



Bloomreach Engagement

Welcome to real personalization — finally. Deliver commerce experiences so tailored and so consistent across all digital touchpoints, they feel like magic

Our real-time Customer Data Platform (CDP) combined with intelligent marketing automation provides the synergy required to guide your customers through a tailored, cross-channel journey. Engage the right customers at the right moment with highly targeted and personalized campaigns that never fall flat. Let **Bloomreach Engagement** help your brand become a trusted advisor and create consistent, fully automated communications that your customers will love.

Capabilities Built for Commerce

Discover the tools essential for reaching your top customers with the hyper-personalized experiences needed to drive engagement, conversion, and loyalty.



Unified Customer Experiences at Scale

Automate your marketing but still deliver unique, personalized experiences for each individual customer.



Campaign Builder

Empower anyone from your marketing team to design a customized omnichannel journey with just a few clicks. Use our drag-and-drop journey builders and visual editors to create professional emails, weblayers, and SMS.



Automatic A/B Pre-Testing

Create variants, choose a metric to evaluate against, and let Bloomreach Engagement send the winning variant automatically.

Capabilities Built for Commerce Continued



Enrich your Data with the Help of AI

Compose personalized product recommendations for visitors browsing your pages. Predict customer behavior like purchase probability, email opens, or even optimal email time.



Built-in CDP

Deliver personalized experiences at scale with a CDP that offers a single customer view, identity resolution, cross-channel consent management, advanced security, and a visual audience builder designed to create segmentations based on customer behaviors and intent.



All the Channels

Now there's no such thing as too many channels. Bloomreach covers email, SMS, web/mobile push, in-app messaging, Whatsapp, ad audiences, custom webhooks, or API integrations with other tools in your stack (CRM, call center, POS etc.).



Full Web Optimization Suite

Enjoy visual transformation, website overlays, 1:1 personalization, multivariate testing.



Easily Collect Zero-Party Data

Simply ask your customers about their preferences on the web or through email surveys, attach the information to their profile, and make all communications truly personalized.



Role-Based Security

Get granular. With role-based security you can grant different levels of authorization to your users as you see fit.



Pre-Defined Templates

Save time and utilize one of our ready-made website overlays like countdown, subscription, or survey web overlays.



Evaluate Campaign Impact

Stay on top of your channels/campaign performance with out-of-the-box automated dashboards or create your own custom reporting.

The Promise of Personalization has Arrived

With Bloomreach, 1:1 personalization is more than just a far-fetched dream for the future — it's real, it's here, and it's making a huge impact for businesses.



Empower Commerce Teams

Enable anyone to create a customized omnichannel journey with our easy-to-use drag-and-drop journey builder. Add triggers, conditions, A/B tests, and channels until you connect all the touchpoints you need into a unique end-to-end digital adventure that will please your customers and help you achieve your goals.



Deliver Remarkable Web Experiences

Personalize your website so it will appeal to every single customer using our WYSIWYG editor (no developers needed). Approach your customers as they browse your website and provide valuable shopping advice through real-time website overlays. And of course, test everything to understand the impact of the changes until you achieve the desired results.



Never Miss the Moment

Engage your customers using their historical, real-time, and predicted future behavior collected in our unified single customer view. Behavioral targeting will help you automatically trigger personalized experiences that your customers expect at every single step of their journey.



Employ Machine Learning

Use advanced machine learning as a part of your multichannel approach to deliver individually tailored product recommendations at scale, predict customer future behavior, or find the best time to send an email for every individual customer. Our machine learning algorithms will help you create intelligent and highly-targeted campaigns.

Ready to learn more about Bloomreach Engagement?

[Discover more](#)

