

Bluecore Spring LOOKBOOK

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!

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Subject Line

More Tarte Cosmetics Skin Products You'll Love

DERMSTORE

FREE SHIPPING • FREE RETURNS

SHOP NOW

[physician strength](#)
[skin care](#)
[cosmetics](#)
[tools](#)
[new](#)
[SALE](#)

See Anything You Like?

We thought you might enjoy some of these **Tarte Cosmetics** favorites. Grab them now while they're still here!

Tarte Cosmetics
Gifted Amazonian Clay Smart Mascara - Black

SHOP NOW

Tarte Cosmetics
LipSurge Matte Lip Tint - Fiery

SHOP NOW

SELECTED JUST FOR YOU

Tarte Cosmetics
BB Tinted Treatment 12-Hour Primer SPF 30 - Light

SHOP NOW

Tarte Cosmetics
Smooth Operator Amazonian Clay Finishing Powder - Translucent

SHOP NOW

SEARCH

SHARE THIS EMAIL WITH FRIENDS | SHOP BY PHONE: 1-800-213-DERM (3376)

UNSUBSCRIBE | EMAIL PREFERENCES | PRIVACY POLICY | CONTACT US

You received this email at team@gmail.com because you signed up for DermStore emails.
DermStore - 1200 Worldwide Blvd, Hebron, KY 41048

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

Bluecore

SPRING LOOKBOOK

4

Subject Line

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




Subject Line

Our top-rated styles have got us seeing stars

1



2

		
★★★★★	★★★★★	★★★★★
SLIM SMALL CHECK DRESS SHIRT ▶	BLACK WOOL BLEND INNOVATOR SUIT JACKET ▶	10 INCH BELTED FLAT FRONT COTTON SHORTS ▶

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

Subject Line

Check out this week's best sellers

PetCareRx
Happier, Healthier Pets

DOG | CAT | FLEA & TICK | PHARMACY

Check out these bestsellers!
See what we have to offer...

KEEP SHOPPING ➔

 \$0.35 Allopurinol	 \$1.75 Methylprednisolone (4 mg Tablets)	 \$31.99 Epakitin
 \$1.37 Fludrocortisone Acetate	 \$8.19 8-in-1 D.D.S. Dental Products	 \$9.49 Petrodex Breath Spray
 \$4.89 Triple Pet Finger Bush	 \$6.59 Triple Pet Toothpaste 2.5Oz	 \$72.79 Petmate Pet Steps

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


SHOP | COOKING CLASSES | STORES




NEW *for your* RECIPE BOX



Chicken with Mustard

[Get the recipe »](#)



GET THESE TO MAKE THE RECIPE

GreenPan Diamond Clad Ceramic Nonstick Sauté Pan

Sur La Table Burnished Bamboo Stir-Fry Spatula

Sur La Table Silicone-Tipped Stainless Steel Locking Tongs, 9"

Wok-Fried Chicken and Vegetables with Ginger and Lemongrass

Cioppino

BROWSE *more* RECIPES »

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

fiverr®

Hi there,
Here's a few Gigs recommended for you.

1

RELATED TO GIGS YOU'VE VIEWED



Redraw and vectorize
your graphic

★★★★★

Order Now

\$5+



Make your graphic
design

★★★★★

Order Now

\$5+

2

OTHER GIGS YOU MIGHT LIKE



Make personalized
paper bag mockup ...

★★★★★

Order Now

\$5+



Create a professional
poster or ...

★★★★★

Order Now

\$5+

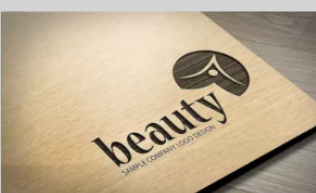


Make a 3d cover of
your book

★★★★★

Order Now

\$5+



Create excellent and
professional ...

★★★★★

Order Now

\$5+

CHECK OUT THESE TOP CATEGORIES



Video
& Animation



Advertising



Music
& Audio



Online
Marketing

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


Subject Line

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






Legend. Icon. Spike.



Photos by Spike Jonze.


SHOP NOW

93' TIL FOREVER. SHOP ALL GIRL!




GIRL
CARROLL CANDY FLIP - 8.0"
\$51.95

SHOP GIRL BOARDS ↑



GIRL
SUNSET STANDARD T-SHIRT
\$21.95


SHOP GIRL TEES ↑



GIRL
RH SKULL OF FAME - 8.375"
\$46.76 ~~\$51.95~~

SHOP GIRL SALE ↑

FROM THE CCS CATALOG



GRIP TAPE ART W/ BEN RAYBOURN

← PEEP THE TECHNIQUE

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

Subject Line

Presidents' Day Sale | Spend \$75 save \$30

TOMMY HILFIGER OUTLET

WOMEN MEN GIRLS BOYS CLEARANCE

STUDENTS, TEACHERS & MILITARY MEMBERS ENJOY AN EXTRA 15% OFF

SHOP ON MOBILE AND PURCHASE WITH EASE. CHECKOUT WITH PAYPAL. LEARN MORE

1

PLUS FREE GROUND SHIPPING

PRESIDENTS' DAY SALE

TAKE **\$30 OFF** EVERY \$75

SHOP WOMEN SHOP MEN
SHOP GIRLS SHOP BOYS

Discount applied in cart

RECOMMENDATIONS JUST FOR YOU:

2

TOMMY YACHT JACKET ~~\$429.99~~ **\$112.99 SALE**

MULTI CHECK DRESS SHIRT ~~\$64.60~~ **\$44.98 SALE**

LONG SLEEVE HILFIGER TEE ~~\$39.99~~ **\$35.00 SALE**

f t t d

MY ACCOUNT | UPDATE YOUR PREFERENCES

CUSTOMER SERVICE STORE LOCATOR

PRIVACY POLICY

*Take \$30 off every \$75 valid until 2/16/16 11:59 PM ET. Discount applied in cart. Max. discount \$120. Excludes final sale. Applies to outlet items only. Essentials starting at \$20 valid until 2/16/16 11:59 PM ET. Price as marked. Select styles only. Free ground shipping on all orders valid until 2/16/16 11:59 PM ET. Discount applied in cart. Promotional coupon codes are not stackable. Not valid on previously purchased merchandise. Student, teacher and military discount valid in addition to all other site promotions with approved forms of proper documentation. Web only. Not valid in Tommy Hilfiger Department Stores, Company Stores or Specialty Stores. Free in-store returns in the U.S. and Canada. Not applicable to previous purchases. Free shipping will be reflected in the total before your order is submitted. For US orders, returns must be made within 30 days of your shipment confirmation email. For Canadian orders, returns must be made within 40 days of your shipment confirmation email. All final sale items may not be exchanged or returned. To process your return, items must be unworn and tags must be attached. Footwear must be in its original condition and must include the original shoe box, without postal labels. Please note: By using the pre-paid return label, \$6 will be deducted from your refund. Items ending in \$0.97 are considered final sale and are not eligible for a return or refund. At this time we are not able to process any exchanges through our Tommy.com store. It will be necessary for us to process your exchange as a refund and you will need to place a new order. You may also return your products purchased at Tommy.com to any Tommy Retail or Company store. To expedite the return, please bring the packing slip to the store. We will happily issue a refund for all merchandise in its original, unused condition within 30 days of your shipment confirmation email date for US orders and within 40 days of your shipment confirmation for Canadian orders.
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The sender of this email is Tommy Hilfiger U.S.A., Inc. Tommy Hilfiger Company Stores, and can be reached by mailing 601 W. 26th Street, 6th Floor, New York, NY 10001-1101 or calling 1-800-TOMMY-4-U.
To stop receiving emails from Tommy.com [click here](#)

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

Subject Line

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.

DISCOUNT SCHOOL SUPPLY
Since 1985
1-800-627-2829

FREE SHIPPING*
on Stock Orders Over \$99

110% Low Price Guarantee
Widest Selection
Fast Delivery

All Categories | Arts & Crafts | Infant & Toddler | Active | Dramatic Play | Math | Science | Language & Literacy | Furniture

We thought you might also like this!

We hope you are enjoying your **tricycle** purchase and have a product suggestion just for you!

1 **Shop Now**

Child Trike Helmet - Red
Item # FLMTR
★★★★★
[Read 5 Reviews](#) [Write a Review](#)

2 **More Popular Products** Customers who searched the same items purchased these products:

Colorations® Simply Washable Tempera ...
Your Price: **\$21.89**
★★★★★

Colorations® Classic Colors Jumbo ...
Your Price: **\$29.99**
★★★★★

Colorations® Construction Paper ...
Your Price: **\$64.99**
★★★★★

Colorations® Classic Colors Best ...
Your Price: **\$39.86**
★★★★★

3

[Request a Catalog](#)

[Don't Miss Our Weekly Money Saving Promotions!](#) [Sign Up Now!](#)

All Categories | Arts & Crafts | Infant & Toddler | Active | Dramatic Play | Math | Science | Language & Literacy | Furniture

Join Us On [f](#) [y](#) [t](#) [g](#) [p](#)

*Shipping is FREE on orders over \$79 worth of stock going to one location within the 48 merchandise contiguous United States. The \$79 minimum product order is required after discounts are applied and it does not include tax or shipping. If your order is under \$79, we'll add 15% of your merchandise total for shipping. The minimum \$5.00. Items that have a truck symbol in the description cannot be used to reach the \$79 level and do not qualify for free shipping. Instead we'll add 15% to the merchandise total of these items for shipping, regardless of your order total. Shipping is automatically calculated upon check out.

**Due to the volatility of energy & fuel costs which are beyond our control, an additional fuel surcharge and handling fee may apply to your order. All orders, including those that are eligible for free shipping, may be subject to the additional fuel surcharge and handling fee.

Prices displayed in this email may vary from the actual prices when you place your order. Ensure that you don't miss important information from Discount School Supply by adding us to your safe sender list. Learn How.

We never sell, rent or trade e-mail addresses. View our [Privacy Policy](#).

This email was sent by: Discount School Supply®
2 Lower Ragsdale Dr., Suite 200 Monterey, CA, 93940, United States.

If you prefer not to receive future emails to childrensplay@sbcglobal.net, or you wish to adjust your preferences, [unsubscribe](#), call (800) 627-2829, or address a letter to:

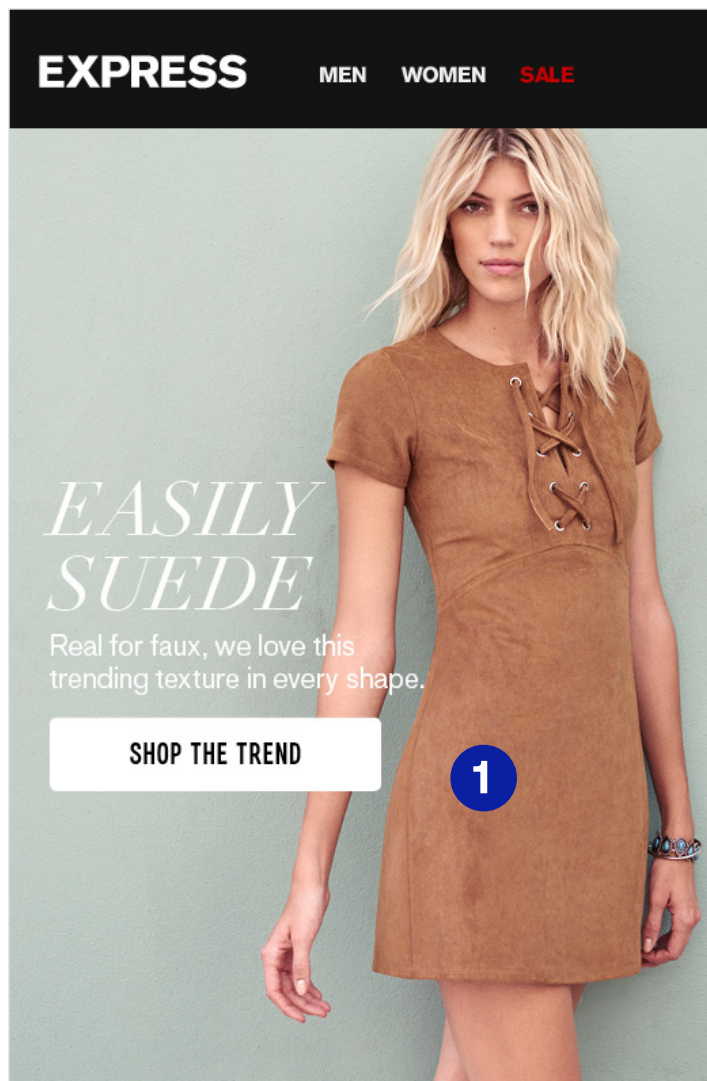
2 Lower Ragsdale Dr., Suite 200 Monterey, CA, 93940

DISCOUNT SCHOOL SUPPLY
30 YEARS

- 1 Product recommendation based on previously purchased product
- 2 Recommended products based on similar user purchases
- 3 Dynamically display rating, price, and price decreases

Subject Line

Suede for spring? It's a style do

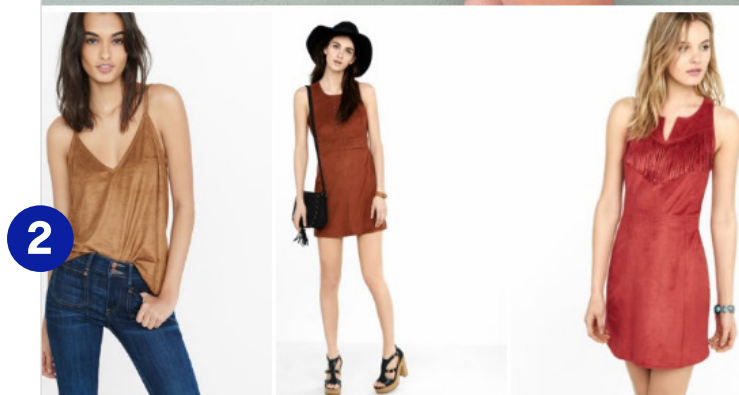


STORY

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



Subject Line

See this week's best selling items

1

BAKERS & CASSEROLES

LEMON BAKER »

BAKERS & CASSEROLES PICKED JUST FOR YOU

SHOP NOW»

2

Revol Belle Cuisine Covered Cocottes

Revol Belle Cuisine Covered Pot

Lodge Cast Iron Mini Round Server, 14 oz.

Lodge Cast Iron Mini Rectangular Server, 10 oz.

Revol® Revolution Blue Round Casseroles

Revol® Revolution White Round Casseroles

3

Just In

OVER 750

NEW ITEMS

for

SPRING

STAUB WHITE

GIFT REGISTRY»

COOKING CLASSES»

GIFT CARDS»

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


Subject Line

Don't miss these new best sellers.

toolbarn Home Shop Categories Shop Brands Login

THE BIGGEST SELLERS OF THE WEEK


Check out what other customers are buying!




BEST SELLERS
FROM OUR TOP BRANDS

START SHOPPING

1




13 Amp Electric Leaf Mulcher
\$139.99




12 Amp Blower & Leave Catcher
with Collection System
\$68.85

2


YOU MIGHT BE INTERESTED IN...



Honda
4 Stroke Mini-Tiller (49 State
Legal)
\$349.00




Honda
35cc Trimmer
\$359.00




Tanaka
30.8CC Commercial Grade
Brush Cutter
30.8CC
Commercial Grade Brush
Cutter
\$267.91

3


JUST ADDED TO TOOLBARN



1/4 thru 3/4" Step Drill
\$42.74



1/4" Aluminum Oxide
Grinding Stone
\$2.90



1/2" Dr. 16 Pc. SAE
Impact Socket Set
\$333.75

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!

