Real-Time Customer Segments

Harnessing contextual personalization to drive conversion, order value, and more.

Your September 2023 Best Practice Session Hosts

Experience Strategy Group + Product

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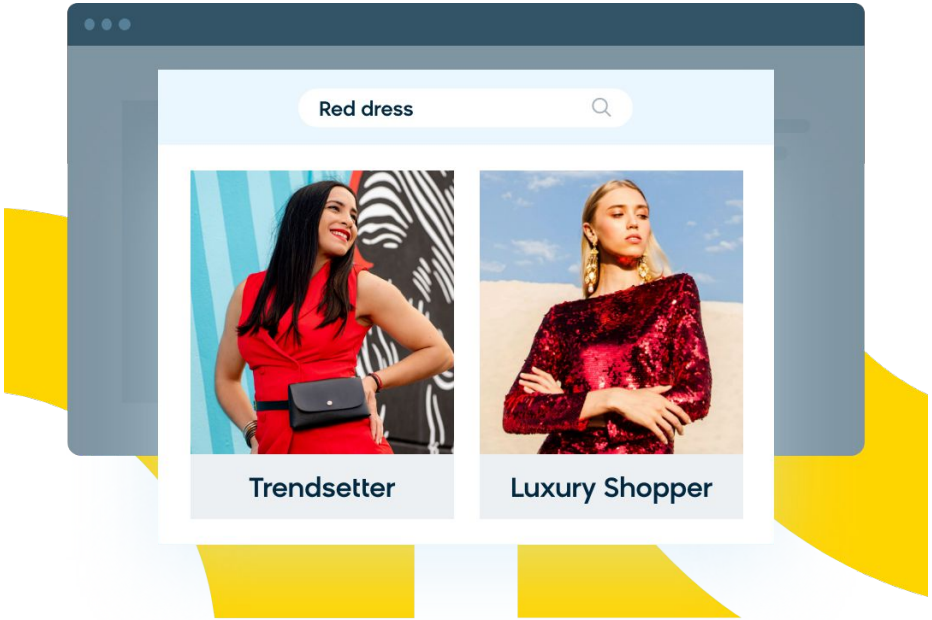
What is RTS for Discovery?

Personalized Search Results for Most Visitors

Problem
Merchandisers want to personalize their site, especially product grids and search, but struggle to do it in real-time and deliver tangible results at the same time.

Solution
Real-time Customer Segments for Discovery bring the ability to define, adjust, and use behaviour based segments to personalize all product grids even for first time visitors to drive increased RPV.



red dress

All three of these women see the same dress ranked #1

red dress

Deal Hunter

red dress

Premium

red dress

Trendsetter

With RTS, different dresses are ranked #1 based segment AND query

red dress

Deal Hunter

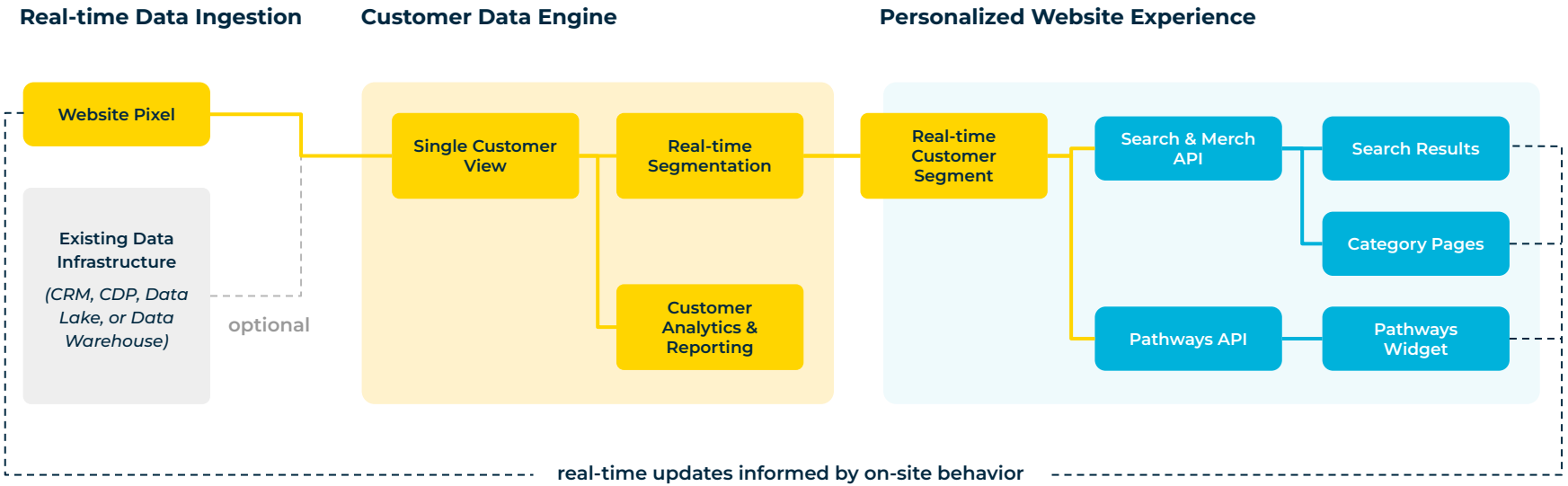
red dress

Premium

red dress

Trendsetter

What comes with RTS?



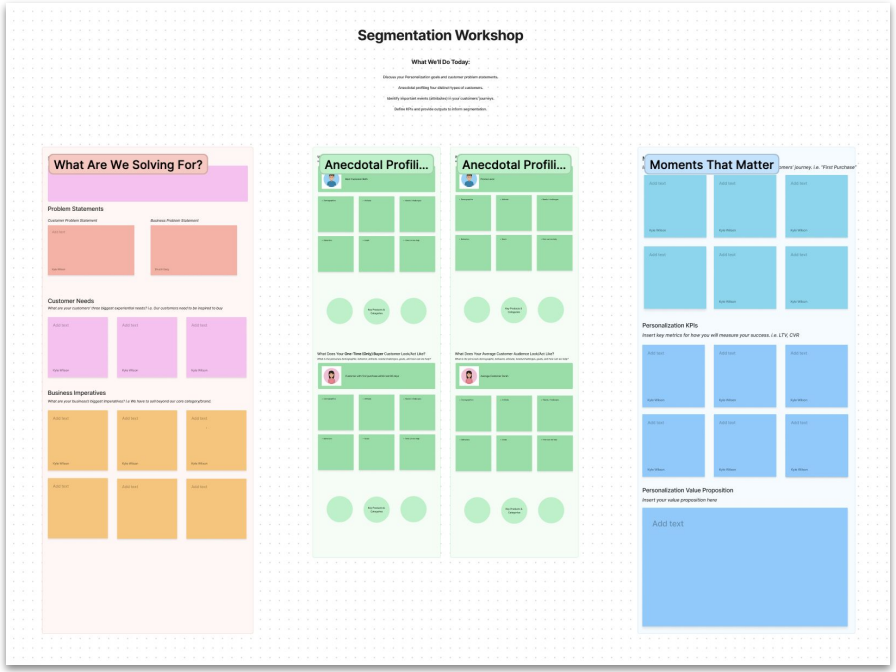
Strategy best practices

Begin by taking a big step back

Before we start diving into the platform, it's best to first take a big step back, bring the team together, and talk about two important segmentation definitions:

1. Customer profiles
2. Events that matter

Let's dive in...



Get your free workshop template **here!**

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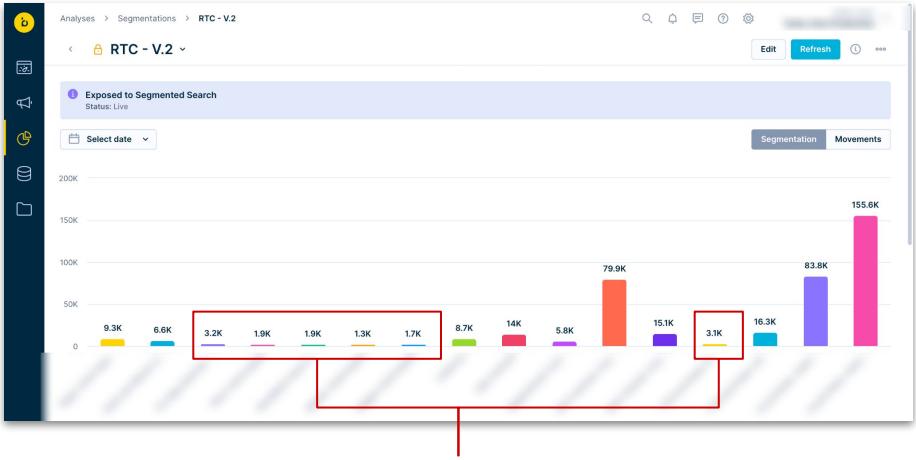
Too many segments mean some are too small to be ideally served

The algorithm needs proper audience sizes to learn effectively, so avoid small segments.

When defining your target segments, keep in mind that an AI-driven platform like RTS needs enough data (customers, visits) in order to drive meaningful impact for your business.

Remember:

Quality > Quantity



When a segment is too small:

Loosen your parameters or consider killing these segments, so that those customers can be better served in a segment large enough to enable AI-driven personalization.

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Let’s see what the dashboard looks like

Execution best practices

Evaluate, iterate, repeat for maximum value

#1:Strategy Definition

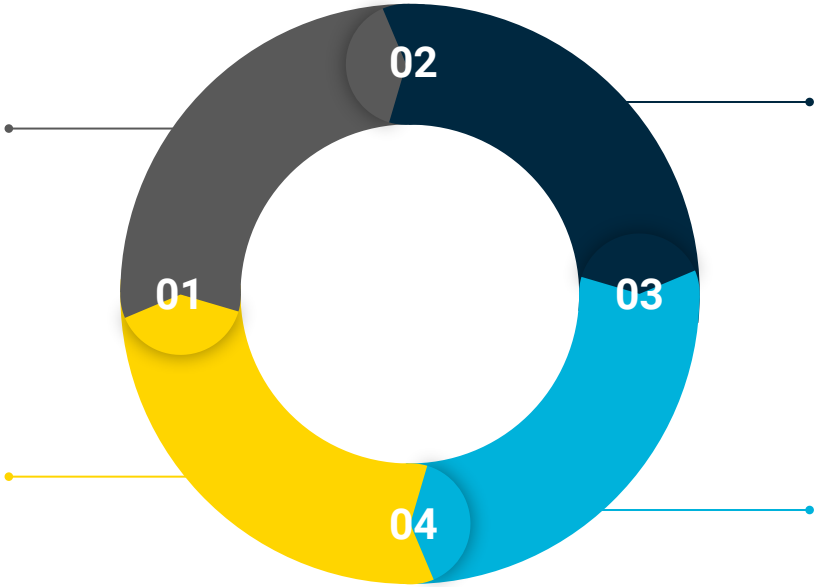
Conduct workshops using the template shared earlier in this presentation, or work with your Bloomreach Team collaboratively to define your initial go-to-market segments and targeted events.

~ 10 Business Days

#4:Evaluation & Iteration

After enough performance data is in, review your segments' performance. Which segments need iterating (loosening parameters, etc) and which do we want to scale due to high incremental gains? Take these learnings as you build out your next segmentation.

~ 14 Business Days



#2: Algo Learning

Once the segmentation is finalized, push the segmentation to Discovery, where our algorithm will learn segment-by-segment preferences and ideally desired experiences.

30 Days Learning Required

#3: Launch

Once 30 days of learning have passed, you're ready to go live! Simply navigate to Algorithm Customizations > Real-Time Segments, select your segmentation and press "Go Live."

1 Day (Mondays recommended)

NEW: Merchandise against segments with clear goals in mind

Deal Hunter

Premium

Trendsetter

Business Imperative for This Segment	We want our Deal Hunters to build bigger baskets to drive our top line revenue	We want our Premium customers to buy high-margin items to drive the bottom-line	We want our Trendsetters to easily find our latest and greatest products
Recommended Merchandising Approach with Bloomreach Discovery	Boost products 60/100 with ‘buy-more, save-more’ pricing Utilize Frequently Bought Together recommendations Boost sale products with high-inventory 30% globally	Boost products with high margin by 30% globally Utilize curated Premium product pathways Bury sale products globally by 40%	Boost New Arrivals globally by 30% Utilize “Trending Now” recommendations Bury sale products globally by 20%

Use RTS as your springboard for personalization

	Deal Hunter	Premium	Trendsetter
Learning from RTS About this Segment	Deal hunters spent more per visit, but purchased less frequently	Premium customers had a higher AOV, but lower CVR	Trendsetters had the lowest frequency but the best conversion rate
Thought-Starter Activations With Bloomreach Engagement	Create trigger: Upon site visit if last visit was 2+ weeks ago Create event: Browser notification that showcases the latest deals or sales event.	Create trigger: purchased premium product Create campaign: Send a Thank You Offer just for them for their next purchase with an expiration date	Create trigger: Upon site visit if last visit was 2+ weeks ago Create trigger: Pop-up modal that welcomes them back and points them directly to New Arrivals similar to their purchase history

Get Started with Real Time Segments

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Thank You!

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Q&A

Keep the conversation going... join the Bloomreach Slack Community!

- Stay up-to-date on all things monthly Best Practices and access resources related to our session topics by adding yourself to the **#discovery-best-practices** channel
- Network and share ideas with fellow Bloomreach customers
- Hear the latest news from Bloomreach and stay informed about industry trends

→ **Link to join**

Let’s keep the conversation going!

1. Join the **Digital Merchandising Community** on Linkedin
2. Invite a friend..OR two to join the community and the events
3. If you are interested in being apart of a future panel, we would love to have you join one!

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