and updating segments in real time. Marketers can instantly surface actionable audiences without added work, helping them focus on strategy instead of maintenance.

For example, you can automatically identify subscribers who haven't opened an email in 30 days and trigger a personalized reengagement campaign with relevant products or exclusive offers.

Instead of manual list building, your campaigns adapt instantly as customer behavior changes.

By automatically identifying underperforming segments and enabling targeted outreach at scale, Loomi AI acts as an always-on optimizer focused on revenue-driving campaigns — improving engagement, increasing conversions, and maximizing the value of every audience.



How Top Brands Win With Email Marketing



Lovall Scales Personalized Email Campaigns Powered by Loomi AI

[Lovall](#) is a UK-based womenswear brand specializing in leggings and everyday staples, offering high-quality designs in inclusive sizes.

As the brand's product range, customer base, and business grew, Lovall recognized that its marketing strategy needed to scale alongside it. Speaking directly to individual customers with relevant, timely messaging was crucial — something its previous marketing solution struggled to support.

With Bloomreach's advanced email capabilities, Lovall now has access to real-time customer data that powers highly targeted, personalized campaigns. Loomi AI enables the brand to automate these one-to-one communications, streamlining workflows and removing the need for manual execution while maintaining relevance across every send.

The Results:

51%

higher CRM
revenue YoY
since partnering
with Bloomreach

10

hours saved per
week through
marketing
automation

311%

higher revenue
from automated
campaigns



Veke Grows Campaign Revenue by 58% Through Tailored Email Experiences

[Veke](#) is one of Finland's fastest-growing online furniture retailers, serving home-loving customers across the country.

As the brand scaled, it set out to expand its email newsletter program and automate key marketing processes to support continued growth, but its existing email platform couldn't keep up with these ambitions.

Veke turned to Bloomreach to deepen customer insight and elevate its email campaigns with targeted segmentation and personalized content. Now, automated customer journeys adapt to real-time behavior, with Loomi AI-powered triggers ensuring every message is timely, relevant, and tailored to individual needs.

The Results:

58%

increase in revenue from automated campaigns

32%

increase in revenue from newsletters

84%

increase in website traffic



Isadore **Increases Email Revenue by 50%** With Data-Driven Personalization

[Isadore](#) is a premium cycling apparel brand focused on high-quality, stylish clothing built around ethical principles and sustainability.

As the brand grew and expanded its ecommerce ambitions, it needed a smarter way to consolidate customer data and use it more effectively to optimize marketing performance.

Isadore turned to Bloomreach to unify its customer data and unlock deeper insights into shopper behavior. With the power of Loomi AI, the brand can now build actionable audience segments and activate them through personalized, targeted email campaigns that reflect individual preferences and needs — all while staying true to its sustainability-first ethos.

The Results:

50%

increase in email marketing revenue year over year

45%

increase in conversion rate year over year



Ana Luisa Strengthens Member Engagement With Personalized Subscription Campaigns

[Ana Luisa](#) is a New York City-based jewelry brand known for offering high-quality, sustainably made pieces at accessible price points.

To support its monthly subscription program, the brand needed a comprehensive, personalized campaign strategy designed specifically for its members — one that reinforced the value of the membership and encouraged ongoing engagement.

With the power of Loomi AI, Ana Luisa now delivers personalized email campaigns that ensure every message sent to members reflects their subscription status, available credits, and unique shopping behavior. This tailored approach keeps

membership benefits front and center and turns every email into a meaningful touchpoint.

The Results:

2x increase

in member credit redemptions



Motorpoint **Boosts Email Efficiency by 40%** With Automated Journeys

[Motorpoint](#) is the UK's leading independent retailer of nearly new and used cars, giving customers the ability to browse thousands of hand-picked vehicles from more than 30 manufacturers.

With a longer and more considered purchase cycle than traditional retail, Motorpoint needed a way to track customer intent across touchpoints and deliver timely, relevant nurture campaigns throughout the decision-making journey.

Loomi AI gives Motorpoint's marketing team the advanced automation capabilities, behavioral intelligence, and speed required to nurture high-intent car buyers at scale. By unifying customer data and enabling real-time, personalized email journeys, Motorpoint can stay relevant at every stage of the buying process, turning sustained interest into confident purchases.

The Results:

40%

of time saved per week through marketing automation

50%

uplift in email performance with personalized campaigns compared to generic emails



Bensons for Beds Drives 41% YoY Ecommerce Growth With Personalized Journeys

[Bensons for Beds](#) is the UK's leading sleep retailer, specializing in a wide range of beds, mattresses, and bedroom furniture.

As the brand continued to invest in digital growth, it faced the challenge of redefining its online experience to match the expertise and service that customers receive in a physical store.

By consolidating customer data and powering personalized ecommerce experiences with Loomi AI, Bensons for Beds moved beyond generic messaging to automated, behavior-driven email campaigns that guide shoppers from discovery through purchase, delivering relevance at every stage of the journey.

The Results:

41%

year-over-year
increase in
ecommerce
sales

7%

year-over-year
increase in
like-for-like
sales

Transform Your Email Marketing With Bloomreach and Loomi AI

The retail industry doesn't wait for anyone — and neither should your marketing technology.

Shopper expectations continue to rise, buying journeys grow more complex, and competition is always one click away. Legacy ESPs weren't built to keep up with today's always-on, omnichannel retail environment, and the gap only widens with every delayed interaction.

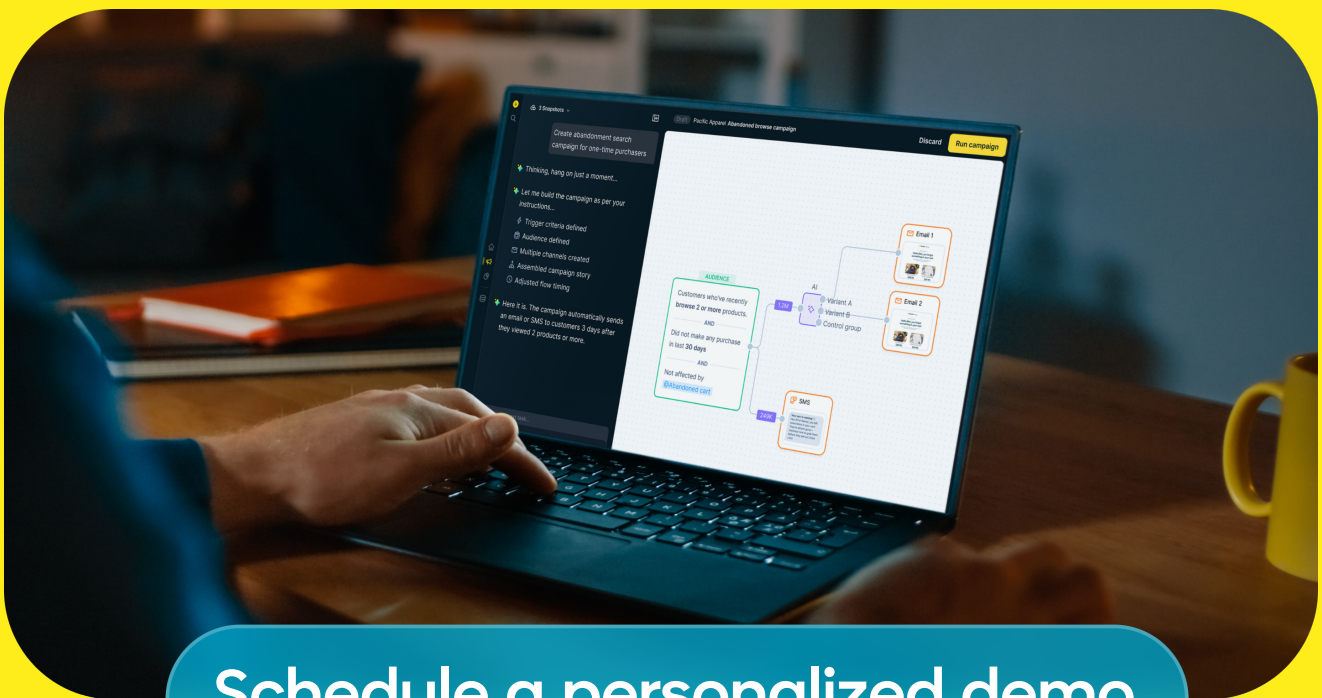
To truly personalize email, you need the whole picture. Loomi AI connects real-time data from across your entire business — your ecommerce platform, product catalog, loyalty programs, CRM tools, in-store systems, and more — to create a single, accurate view of every customer.

With that foundation in place, you can act with intelligence. Unlike legacy platforms that separate data from execution, email marketing powered by Loomi AI lets you build any audience you can imagine and activate it instantly. AI helps determine the next best touchpoint, the ideal send time, and the most relevant product recommendations for every shopper — automatically and at scale.

And once campaigns are live, Loomi AI proves the impact. Detailed analytics go beyond opens and clicks to show how email drives revenue, repeat

purchases, customer lifetime value, and profitable growth, giving both marketers and leaders the clarity they need to invest with confidence.

If you're still relying on batch-and-blast campaigns or struggling to personalize email with real-time data, 2026 is the year to stop stitching together disconnected tools and start delivering the seamless, relevant retail experiences shoppers now expect.



Schedule a personalized demo

**and discover what
Loomi AI can do for your
email marketing.**

