

Mastering the Art of D2C Marketing

How to conquer the customer journey
with these top-performing campaigns



Contents

Introduction	3
Key Digital Marketing Channels	4
Top-notch Campaigns Based on Your Business Objective	6
Acquisition-boosting Campaigns	7
Conversion-driven Campaigns	18
Customer Retention Campaigns	29
Conclusion	40

Introduction

With the rise of e-commerce, consumers now have more choices than ever before and expect seamless and personalized experiences from the brands they interact with. D2C businesses must rely on digital marketing to position themselves for success, as it provides a direct and cost-effective way to reach the brand's target audience at the right time, with the right content, and through the right channel.

Through the use of various digital channels, such as email marketing, mobile marketing (SMS, WhatsApp, app), and web and ad optimization, D2C brands are able to build strong and lasting relationships, increase customer loyalty, and drive repeat business.

In a highly competitive online environment, it's a must for D2C businesses to prioritize customer engagement in order to stand out. How? By understanding their customers' needs, preferences, and behaviors, and using this data to provide them with relevant and valuable experiences that meet those needs. This will allow brands to build strong and lasting relationships, increase customer loyalty, and drive repeat business — the dream, right?

To help you stay ahead of the game, we have created a unique compilation of fast time-to-value use cases that have proven successful for leading brands by generating revenue, maintaining their customers, and expanding brand awareness.

Key Digital Marketing Channels

There are various digital marketing channels to reach and engage with your target audience quickly and cost effectively, build brand awareness, drive traffic to your website, generate leads, and ultimately increase sales and revenue.

There's no such thing as the "best channel" for your audience since it depends on the specific customer's preferences and their stage in the customer journey. We recommend you start by picking the one(s) that suit your brand best based on your needs and goals — and the more your decision is backed up by data, the better! The good thing is that with the right platform, you'll have all these channels in one place, and will be able to start from anywhere and grow from there.

You can also test and combine channels through omnichannel orchestration to give your customer a seamless experience across all touchpoints, giving you a big advantage over your competitors.

You might already be familiar with most channels, but here's a list for you to keep your choices open and get creative when creating marketing campaigns.





Email

The classic. This direct digital marketing channel is cost efficient and popular.



SMS/MMS

Text or multimedia messages sent to your audience's mobile phones. It is often used for time-sensitive or urgent messages.



In-app Notifications

Notifications sent directly to a customer within an app they are using in a pop-up/banner format.



Browser Push

Delivers brief pieces of information to web users, even when they aren't actively visiting your website.



Ads and Social Media

Promotion of products or services on social media platforms and ad networks (such as Facebook, Instagram, Google, or Snapchat) through paid advertisements.



WhatsApp

Uses the most popular messaging channel (1.5 billion users worldwide) for regions like EMEA, LATAM, and APAC. Provides high engagement rates.



Mobile Push

Notifications sent directly to a mobile device from your app. Opt-in/permission from the customer is needed.



App Inbox

Persistent messages that live natively in your app. It also stores the push notifications of your choosing alongside their expiration date.

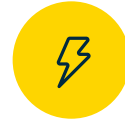


Weblayers (Banners)

Notifications in a pop-up/banner format sent directly to a customer when visiting your website.

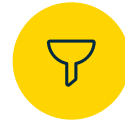
Top-notch Campaigns Based on Your Business Objective

In today's digital age, a well-executed marketing campaign can make all the difference in driving business growth. But with so many different types of campaigns to choose from, it can be difficult to know where to start. That's why we've created this guide to provide you with the best-performing campaign ideas based on your specific business needs and objectives, whether it be increasing acquisition, boosting conversions, or improving customer retention. Read on for inspiration and actionable examples to take your marketing efforts to the next level.



Acquisition-boosting Campaign

Page 7



Conversion-driven Campaigns

Page 18



Customer Retention Campaigns

Page 29

Acquisition-boosting Campaigns

In a highly competitive digital marketplace, converting prospects into customers is crucial for D2C brands, as this plays a vital role in growing their customer base and boosting growth. These campaigns aim to reach potential customers who are not yet familiar with the brand and encourage them to engage and make their first purchase.

By attracting new customers, acquisition campaigns can help you grow your business, increase revenue, and reach new markets. It can also help you mitigate the risk of customer churn and provide a steady stream of new business to ensure the long-term success of your business.



Account Creation

Top Channels

[Email](#)[SMS/MMS](#)[Mobile Push](#)[Weblayers](#)

Level



Goal

Encourage new customers to create an account on your brand's website or app, which helps you establish a relationship with the customer, collect customer data, and provide a better customer experience.

Solution

Offer incentives, such as exclusive discounts or personalized recommendations, to encourage customers to create an account. The process should be simple, fast, and user-friendly.

Value

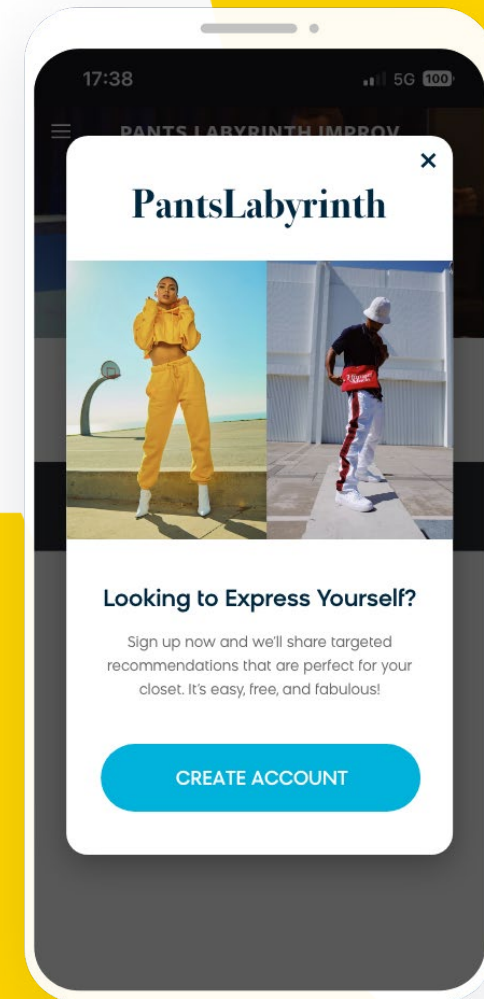
Build a relationship with your customers, gather data about their preferences and behaviors, and use that information to improve the customer experience and increase conversions.

Bloomreach tip

With Bloomreach's advanced technology, you'll be able to collect anonymous data and start building out these profiles — even before they become known users of your brand. You'll be able to collect way more behavioral information and historical data, which in turn will help you better personalize customer experiences across multiple channels.

Examples

Offer free shipping and access to exclusive deals, a 10% discount on the first purchase, or even a free trial for a limited time when customers create an account.



Welcome

Top Channels

[Email](#)[SMS/MMS](#)[In-app](#)[App Inbox](#)[Mobile Push](#)

Level



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

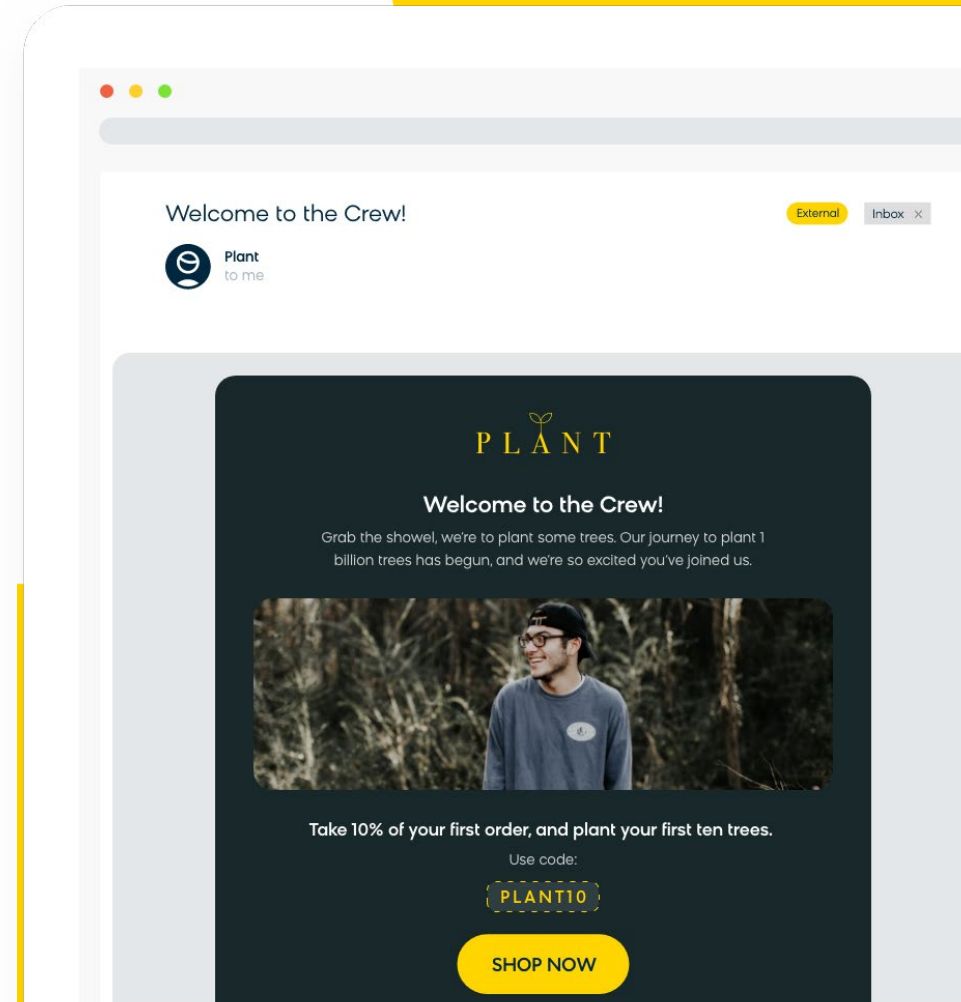
Increased customer engagement, improved brand loyalty, and increased sales. By making a positive first impression with new customers, a welcome marketing campaign can set the tone for a successful customer journey and encourage repeat business.

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").



Opt-in Subscription Banners

Top Channels

In-app

Weblayers

Level



Goal

Acquire new subscribers or customers who are interested in receiving marketing communications from your brand while growing your list.

Solution

Provides customers with a clear and compelling reason to opt in to share essential information and receive communications from the brand, such as exclusive offers, news, or other valuable information — all while automatically managing their consent across channels.

Value

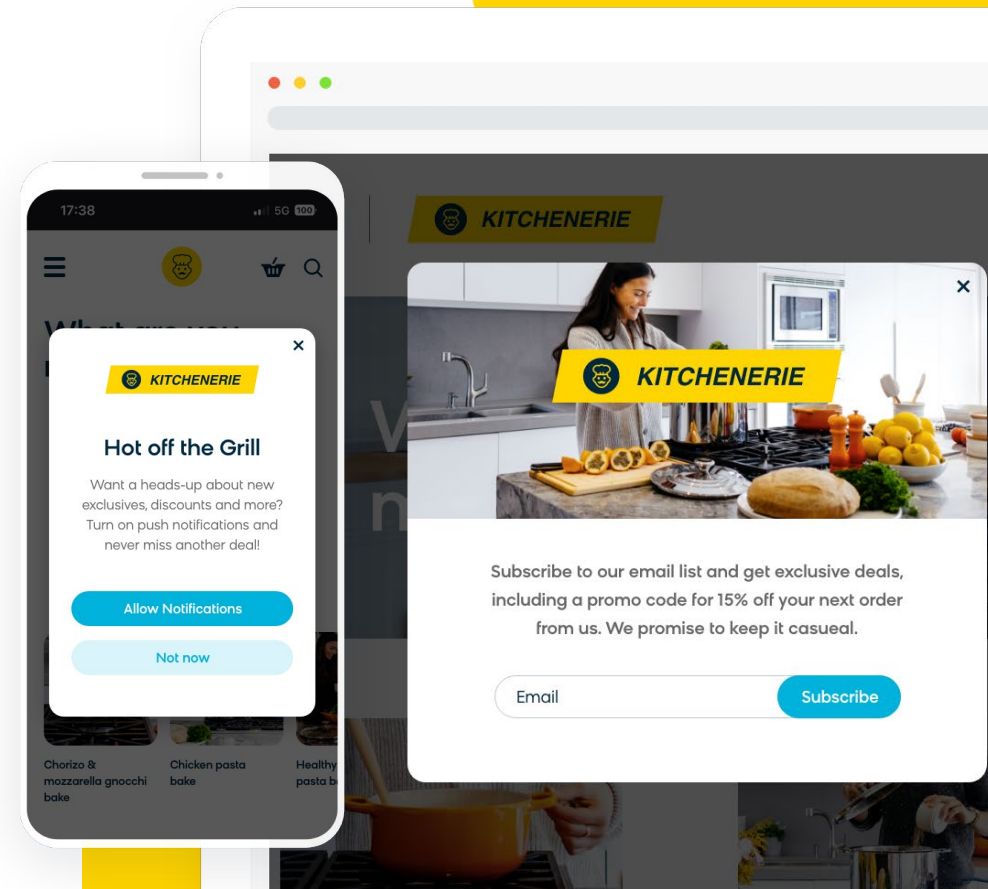
Reach customers who have expressed an interest in hearing from you, while also ensuring that communications are well-received and that the customer is more likely to take action.

Bloomreach tip

Make sure the opt-in process is simple and straightforward (i.e., explain what the customer is signing up for and the benefits associated with it), so that customers can sign up quickly and easily. Regularly test and optimize them to ensure they are as effective as possible.

Examples

Activate a weblayer after a user has been on your website for one minute with a clear personalized message based on each customer's behavior and preferences: "Get free shipping" vs. "Get 10% off your next purchase." With Bloomreach, consent across devices is automatically updated in real time, ensuring you comply with global security practices for each channel.



Zero-party Data Collection Banners

Top Channels

In-app

Weblayers

Level ★ ★ ★

Goal

Collect customer data in a privacy-friendly way that benefits both the customer and your brand.

Solution

Collect data through opt-in methods that allow customers to share information voluntarily as part of their regular engagement with your app or website, such as through preferences and interests, rather than through traditional data collection methods like forms and surveys.

Value

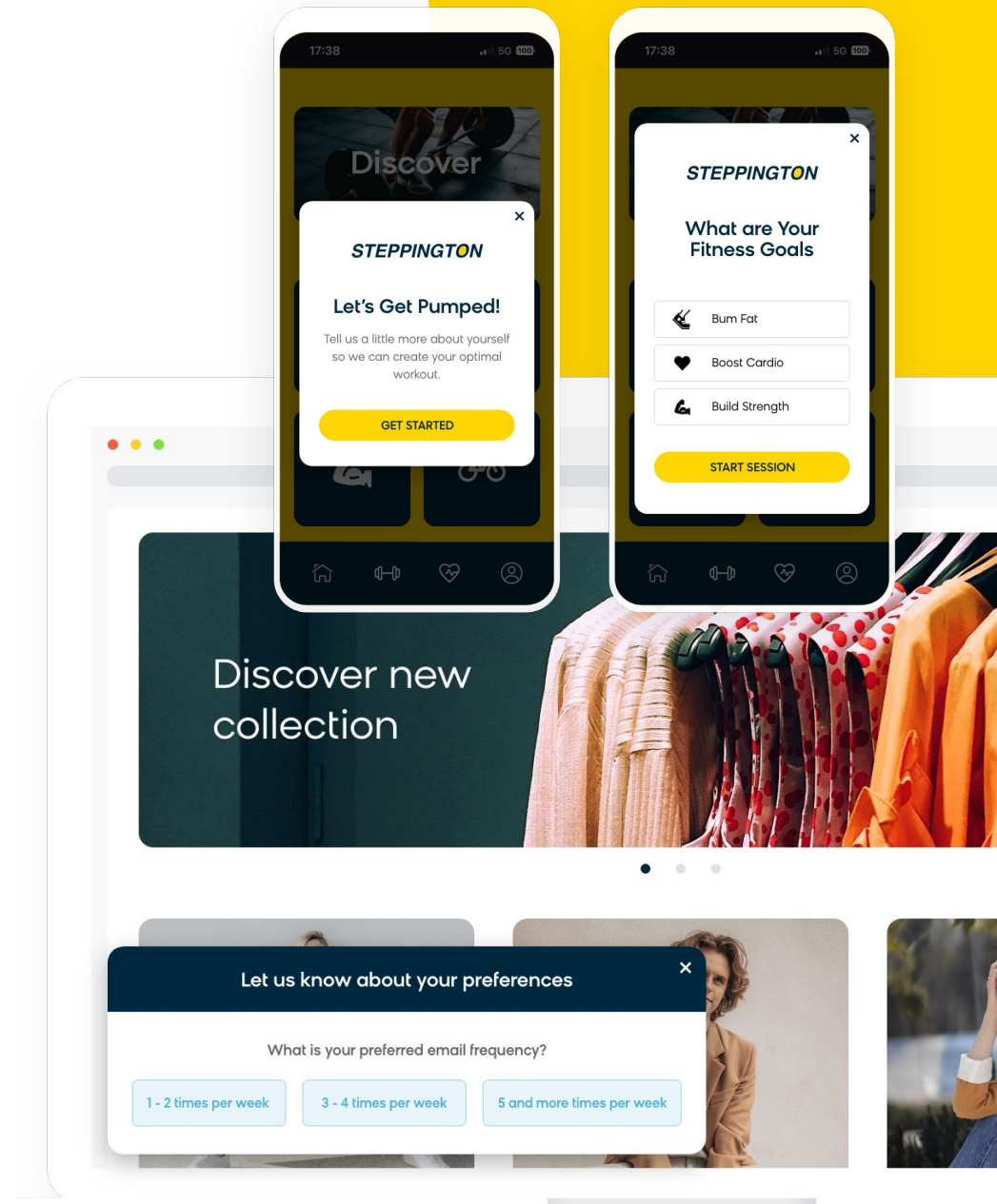
Build a more accurate and complete picture of your customers while respecting their privacy. This information can be used to create more personalized and relevant marketing experiences without relying on third-party data.

Bloomreach tip

Offer control. Your customers should be able to view, update, and delete their information at any time by having easy access to your privacy policy, data management, and terms of service.

Examples

Ask questions to better understand the customer's favorite categories, information format preference (e.g., visual or text), shopper type (e.g., premium or discount-hunter), etc. Use this information later in conjunction with Bloomreach's in-session predictions and automate a weblayer with a relevant incentive for a relevant category (e.g., "Get free shipping for orders over \$100 in shoes").



Browser Push Opt-in Banner

Top Channels

Browser Push

Level



Goal

Gain permission from website visitors to send them push notifications, which are short and timely messages that appear on their devices even if they're not actively using the website.

Solution

Use a banner to prompt visitors to opt in to push notifications, which can then be used for various marketing purposes, such as price drop alerts, special discounts, staying up to date on the latest products and sales, and more.

Value

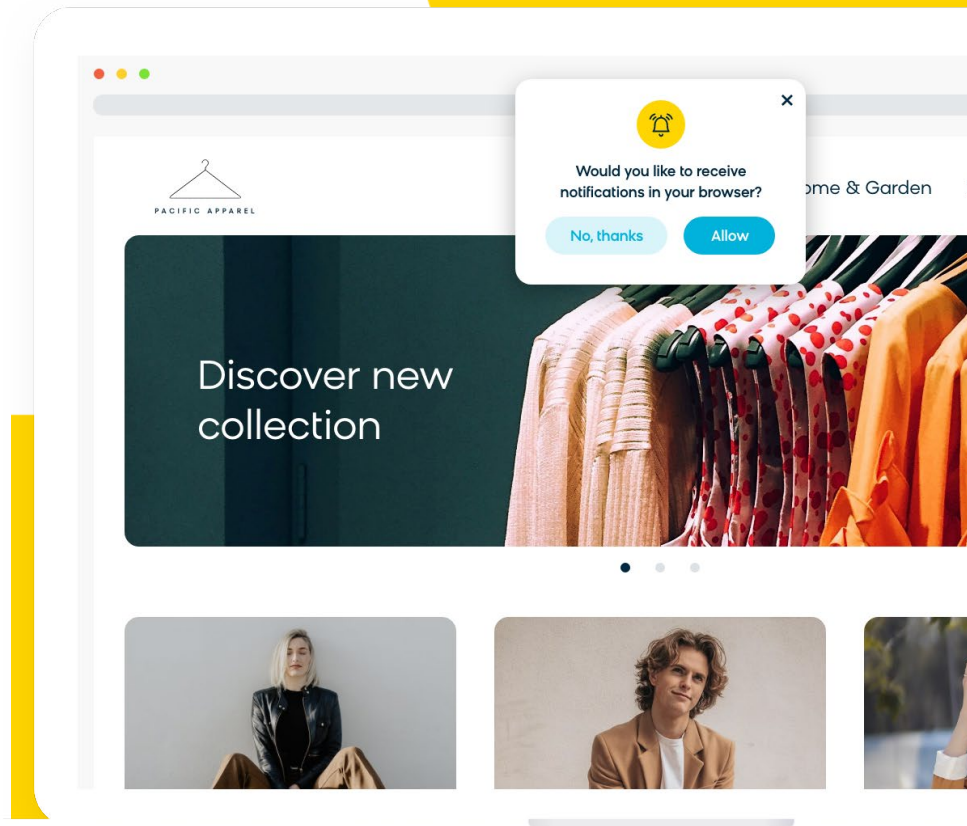
Push notifications are an effective way to reengage visitors and drive conversions, as they provide a way to reach users with personalized and timely messages.

Bloomreach tip

Consider the timing and frequency of the banners, the messaging used to prompt opt-ins, and the design and placement of the banners. Also keep in mind that it's important to respect user privacy and preferences, and only send push notifications that are relevant and useful to them.

Examples

Use a web push opt-in banner to offer visitors exclusive discounts and promotions if they opt in to receive push notifications. The banner could appear when a visitor first arrives on the website, and again after a certain amount of time has passed or when they complete a specific action (e.g. adding items to their cart). The messaging could highlight the benefits of opting in, such as saving money and getting the latest info on products and sales.



Discount Code Banner

Top Channels

In-app

Weblayers

Level



Goal

Increase conversions by providing an incentive for potential customers to complete a purchase.

Solution

Offer a unique and attractive discount code through a banner placed on your website or app. The banner should be eye-catching and attention-grabbing in order to encourage users to click and claim the discount.

Value

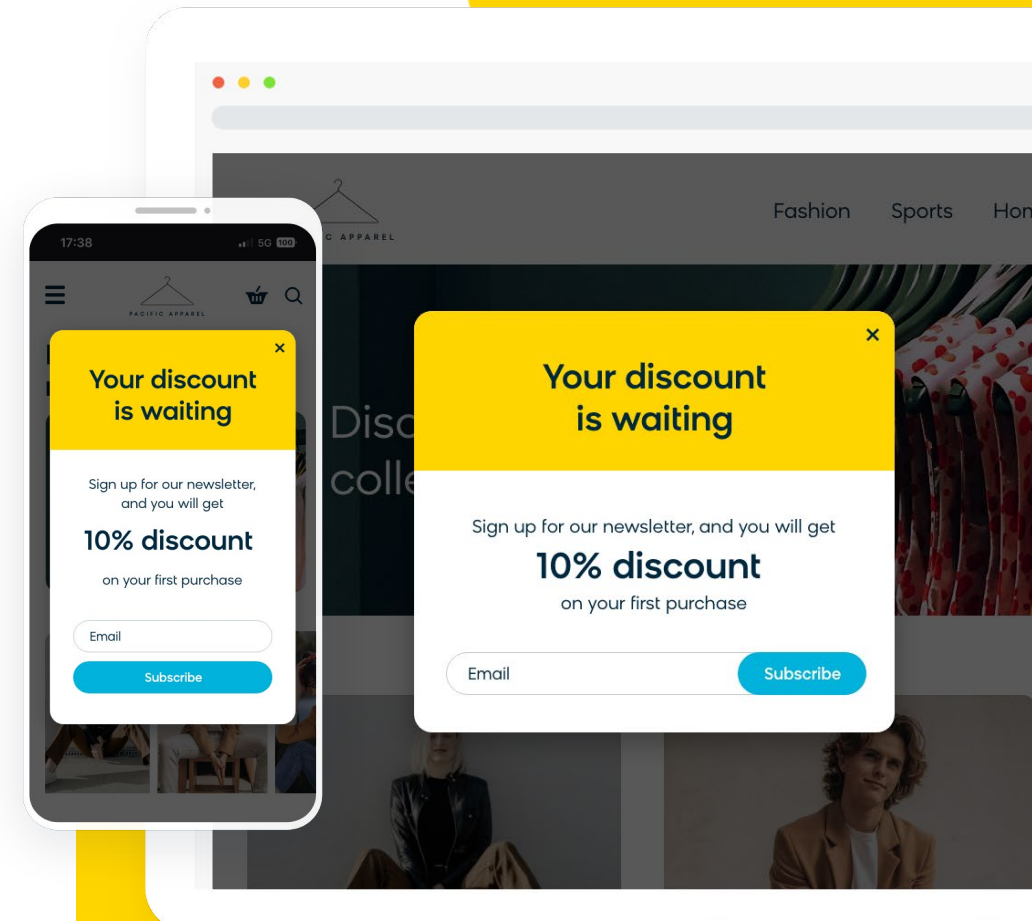
The value of a discount code banner is two-fold. First, it provides a tangible reward for customers who make a purchase, making the sale more appealing. Second, it helps drive conversions and increase sales for the brand.

Bloomreach tip

Make sure you use your customer's data to know which incentives, messaging, and channels will resonate more with them. Add the copy + paste feature to provide a better user experience.

Examples

Offer a 10% discount on their first purchase when a customer signs up for a newsletter, or provide a discount code for customers who make a purchase during a specific time period (e.g., Black Friday)



Onboarding

Top Channels

Email

In-app

App Inbox

Mobile Push

Level



Goal

Provide a seamless and personalized experience for new customers to help them understand the product/service better and quickly become engaged and successful users.

Solution

Offer a tailored experience for new customers while introducing them to the product/service and its features, educating them on how to use it effectively, and encouraging them to engage with the brand.

Value

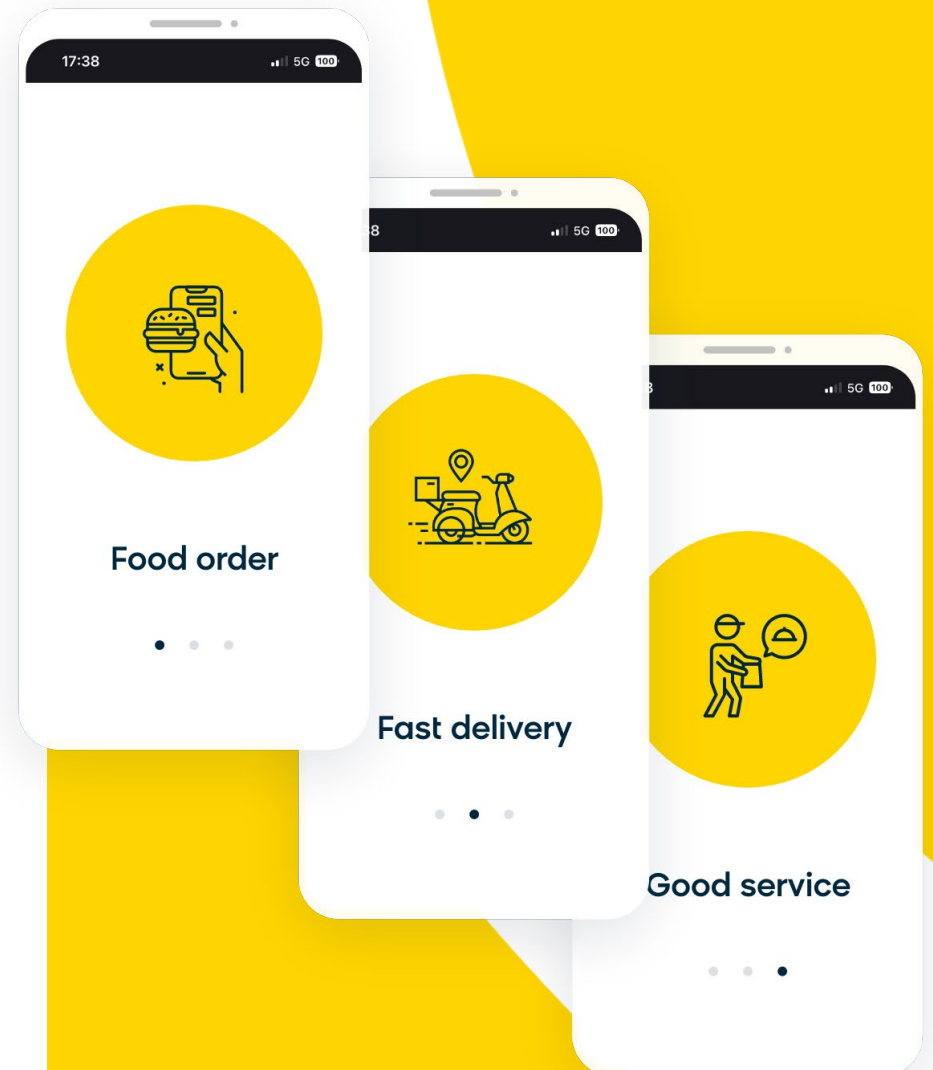
Provide new customers with a positive first impression of the brand, increase the likelihood of them becoming successful and satisfied customers, and ultimately drive customer retention and loyalty.

Bloomreach tip

Use a mix of visual and textual content to effectively communicate information, and provide a clear call to action that encourages customers to take action. Use omnichannel orchestration to make sure your onboarding experience is personalized to each customer's journey stage.

Examples

A fitness app sending in-app notifications to new users to guide them through setting up their profile and completing their first workout. Or, a financial management app sending in-app messages that highlight key features and explain how to use them to track expenses and manage finances.



Abandoned Onboarding

Top Channels

[Email](#)[In-app](#)[App Inbox](#)[Mobile Push](#)[WhatsApp](#)

Level



Goal

Reengage and convert users who have started the onboarding process but haven't completed it.

Solution

Target users who have left the onboarding process before completing it with the aim of bringing them back to finish it. This can be achieved by sending personalized and relevant reminders or offering incentives to complete the process.

Value

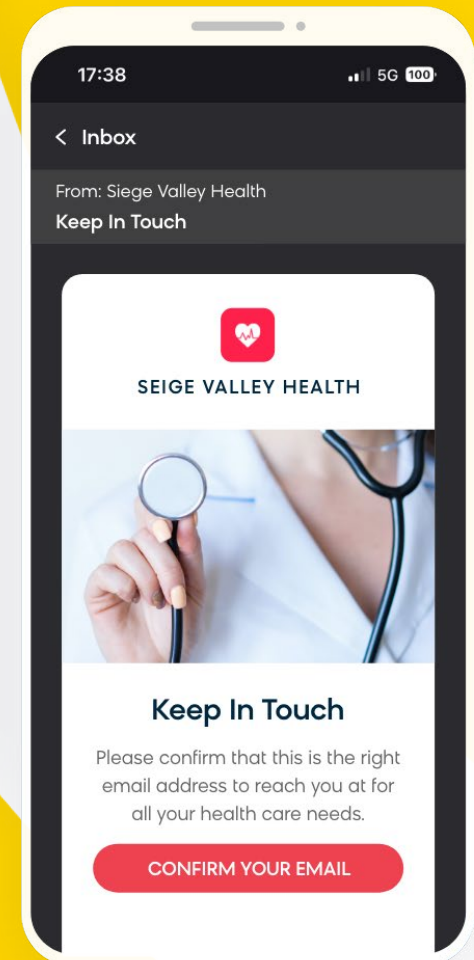
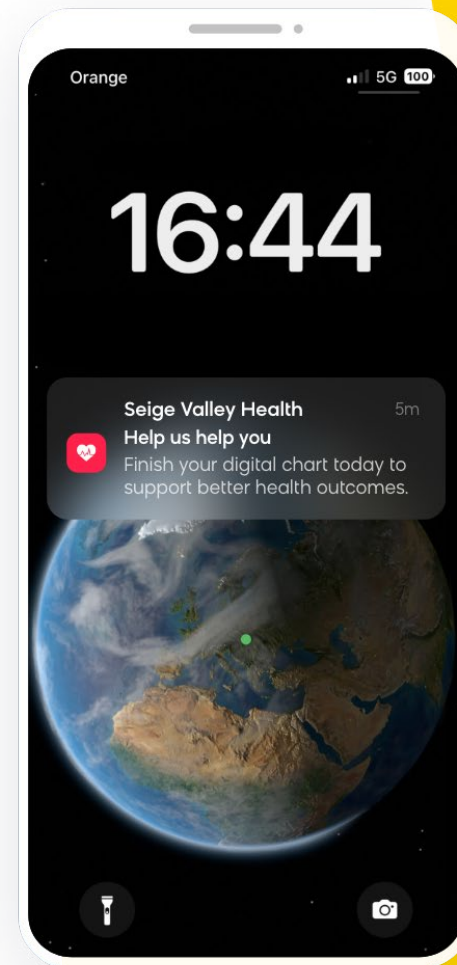
Completing the onboarding process will lead to improved conversion rates and increased user engagement. This also helps ensure that users have a positive first experience with the product or service, which can lead to higher customer satisfaction and retention.

Bloomreach tip

Send reminders at relevant and strategic times, such as the next day after the customer has abandoned the process. Also, make the onboarding process as user-friendly and straightforward as possible to reduce the likelihood of users abandoning it in the first place.

Examples

A fitness app sends push notifications to users who have not completed their profile setup to remind them to do so and unlock new features. A streaming service is offering sneak peeks at popular shows for users who have not yet shared their preferences (zero-party data collection).



Lookalike Prospecting on Paid Ads and Social

Top Channels

Ads & Social

Level ★ ★ ★

Goal

Increase brand visibility and drive traffic to a website, product, or service while increasing ROI.

Solution

Use paid advertising options like Google AdWords, Facebook Ads, Instagram Ads, Snapchat Ads, TikTok Ads, and more to reach a wider audience and drive conversions.

Value

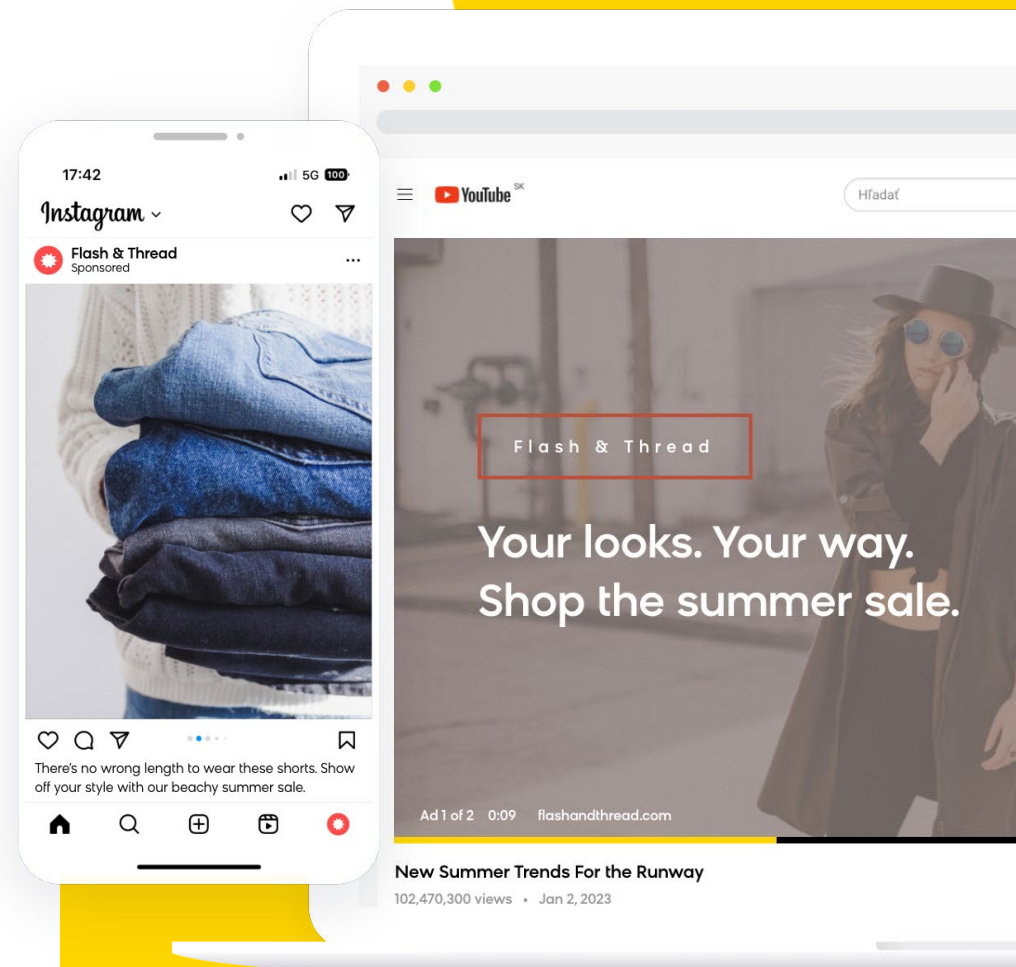
Target specific segments based on demographic, behaviors, and interests, and immediately reach a wider audience. Sync lists and segments, create lookalike audiences, and track these events.

Bloomreach tip

Intelligently target segmented audiences so that your ads only display relevant content and incentives. Be mindful of the timing of your ad, since that'll affect customer engagement.

Examples

Base lookalike audiences on a seed list of your high-value customers based on LTV or purchase intent.



Referrals

Top Channels

[Email](#)[SMS/MMS](#)[WhatsApp](#)[Mobile Push](#)[In-app](#)[App Inbox](#)[Weblayers](#)

Level ★ ★ ★

Goal

Incentivize existing customers to refer their friends and family to the brand, thereby acquiring new customers through word-of-mouth marketing in a cost-effective way.

Solution

Provide existing customers with a reward or incentive for every new customer they refer to the brand.

Value

Support your ongoing acquisition and activation strategy with a win-win campaign by creating organic and healthier connections, which tend to last longer.

Bloomreach tip

Offer a meaningful reward or incentive for both the referrer and the new customer. If you don't want to start from scratch, Bloomreach offers built-in integrations with loyalty and referral programs tools such as Antavo and Yotpo. Use personalization and segmentation to create a personalized referral experience for each individual customer, making them feel special and valued.

Examples

Offer 15% off the next purchase for both the referrer and new customer.

LOVE
WELLNESS

WE'LL GO FIRST

Here's \$20, Friends

All you have to do is share the love
(aka \$20 off) with your pals we'll
drop \$20 straight into your
account.

REFER A FRIEND



Conversion-driven Campaigns

Driving revenue and generating a return on investment (ROI) from marketing efforts is crucial to keep your business growing. These campaigns focus on turning existing customers into repeat buyers and maximizing the value of each sale. Targeting customers who have already shown interest in your brand or products can increase the chances of converting them into paying customers.

By understanding the key stages of the customer journey and identifying where potential customers are dropping off, you can create targeted campaigns that address specific pain points and incentivize customers to take action. These campaigns will also provide valuable data and insights into customer behavior and preferences, which can be used to inform future marketing and product decisions.



Abandoned cart

Top Channels

[Email](#)[SMS/MMS](#)[Mobile Push](#)[Ads & Social Media](#)

Level



Goal

Reengage users who abandoned their shopping cart on your e-commerce website or mobile app to recover lost sales and increase conversion rates.

Solution

Send targeted, automated follow-up messages to customers who have left items in their cart without completing the purchase. These messages can offer incentives, such as discounts or limited-time promotions, to encourage customers to return and complete the purchase.

Value

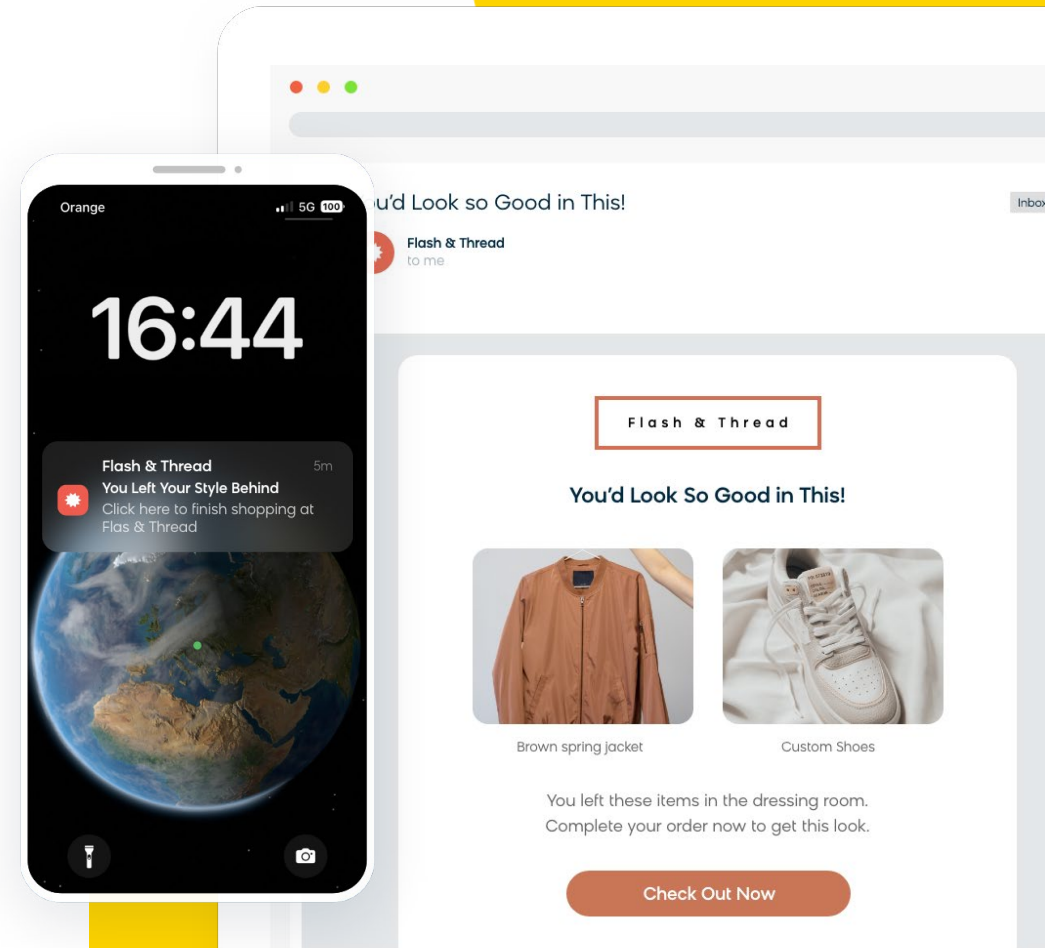
Reengaging with customers who have already shown interest in the products reduces customer acquisition costs (CAC) and increases customer lifetime value (LTV). Improve the customer experience by providing personalized and relevant follow-up communication, which will also give you valuable insights into customer behavior and preferences.

Bloomreach tip

Personalize your overall campaign and messaging using your customer data by showcasing offers and other products they might be interested in. Also, make sure you drive urgency.

Examples

Use Bloomreach's best channel prediction to deliver abandoned cart communications to the best-performing channel based on your customer's behavior, engagement, and preferences. Use product recommendations to display additional items the customer might be interested in. Offer free shipping since it has converted them in the past.



Back in Stock

Top Channels

[Email](#)[SMS/MMS](#)[WhatsApp](#)[Mobile Push](#)[In-app](#)[Browser Push](#)[Weblayers](#)

Level ★ ★ ★

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

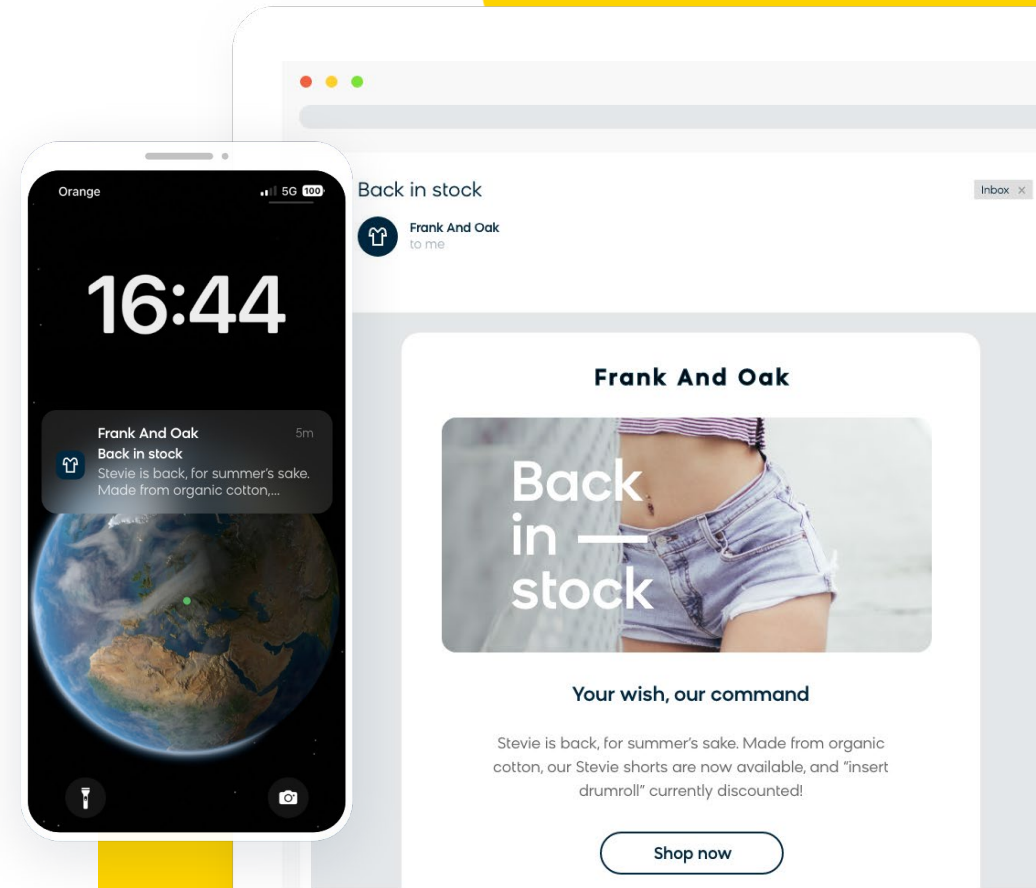
Increases sales by giving interested customers a second chance to buy a product they want while showing that the brand is responsive to customer demand.

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.



Low Inventory

Top Channels

SMS/MMS

WhatsApp

Mobile Push

In-app

Browser Push

Weblayers

Level



Goal

Create a sense of urgency and drive sales by highlighting limited stock availability.

Solution

Notify customers that certain products have limited stock, encouraging them to make a purchase before the item is sold out. This can be accomplished by using data analytics to track inventory levels and setting up triggers for low inventory alerts.

Value

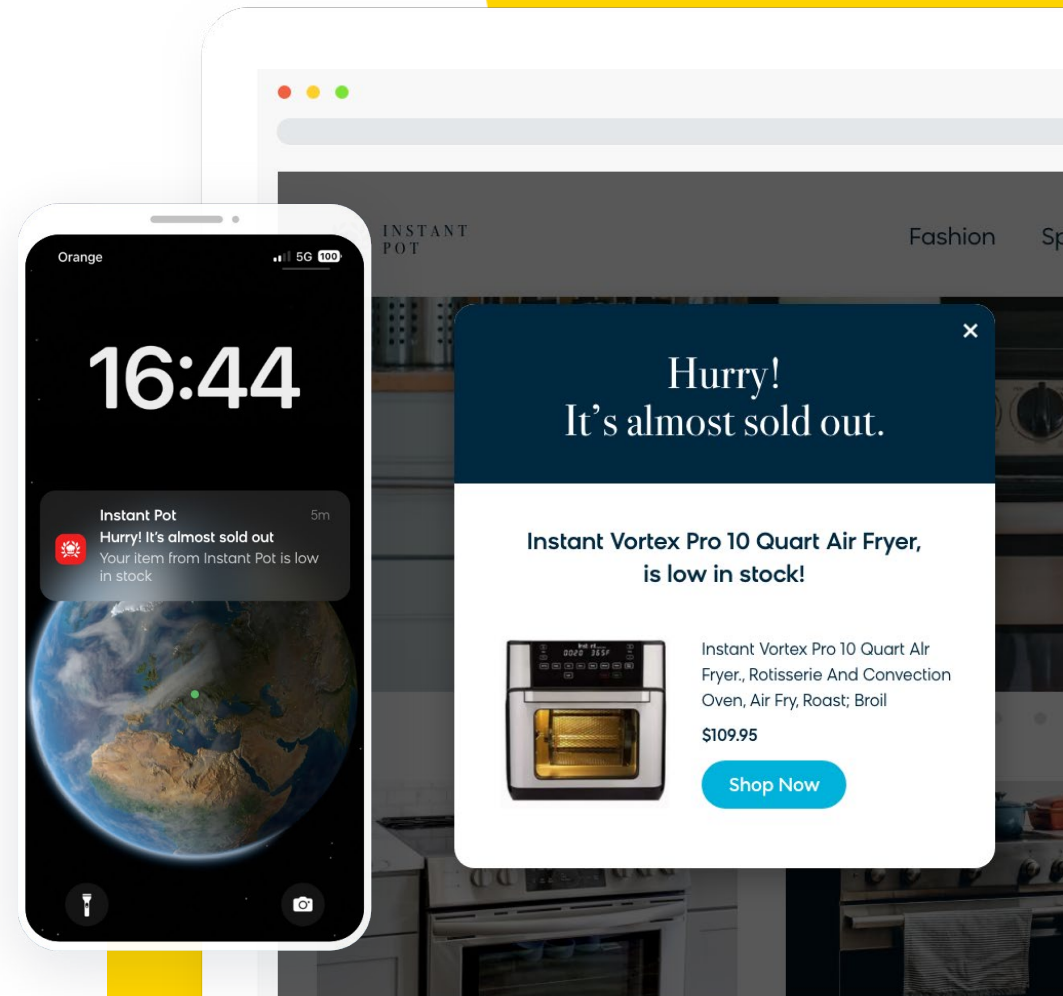
Increase sales and revenue by encouraging customers to make a purchase, improve customer satisfaction by keeping popular products in stock, and build brand loyalty by creating a sense of urgency and exclusivity around the product.

Bloomreach tip

Opt for a more immediate tool than email, use eye-catching graphics and clear messaging to highlight limited stock availability, and create a sense of urgency and exclusivity without sounding pushy.

Examples

Use catchy urgency-driven subject lines like "Hurry! Only a few left in stock!" or "Act fast! Inventory running low on the item you liked!" and make sure you deliver your campaign on time-sensitive channels so that they have the time to buy the product without it being too late.



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

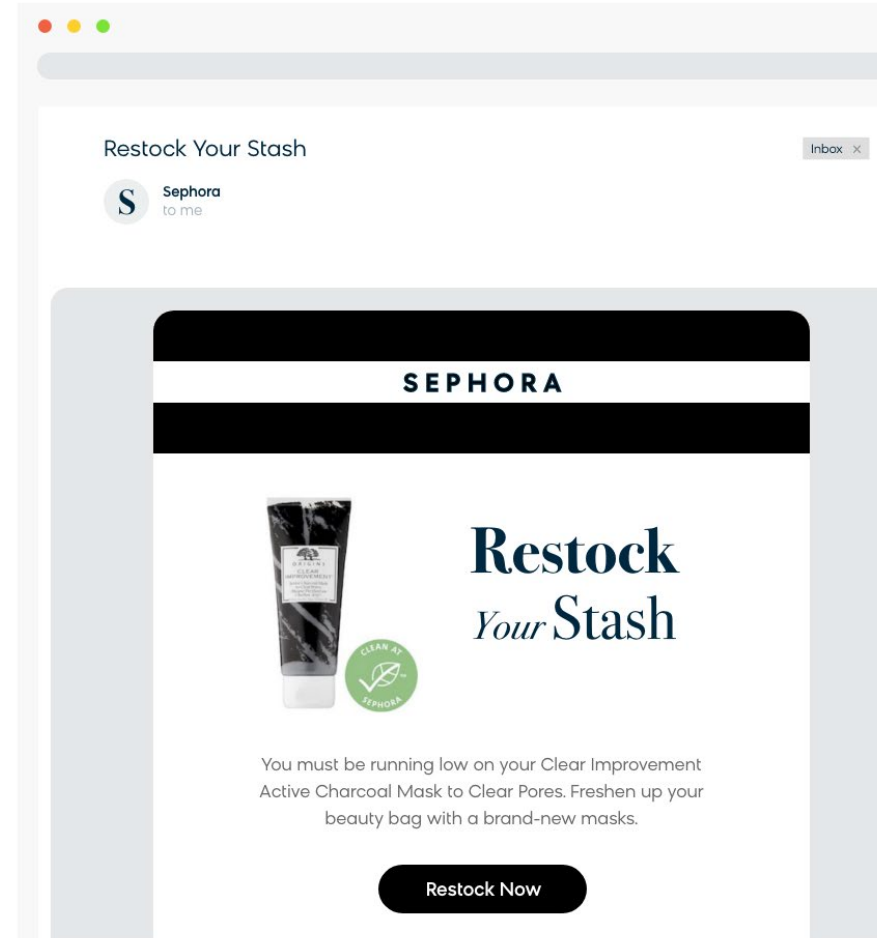
Replenishment campaigns can improve customer retention and loyalty, increase repeat purchases and customer lifetime value, and reduce customer churn.

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.



New Product/Service

Top Channels

[Email](#)[SMS/MMS](#)[WhatsApp](#)[In-app](#)[App Inbox](#)[Ads & Social Media](#)

Level ★ ★ ★

Goal

Generate buzz, excitement, and interest in a new product to drive sales and revenue.

Solution

Create a targeted marketing campaign that showcases the benefits and features of the new product/service while creating a sense of urgency to purchase.

Value

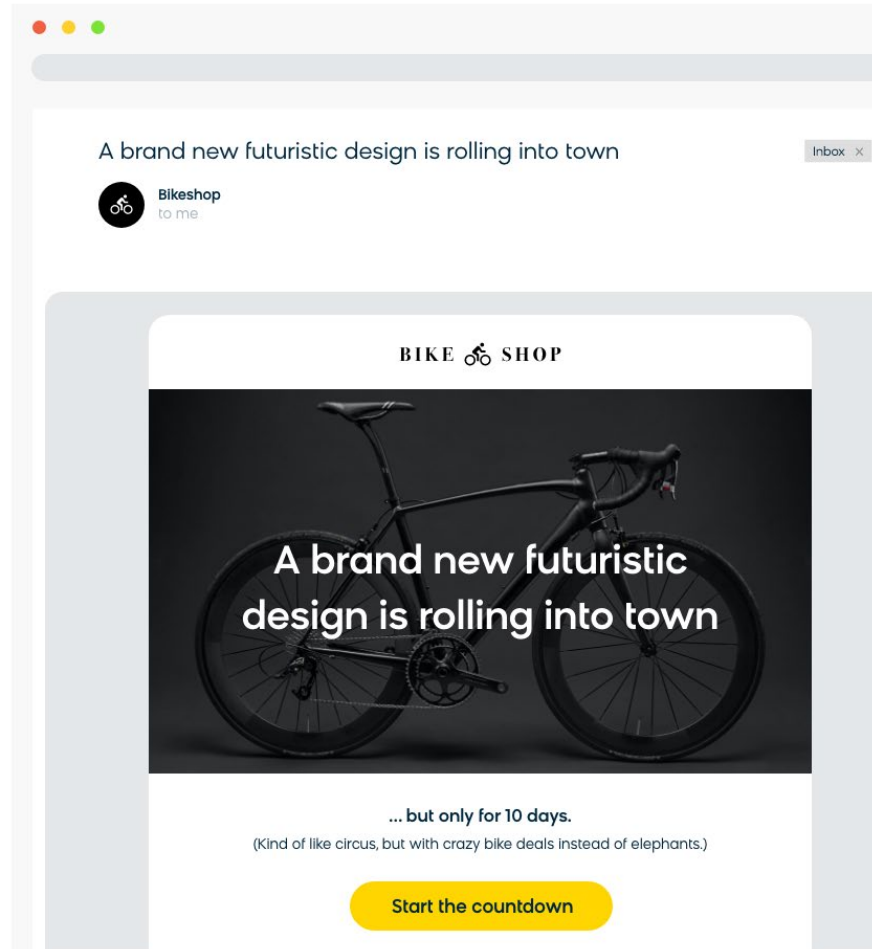
Increase in sales revenue, new customers, and overall brand awareness.

⚡ Bloomreach tip

Focus on building anticipation before the launch, use eye-catching visuals to showcase the product, leverage social proof, and offer exclusive deals or promotions to incentivize purchases.

Examples

Offer early access to the product, host a launch event, create a product video or demo, use influencer marketing and ads/social media to promote the product, and highlight customer reviews and testimonials.



Upsell

Top Channels

[Email](#)[In-app](#)[App Inbox](#)[Weblayers](#)[Ads & Social](#)

Level ★ ★ ★

Goal

Increase the average order value by encouraging customers to upgrade their purchase with more expensive or additional products/services.

Solution

Create targeted and personalized product/service recommendations based on customer behavior and preferences to make the upsell offer more relevant and attractive.

Value

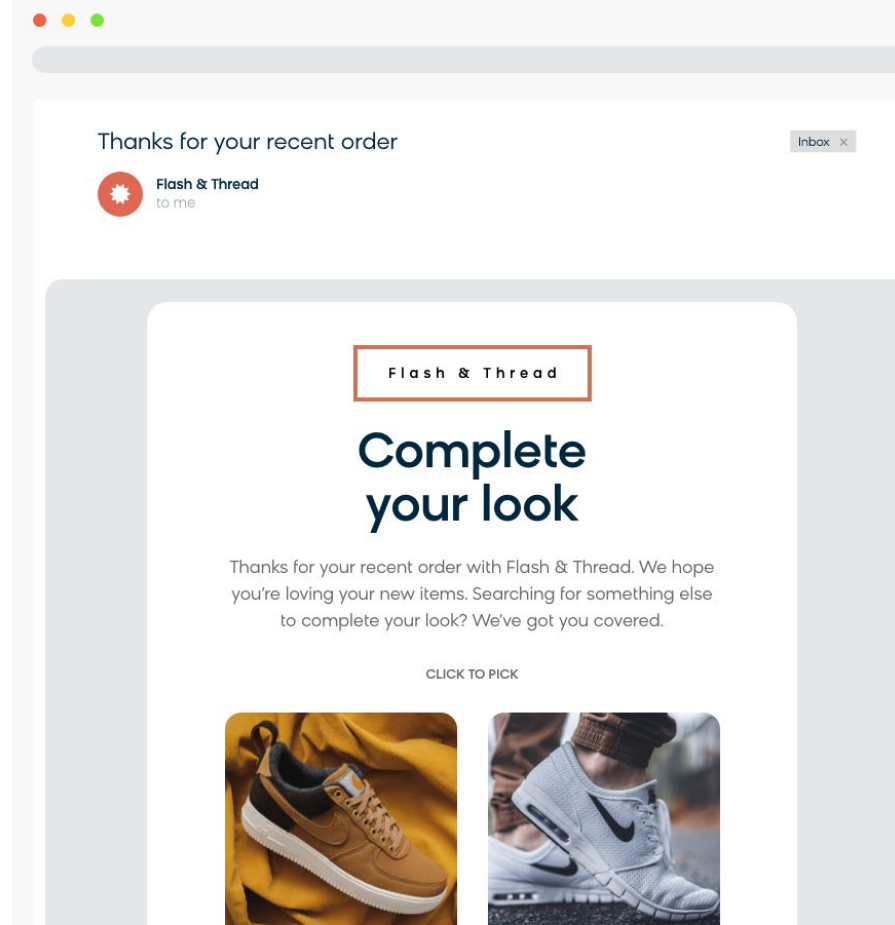
Generate more revenue per customer, improve customer satisfaction by providing better solutions, and increase customer loyalty by showing the brand's commitment to customers' needs and interests.

Bloomreach tip

Personalize the upsell products and offers based on the customer's behavior and preferences to increase the likelihood of acceptance. Also use urgency and scarcity tactics to create a sense of FOMO (fear of missing out) and encourage quick decisions.

Examples

Suggest add-ons or accessories to complement the original purchase. For example: "Complete your look — these items look good with what you recently bought" or "Here's 10% off your next order so that you complete your look with these amazing sneakers."



Cross-sell

Top Channels

[Email](#)[In-app](#)[App Inbox](#)[Weblayers](#)[Ads & Social](#)

Level



Goal

Encourage customers to purchase related products or services that complement their initial purchase, thus increasing their order value and overall lifetime value (LTV).

Solution

Present relevant product recommendations to customers based on their previous purchases, browsing behavior, or other data insights.

Value

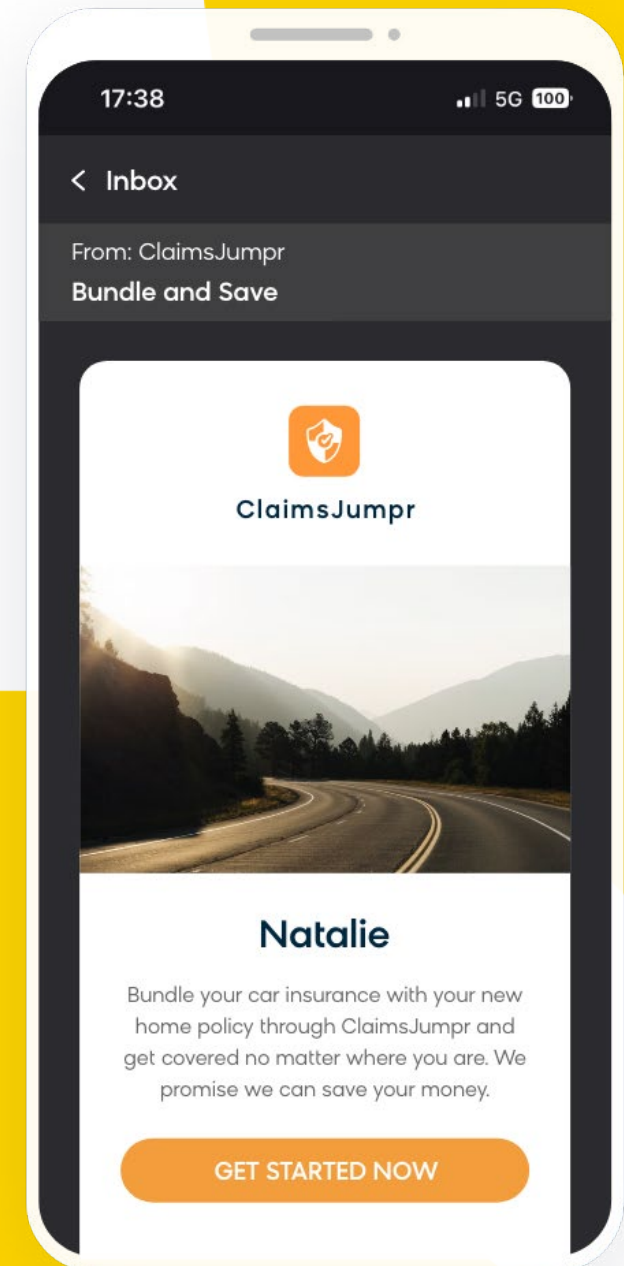
Increase revenue per customer, strengthen customer loyalty by providing a more personalized shopping experience, and attract new customers through word-of-mouth.

Bloomreach tip

Personalize cross-sell recommendations based on customer data, use compelling visuals and copy to showcase the value and benefits of the cross-sell products, and offer discounts or bundle deals to encourage purchase.

Examples

Display "frequently bought together" items based on their favorite category (e.g., shoes) or create a limited-time deal (e.g., "Here's 10% off your next purchase on shoes, valid until midnight!").



Price Drop

Top Channels

[Email](#)[SMS/MMS](#)[WhatsApp](#)[Mobile Push](#)[Browser Push](#)

Level ★ ★ ★

Goal

Inform existing and potential customers of a price drop in order to encourage purchases and increase revenue.

Solution

Offer discounted prices on products or services that are relevant to each customer, and communicate the price drop through the channel that will have the greatest impact based on their preferences and customer journey.

Value

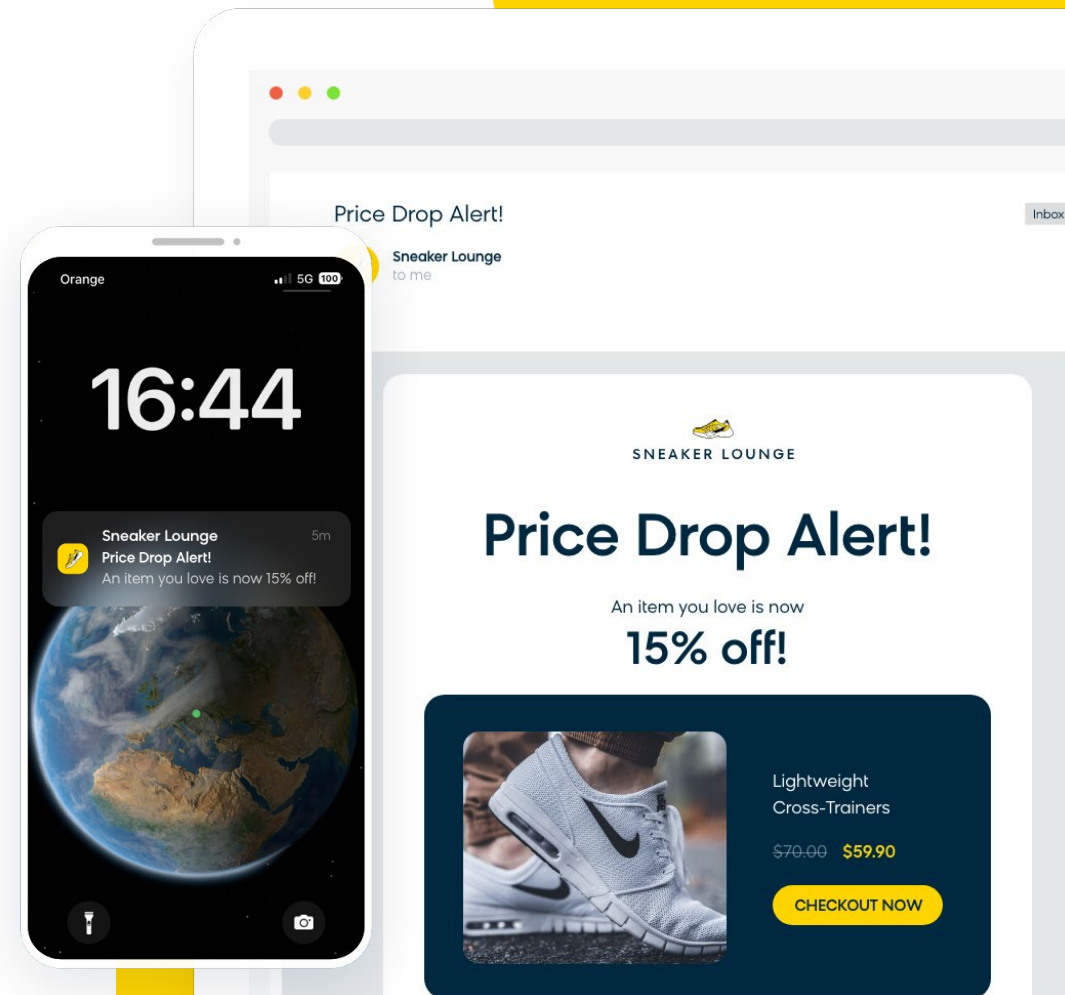
Customers are more likely to purchase a product or service that is offered at a lower price, which increases revenue and also potentially attracts new customers.

Bloomreach tip

Use attention-grabbing subject lines or headlines, clearly display the new price and the amount of savings, and create a sense of urgency by setting a limited time for the offer.

Examples

Based on the products or services each customer has shown interest in or interacted with in the past, use Bloomreach's best channel prediction and opt for catchy copy such as "Price drop alert: Save 20% on your favorite products" or "Hurry up and save: Limited-time offer on the services you like."



Flash Sales and Limited-time Offers

Top Channels

[Email](#)[SMS/MMS](#)[WhatsApp](#)[Mobile Push](#)[Browser Push](#)[Weblayers](#)

Level ★ ★ ★

Goal

Encourage customers to make a purchase within a limited time frame by offering a special deal or discount.

Solution

Create a sense of urgency by setting short-term discounts, sales, and special offers, then promote these through the best channels for both time-sensitive content and customer preferences.

Value

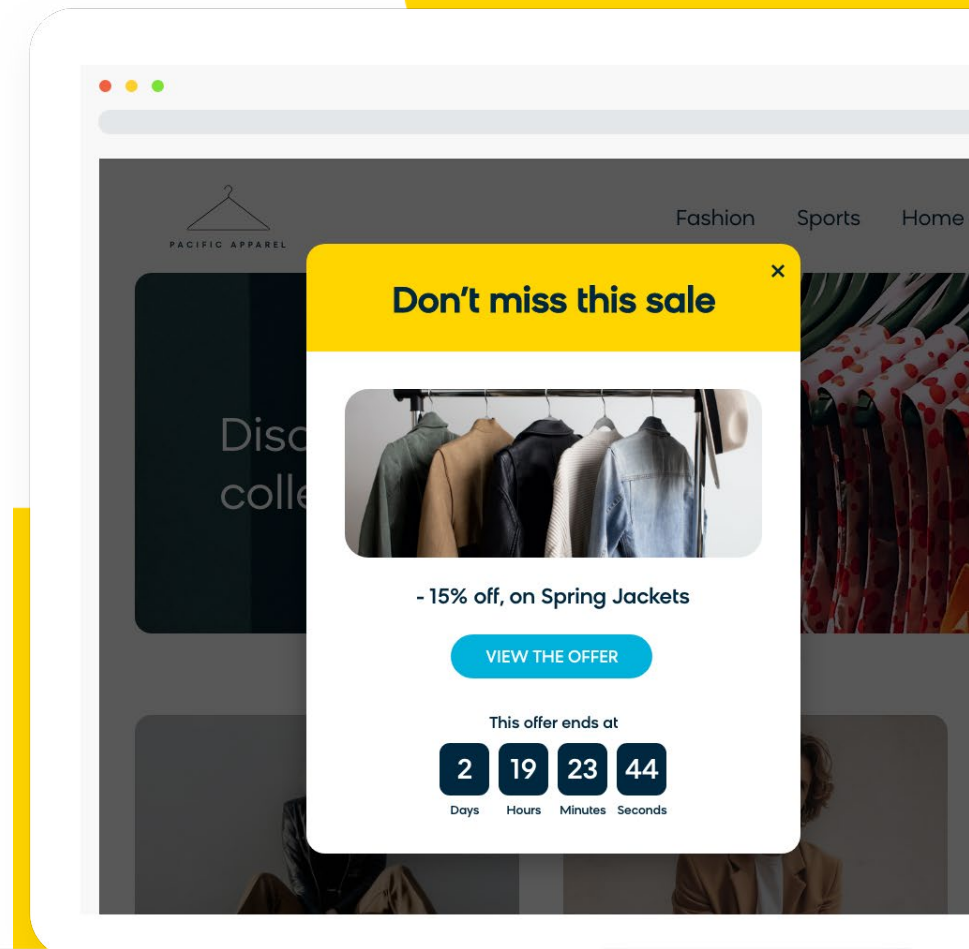
Increases revenue by encouraging customers to make a purchase they may not have otherwise. Also helps clear out inventory and generate buzz around a new product.

Bloomreach tip

Clearly communicate the details of the sale, including the duration, discount or offer, and any restrictions or terms and conditions. Make sure you segment your audience and tailor the offer to specific groups to increase relevance and engagement.

Examples

Besides using customer data to better personalize the offer or discount that will better resonate with them, create urgency with catchy subject lines such as: "24-Hour Flash Sale: 30% Off All Products," "Limited Time Offer: Free Shipping on Orders Over \$50," or "Last Chance To Save: 50% Off Summer Styles."



Subscription

Top Channels

[Email](#)[In-app](#)[App Inbox](#)[Mobile Push](#)[Web Layers](#)

Level



Goal

Encourage customers to sign up for a subscription-based service or product, and to retain them as long-term subscribers.

Solution

Offer subscription plans that provide value to the customer, such as exclusive content, discounts, or early access to new products.

Value

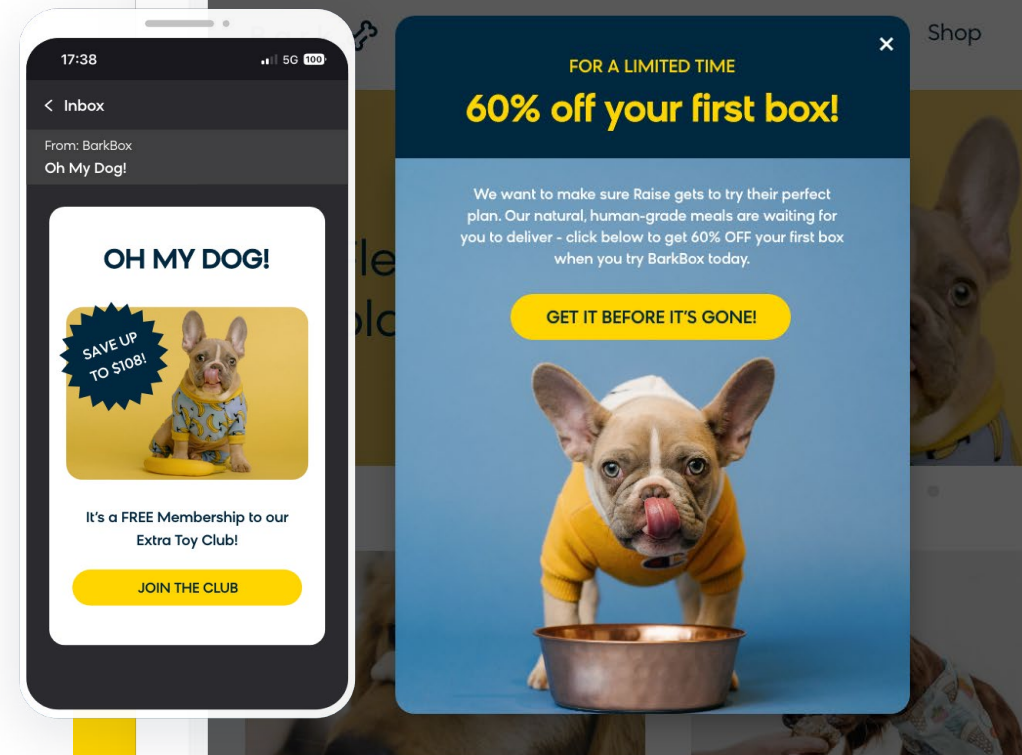
Predictable recurring revenue for the business, increased customer loyalty and engagement, and the ability to forecast inventory and production needs more accurately.

Bloomreach tip

Offer a variety of subscription plans to appeal to different customer needs and budgets, and provide easy sign-up and cancellation processes. If it's an app subscription, make sure you have an omnichannel campaign to redirect users to subscribe via your website, so that your brand won't lose that commission percentage that app marketplaces take.

Examples

Use customer data and feedback to personalize subscription offerings and tailor them to specific segments. For example, for a meal kit that offers weekly or monthly subscription plans with different meal options, make sure you highlight the perks that'll resonate better with each customer (e.g., "contact-free delivery" or "new recipes each month").



Customer Retention Campaigns

Customer retention campaigns are critical for the long-term success of D2C brands. By engaging and reengaging customers, these campaigns can increase loyalty, revenue, and customer insights. With so many D2C brands competing for attention, a strong retention strategy can make all the difference in standing out from the crowd and achieving sustainable growth.

Acquiring new customers can be expensive, so it's essential to have a solid retention strategy that keeps existing customers coming back for more. When customers feel valued and appreciated, they are more likely to stick around and recommend the brand to others (aka become loyal), make additional purchases, and spend more over time.

Besides being cost effective, retention campaigns provide valuable insights into customer behavior and preferences, which can be used to improve the overall customer experience and inform future marketing strategies.



Birthday Campaign

Top Channels

[Email](#)[SMS/MMS](#)[WhatsApp](#)[Mobile Push](#)[In-app](#)[App Inbox](#)

Level ★ ★ ★

Goal

Enhance customer loyalty by creating a personalized, celebratory experience that encourages engagement and repeat purchases.

Solution

Create personalized offers, rewards, or content to celebrate the customer's birthday and make them feel valued and appreciated.

Value

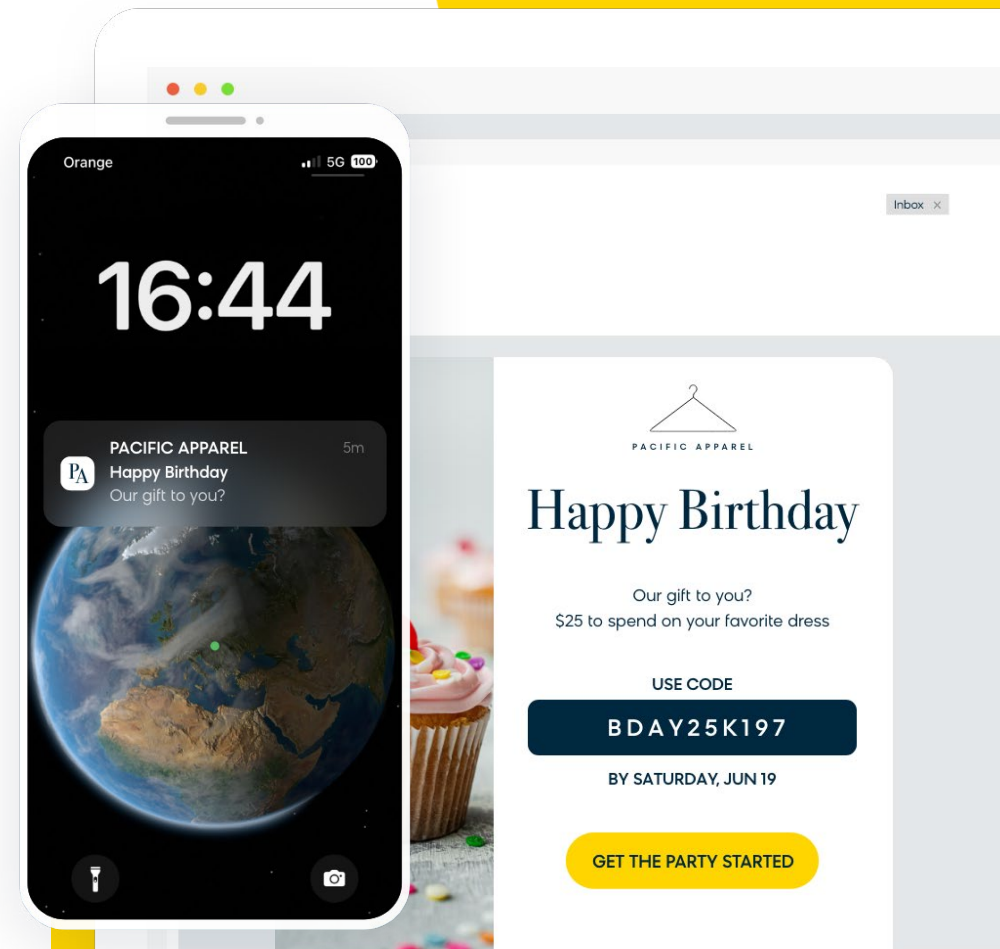
Build a stronger connection between the customer and the brand, enhance customer loyalty, and increase customer lifetime value.

Bloomreach tip

Collect and store customer birthdates during the account creation, opt-in process, or via zero-party data collection banners, then tailor offers and rewards based on the customer's purchase history and preferences.

Examples

Offer a personalized discount, free gift, or exclusive access to new products or services. For example: "Happy birthday! Our gift to you? \$25 to spend on your favorite dress. Use it by January 31st."



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

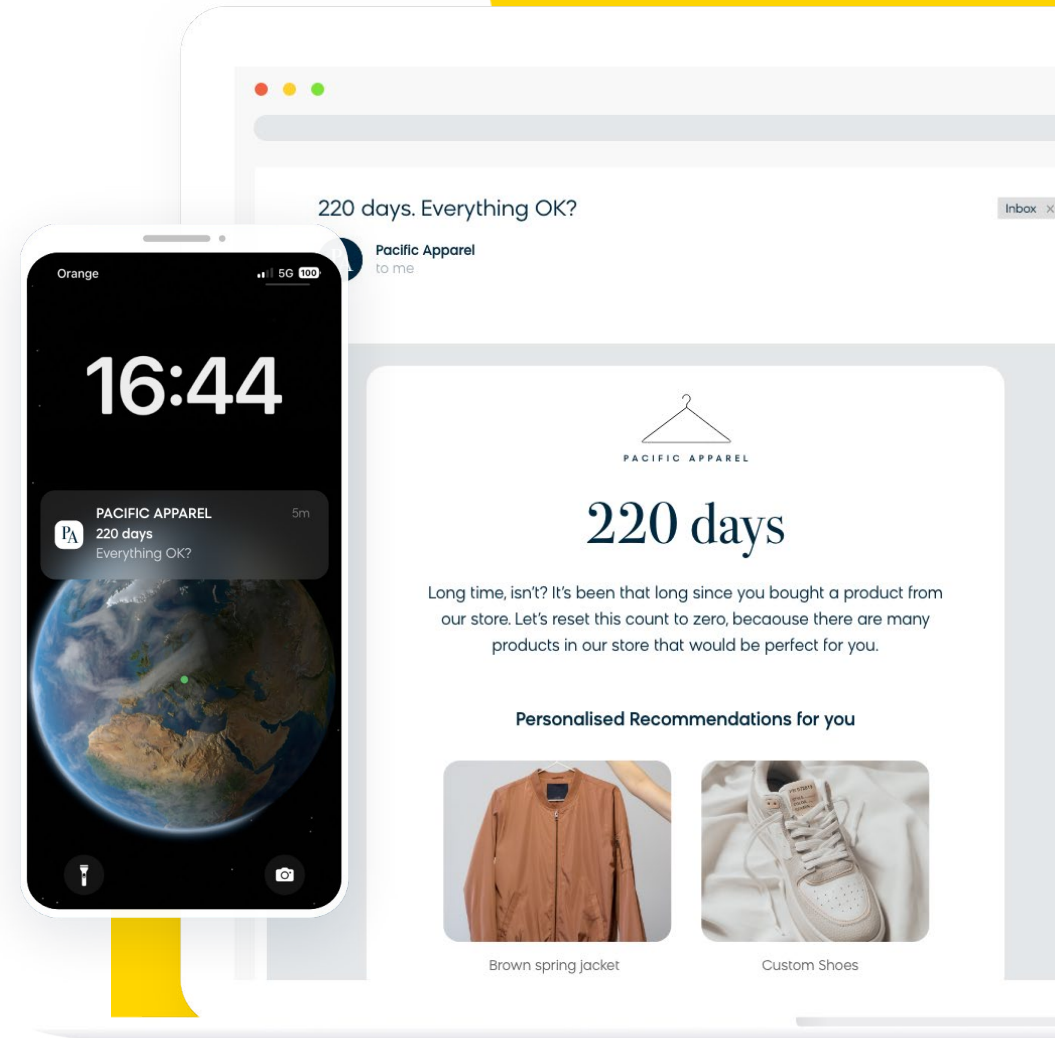
Help recover lost revenue by bringing back inactive customers into the funnel, prevent customers from churning, and gather feedback on why customers became inactive to improve the customer experience.

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").



Newsletter

Top Channels

Email

Level ★ ★ ★

Goal

Engage and retain subscribers by providing them with valuable and relevant information, updates, and promotions.

Solution

Create a regular email newsletter that is sent to subscribers on a predetermined schedule, such as weekly or monthly, while presenting relevant content to strengthen your customer relationships.

Value

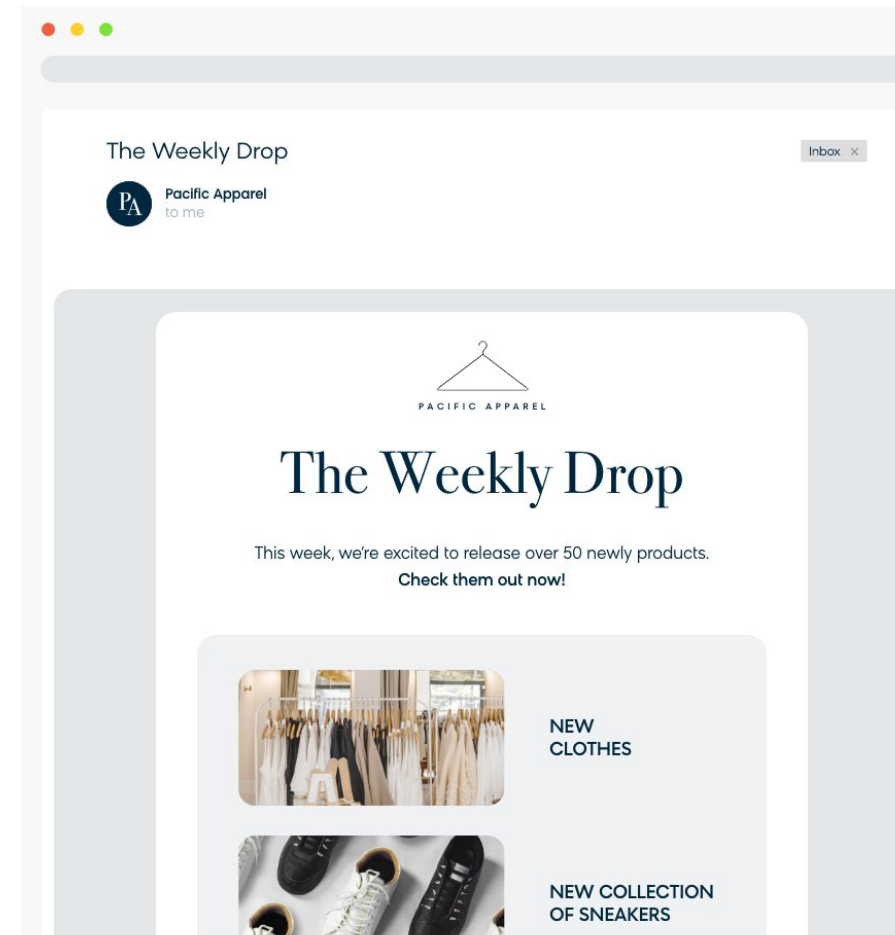
Keep customers informed, educated, and entertained. This helps build brand loyalty, establish credibility, and increase engagement with the brand.

Bloomreach tip

Create valuable and engaging content that is relevant to the target audience, such as product recommendations based on favorite categories. This can include industry news, company updates, exclusive promotions, and helpful tips and tricks. It's also important to optimize the design and layout of the newsletter for easy readability and accessibility.

Examples

Feature new product releases (e.g., new collection), company news and updates (e.g., new store opening), promotions or discounts for subscribers, and exclusive content such as blog posts, videos, and webinars that provide additional value to subscribers.



Rewards, Perks, and Benefits

Top Channels

[Email](#)[SMS/MMS](#)[Mobile Push](#)[In-app](#)[App Inbox](#)[Weblayers](#)

Level ★ ★ ★

Goal

Incentivize and retain customers by offering them exclusive benefits, discounts, or perks for being loyal to your brand.

Solution

Create a rewards or loyalty program that encourages customers to engage more with your brand, make repeat purchases, and refer friends and family to your business.

Value

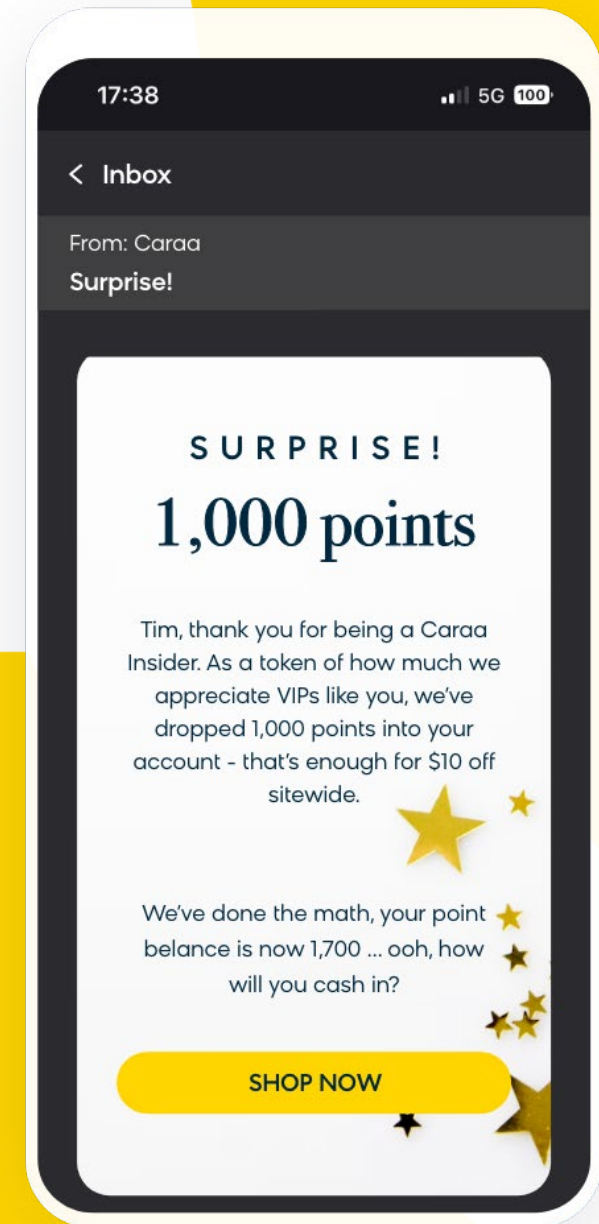
Build brand loyalty, encourage repeat purchases, and boost customer lifetime value, while also creating a sense of exclusivity and delight for customers.

⚡ Bloomreach tip

Offer valuable incentives that align with your customers' interests, create personalized experiences that reward specific actions, and use gamification to encourage customers to engage more with your brand. If you don't want to start from scratch, Bloomreach offers built-in integrations with loyalty and referral programs tools such as Antavo and Yotpo.

Examples

Create a program that offers exclusive access to events (e.g., store openings), personalized recommendations, early access to new products for loyal customers (e.g., new collection drops), and birthday rewards.



Community Building

Top Channels

[Email](#)[In-app](#)[App Inbox](#)[Weblayers](#)[Ads & Social](#)

Level ★ ★ ★

Goal

Create a loyal customer base by building a sense of belonging and engagement around a brand or product. The objective is to create a community of like-minded individuals who share a passion for the brand or product, and to foster a sense of loyalty, advocacy, and evangelism.

Solution

Create a community platform — such as a forum, online groups, or in-person events — where customers can connect with one another, share experiences, and interact with the brand. The platform should be focused on creating a positive and supportive environment where customers can engage with the brand, ask questions, share feedback, and provide support to one another.

Value

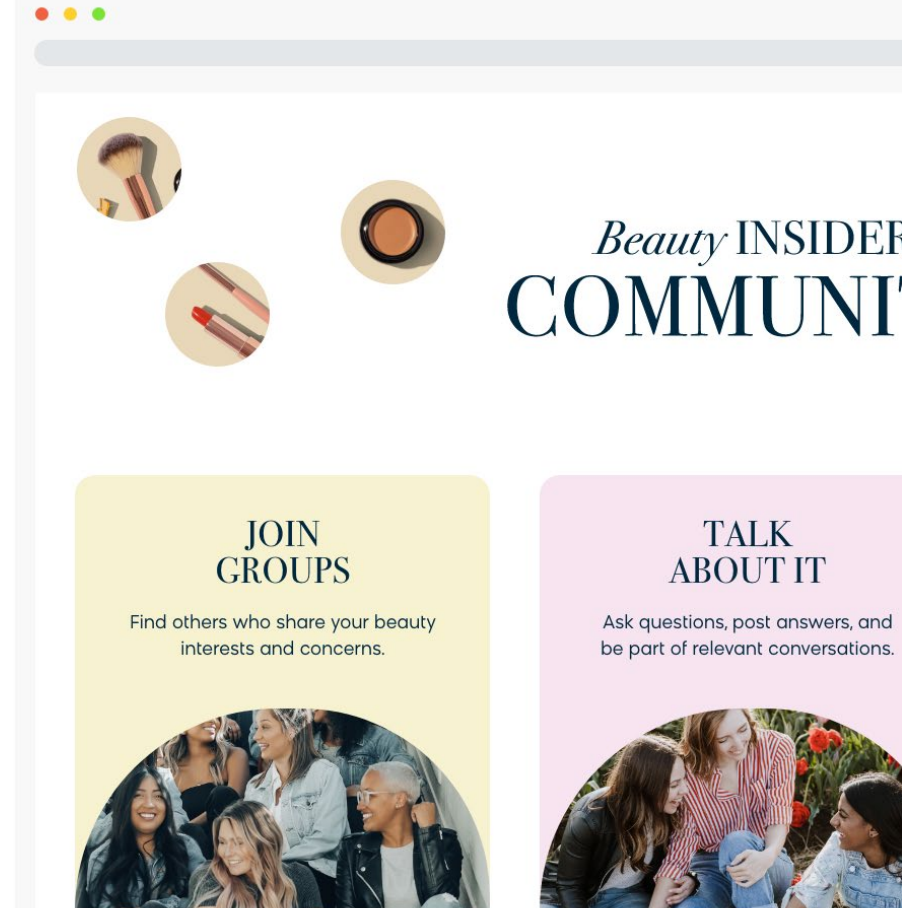
Create a strong sense of connection between customers and the brand, which can lead to increased loyalty, higher customer lifetime value, and more word-of-mouth referrals. Additionally, community building can provide valuable insights and feedback for the brand, which can be used to improve products and services.

Bloomreach tip

Encourage user-generated content, such as reviews and testimonials, to showcase the community's support for the brand, and provide incentives for community members to engage, such as exclusive discounts or access to new products.

Examples

As an example, a makeup brand can create a forum where beauty enthusiasts can discuss products and share tips, while providing them with exclusive benefits, such as early access to new products and free samples.



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

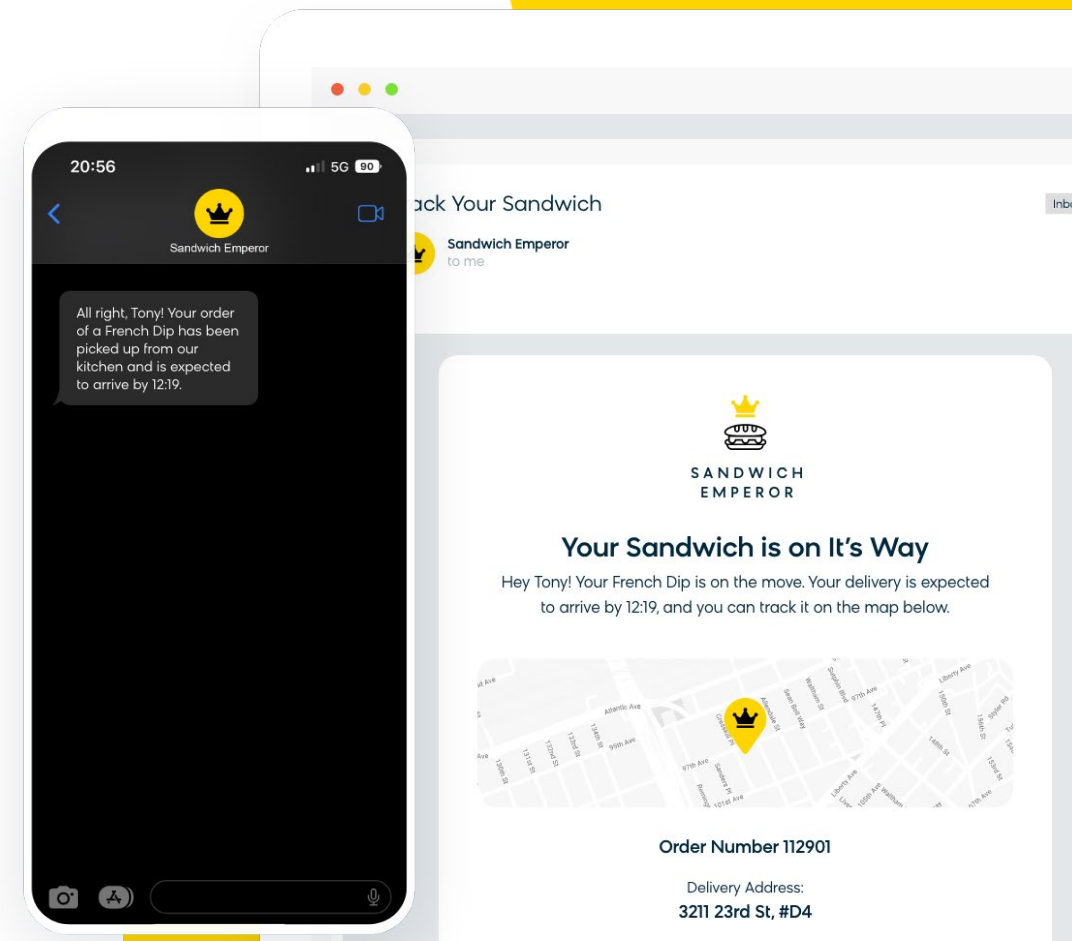
Even though these are transactional by nature, they build trust and confidence in the brand, reduce customer anxiety about the ordering process, reinforce customer relationships, and encourage repeat purchases.

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.



Net Promoter Score (NPS)

Top Channels

[Email](#)[In-app](#)[App Inbox](#)[Weblayers](#)

Level ★ ★ ★

Goal

Measure customer loyalty and satisfaction, while identifying opportunities to improve the customer experience.

Solution

Improve the NPS score and increase customer loyalty and satisfaction.

Value

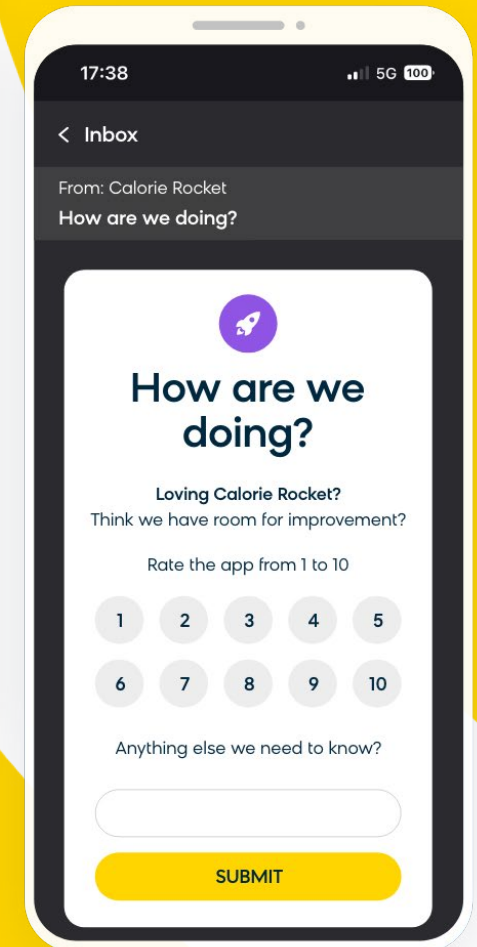
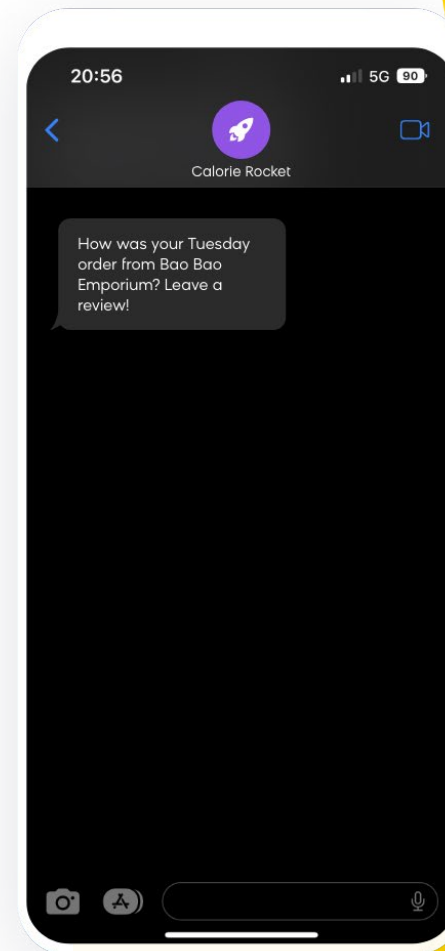
Get valuable insights into customer sentiment and loyalty, identify areas for improvement, and increase customer retention and revenue.

Bloomreach tip

Personalize the communication, thank customers for their feedback, and provide incentives for completing the survey.

Examples

Send follow-up emails after a purchase asking about the customer experience, or incorporate NPS questions into customer service interactions.



Time-sensitive Communications

Top Channels

[Email](#)[SMS/MMS](#)[WhatsApp](#)[Mobile Push](#)[In-app](#)[Browser Push](#)[Weblayers](#)

Level ★ ★ ★

Goal

Communicate important or time-sensitive information to customers.

Solution

Use automated messaging systems to quickly and efficiently send notifications and updates to customers, opt for urgency and scarcity tactics to encourage immediate action from customers, and provide clear and concise information about important events or changes to products/services.

Value

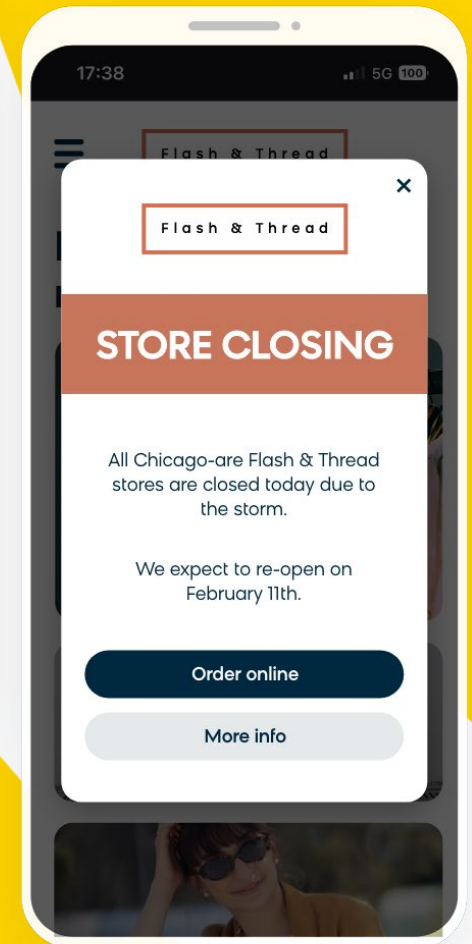
Build trust and reliability with customers by keeping them informed and up to date while improving the customer experience by providing timely and relevant information.

Bloomreach tip

Be clear and concise with your messaging to avoid confusion. Send this as an omnichannel campaign to make sure customers receive the time-sensitive information in the channel that most resonates with them.

Examples

As an example: "Soho store closing tomorrow for Thanksgiving, but our online store will still be available!"



Gamification

Top Channels

In-app

Weblayers

Level ★ ★ ★

Goal

Engage customers in a fun and interactive way, which can help build brand loyalty, increase customer retention, and drive sales.

Solution

Use game mechanics such as points, badges, leaderboards, and rewards to incentivize customers to take certain actions, such as making a purchase, sharing content on social media, or referring friends.

Value

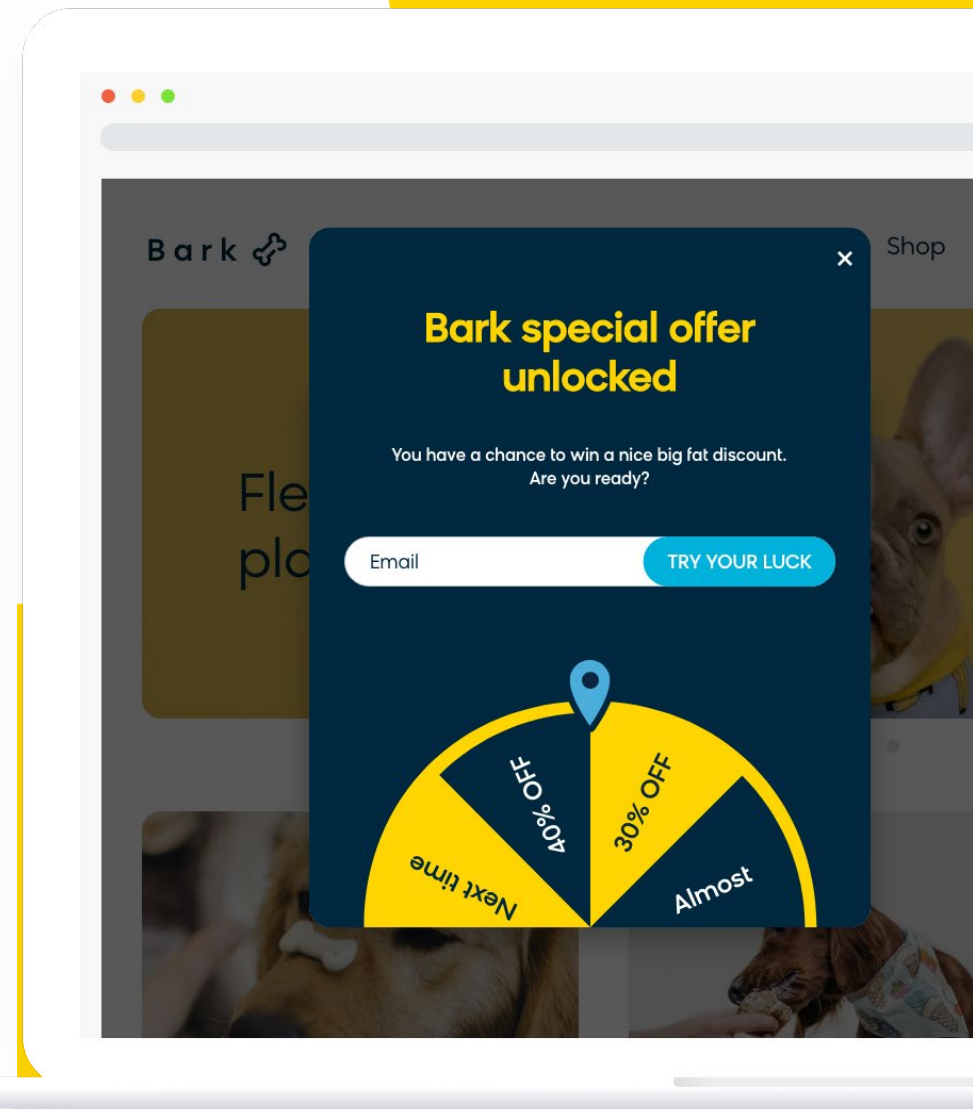
Stand out in a crowded market, increase engagement and loyalty, and drive customer acquisition and revenue growth.

Bloomreach tip

Set clear goals, understand your audience, keep the game mechanics simple and easy to understand, and offer meaningful rewards that incentivize the desired actions.

Examples

Add a weblayer to your website or create an in-app notification containing a spin-to-win wheel that contains a variety of incentives for customers. Ask for your customer's email in exchange for these eye-catching offers.



Social Proof

Top Channels

[Email](#)[In-app](#)[App Inbox](#)[Weblayers](#)[Ads & Social](#)

Level



Goal

Build trust with potential customers by demonstrating that other people have had a positive experience with the brand or product. This helps you overcome any objections or hesitations the customer might have, and can lead to increased conversions and sales.

Solution

Share customer reviews and testimonials, social media mentions and shares, influencer marketing posts, trust badges, and user-generated content. These types of campaigns aim to show that other people have had a positive experience with the brand or product, which helps you build trust and credibility.

Value

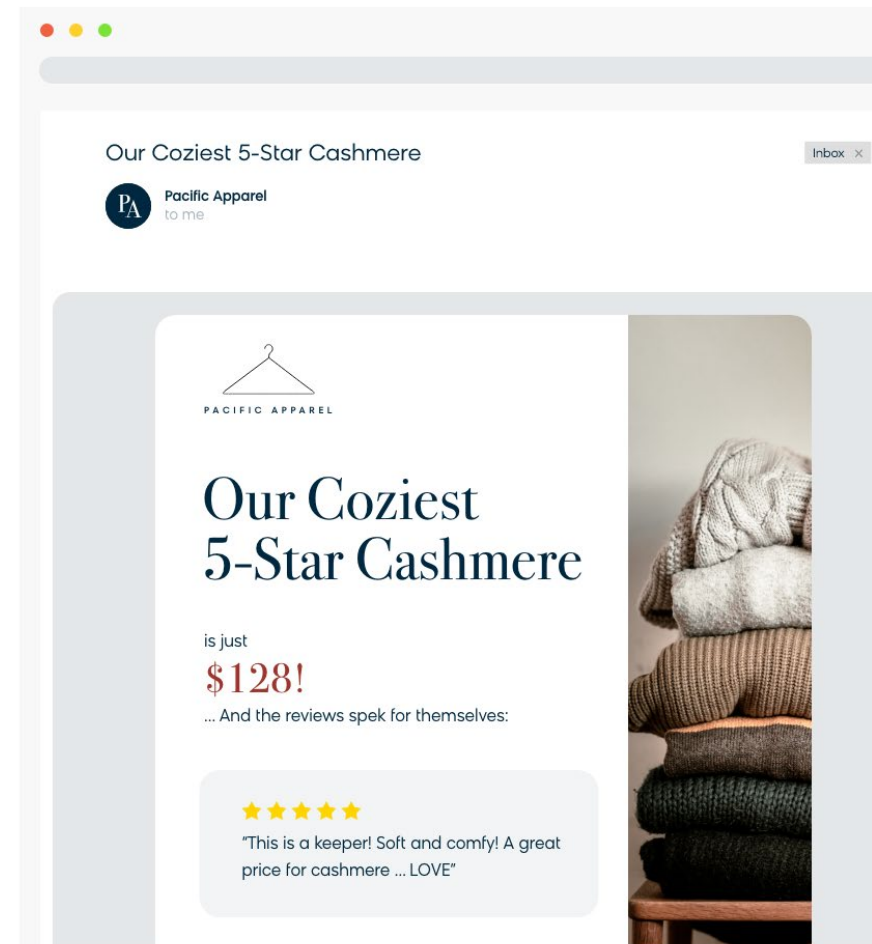
Increase conversions, increase customer engagement, improve brand reputation, and build trust and credibility — which can lead to increased sales and customer loyalty.

Bloomreach tip

Highlight the most positive aspects of your brand or product in key areas of the customer journey, such as the product page or checkout process.

Examples

Add reviews from real customers at your checkout page to convince doubters when buying your brand's products or services (e.g., "This is what our customers say about these sneakers: 'It's like I'm walking on clouds!'").



Conclusion

Acquisition, conversion, and retention campaigns are all essential components of a successful D2C brand strategy. While it's important to focus on acquiring new customers, it's equally important to ensure that existing customers remain engaged and loyal to the brand. These campaign examples we've shared throughout this guide will help you achieve your desired goals by activating customer data in the best way possible.

By implementing these campaigns, you can expect to see significant improvements in the targeted metrics. With the right messaging and targeting, these campaigns will lead to increased sales, customer loyalty, and long-term brand success. However, it's important to continually optimize and test these campaigns based on A/B testing, data analytics, and reporting to ensure that they remain effective and relevant.

If you're looking to put these campaigns into practice, Bloomreach Engagement is your go-to solution. Our unified customer view gathers data in real time, which you can feed into a powerful marketing automation platform with 13 native channels for a best-in-class omnichannel strategy. When combined with our AI-powered personalization and prediction capabilities, we'll help you create and execute personalized campaigns that actually drive results. Don't hesitate to reach out for more information and to take the first step toward taking your marketing efforts to the next level.

Learn more about how [Bloomreach Engagement](#) will help you skyrocket your business by activating real-time customer data today.



About Bloomreach

Bloomreach is the world's #1 Commerce Experience Cloud, empowering brands to deliver customer journeys so personalized, they feel like magic. It offers a suite of products that drive true personalization and digital commerce growth, including: **Discovery**, offering AI-driven search and merchandising; **Content**, offering a headless CMS; and **Engagement**, offering a leading CDP and marketing automation solutions. Together, these solutions combine the power of unified customer and product data with the speed and scale of AI-optimization, enabling revenue-driving digital commerce experiences that convert on any channel and every journey.

Bloomreach serves over 850 global brands including:

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