Bluecore Spring
LOOKBOOK

Bluecore

INTRODUCTION

Welcome to the Spring edition of the Bluecore Lookbook.

While reacting to customers' buying and browsing behaviors with triggered emails is critical to a marketing program's success, it is equally important to proactively anticipate customers' needs. Proactive engagement enhances your brand's competitive edge by keeping you top of mind and creating a quick and clear path to purchase for your audience.

This type of marketing engagement, however, isn't easy. It requires marketers to combine and execute based on a cluster of customer analytics, on-site behavior and product catalog semantics. As a result, proactive email marketing usually takes the form of batch-and-blast sends that contain one-size-fits-all content. This leaves your customers feeling "spammed" and likely to unsubscribe, which eliminates them from your email marketing funnel altogether.

At Bluecore, we don't believe your blast sends have to be this way. We bring the power of personalization to these emails with an approach that makes data easy for marketers to manipulate and execute against on the fly. This empowers you, the marketer, to segment audiences with the flexibility to broadcast widely or specifically. With our platform, each customer receives a curated email that reflects buying and browsing behavior, and subsequently, your program's revenue-per-email (RPE) increases with each send. While performance may vary depending on campaign setup and goals, marketers using Bluecore have seen, on average, a 3x lift on RPE compared to traditional batch-and-blast sends.

In our Spring Lookbook, we'll explore 12 different use cases you can use to upgrade your email marketing program, transforming your broadcast emails through automated data and personalization. **For more information about any of the emails you see here, please reach out to us at lookbook@bluecore.com.**

Enjoy!

CONTENTS

CAMPAIGN TYPE

More Tarte Cosmetics Skin Products You'll Love

STORY

Brand Nurture campaigns are great for retailers that sell more than one brand of products. This campaign allows marketers to target customers who have demonstrated a loyalty to a particular brand and provide customized messages accordingly in order to maintain and foster that brand-customer relationship.

In this example, the customer had previously purchased a Tarte Cosmetics product. Because of that purchase, Dermstore now targets this customer with other Tarte Cosmetics products, such as mascara, lip tint, primer and finishing powder.

Bluecore technology provides Dermstore's marketers with the toolset to do this in one dynamic template and zero back-end feeds.

1 Dynamic copy based on previously purchased brand

2 Button clicks through to branded website page

3 Product recommendations based on brand and category of previous purchases

Personalized Blankets for Your Cuddle-Bug!

STORY

Category Nurture campaigns allow marketers to provide customized recommendations to customers who have purchased products in a certain category. Categories can range from a type of clothing, such as dresses, to clothing for a particular age.

In this example, the customer had previously purchased items in the "baby" category. Based on that behavior, Lolly Wolly Doodle can assume the customer is likely purchase more items for a child at that age. Therefore they offer other product recommendations in that category, such as baby blankets.

1 Content customized to recently browsed products

2 Direct links to product category previously browsed

3 Send time based on catalog changes

Our top-rated styles have got us seeing stars

STORY

Historically if marketers wanted to send a Monthly Top Rated email campaign, they would have to request the data from the merchandising team every 30 days.

With Bluecore, marketers can highlight top rated products — sitewide or category specific — with personalized recommendations for each customer on the fly. This not only saves the marketer time, but it also surfaces the brand's most loved products.

Bluecore has found that even a small amount of personalization, like segmenting your emails by gender, increases engagement and RPE.

1 Hero image specific to gender

2 Product recommendations based on top rated in browsed categories

Check out this week's best sellers

STORY

Put your best foot forward with Weekly Top Rated campaigns. These campaigns keep your brand top of mind and highlight your audience's favorite products with personalized recommendations for each customer.

These campaigns are great for marketers looking increase their email volume for a large target audience, while still maintaining personalized messaging for each shopper.

1 Real-time top rated products in category of previously browsed products

2 Product recommendations vary for active and inactive customers

Subject Line
Today's featured recipe: Chicken with Mustard + more

STORY

Turn your content marketing into revenue with Contextual Recommendations. Bluecore can provide recommendations for products related to or highlighted in your site's content, such as blog posts, newsletters, or in Sur La Table's case, recipes.

When a Sur La Table customer views a recipe, Bluecore's Contextual Recommendations email suggests the products that are needed to make that specific dish, as well as additional related recipes.

This is a great personalized campaign for both B2B and B2C marketers looking to tie revenue to their content marketing efforts.

1 Recipe recommendations based on individual users' browsing behavior

2 Recommended products are those necessary to complete the recipe above

3 Additional suggested recipes based on previous browse history

Subject Line

Your favorite Graphics & Design Gigs
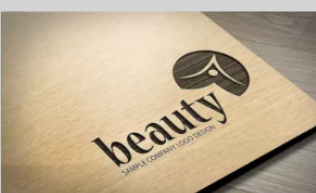
STORY

Many marketers stay top of mind with their customers by providing them with relevant content on a consistent basis. With Bluecore, however, marketers can take that touchpoint a step further by adding a layer of personalized recommendations based on past browse behavior and surface some new items to consider, such as recently added or top trending products. This is a great way to spark re-engagement and foster your brand's relationship with customers.

1 Related gigs in the category of previously browsed items

2 Best sellers in the category of browsed gig

From Girl w/ Love: New Girl Series Honors Spike Jonze

STORY

Sometimes promotions, coupons, gift cards and other marketing initiatives can fall flat without the right product recommendations to inspire action. With Bluecore, marketers can enhance these one-time promotions with personalized or handpicked suggestions.

1 One-time campaign with unique hero image, linking dynamically to pre-populated search page on website

2 Product recommendations match the brand and category of promotion

3 Promoted catalog features click through to relevant content

Presidents' Day Sale | Spend $75 save $30

STORY

Have a sale coming soon? New merchandise about to drop? Or just want to say hello to your customers and show them some love? With Bluecore, you can deliver your message and drop in some highly engaging, customized product recommendations on the fly! This will spark your customers' interest and encourage action that may not be inspired without personalized recommendations.

1 One-time promotional send

2 Recommendations personalized for customers with recent browse history

We thought you might like this!

STORY

Want to recommend shorts for the customer who just bought the polo? Or some nice wine glasses to go along with that bottle of Pinot? Or, in Discount School Supply's case, a helmet for parents who bought their child a new tricycle for his or her birthday? Bluecore knows what your customers have purchased so we can help you anticipate what they might like to buy next. This campaign delivers relevant recommendations in your customers' inboxes and incremental dollars for your business.

1 Product recommendation based on previously purchased product

2 Recommended products based on similar user purchases

3 Dynamically display rating, price, and price decreases

Suede for spring? It's a style do
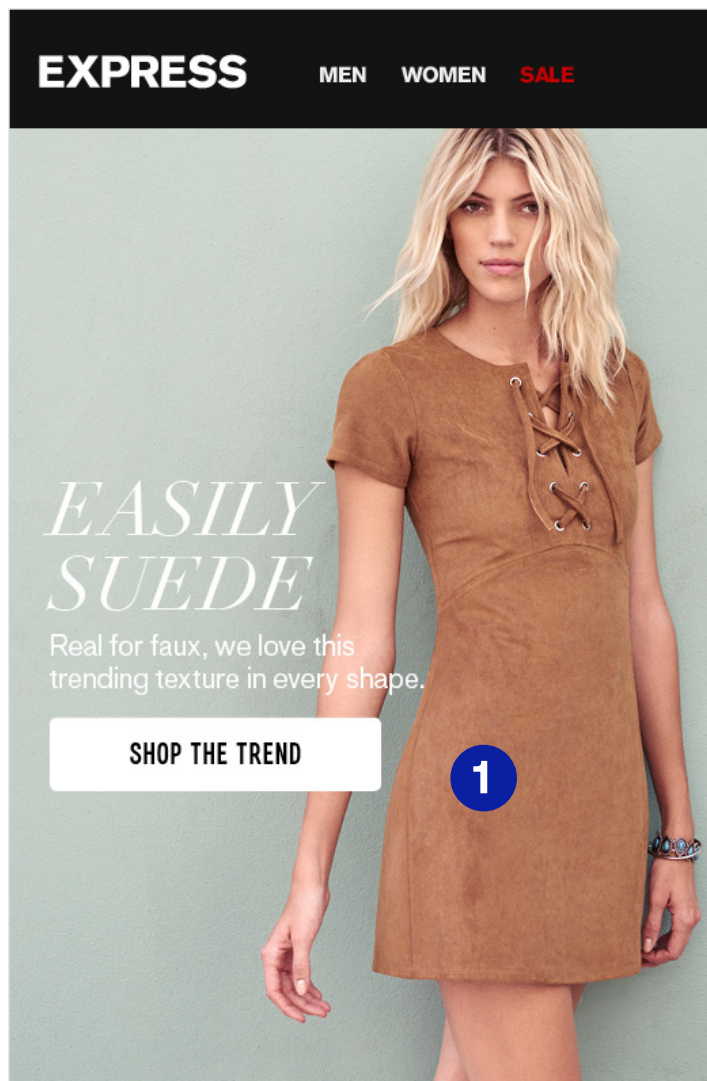
STORY

So hot right now. Let your customers know about your latest, greatest, and trendiest products.

Every month Express features products that fall within a particular fashion trend that may spread across several categories, such as a type of fabric like suede. This is particularly helpful for fashion brands looking to repackage and regroup products in order to make personalized recommendations for customers who want to stay on trend.

1 Content clicks through to highlighted trend shop

2 Recommended products based on trend shop best sellers
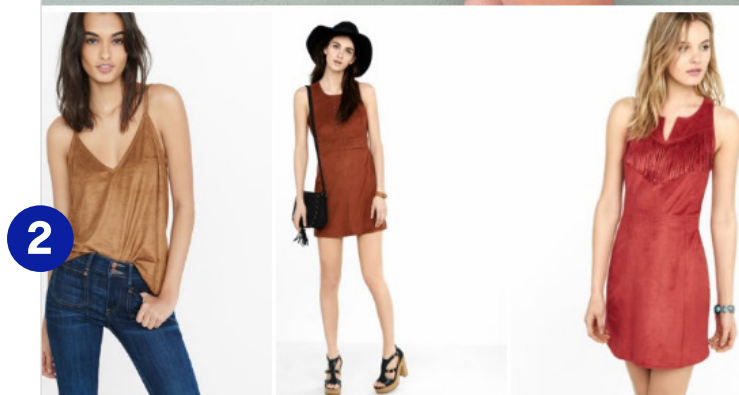
See this week's best selling items

STORY

Recommend best sellers to your customers in categories they've previously browsed or purchased.

This highly targeted messaging not only results in higher engagements, but it also helps move product in categories that are most important to your business, such as seasonal categories, top-performers.

1   Dynamic hero image based on category affinity

2   Best-sellers in the category of browsed product

3   Dynamic content corresponds to category of best-sellers

Don't miss these new best sellers.

STORY

Highlight the best selling products from across your catalog or in a specific product category on a weekly basis. This will spark inspiration for your less engaged customers with products your customers are loving most.

1 Best sellers in the category of browsed products

2 Recommended products in the same category as best sellers

3 New products most recently added to website

WOAH, YOU READ THE WHOLE THING?

That's awesome!

Research shows that people who finish what they start are 10x more attractive 😍 and intelligent 🤓 than their peers.
(Note, "Research" done on the Internet. Mostly very likely that this isn't true. It's a compliment. Take it and move along please.)

If you have questions or feedback, please reach out to lookbook@bluecore.com.

Thank you!

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