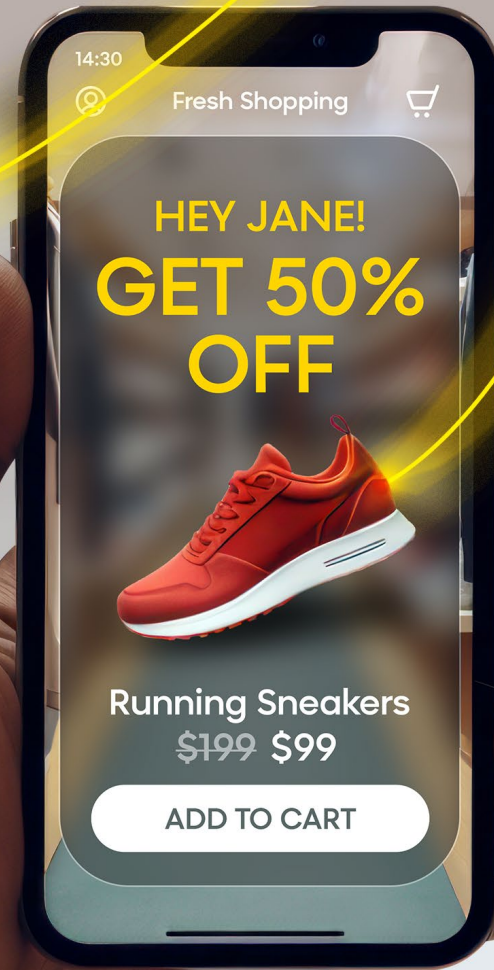


12 Hottest AI Campaigns

FOR 2024



5

Order Return
Prediction

7

In-Session
Prediction

9

Rewards and Loyalty
Automation: Reward
Category Spenders

11

Repurchase
Alerts

13

Contextual
Personalization
For Product
Recommendations

15

Contextual
Personalization
for Profitability

17

Optimal SMS
and Email
Send Time

19

Predictive
Lookalike
Modeling

21

Discount Sensitivity
Segment

23

Upsell and Cross-Sell
Opportunities

25

Personalized
Recommendations

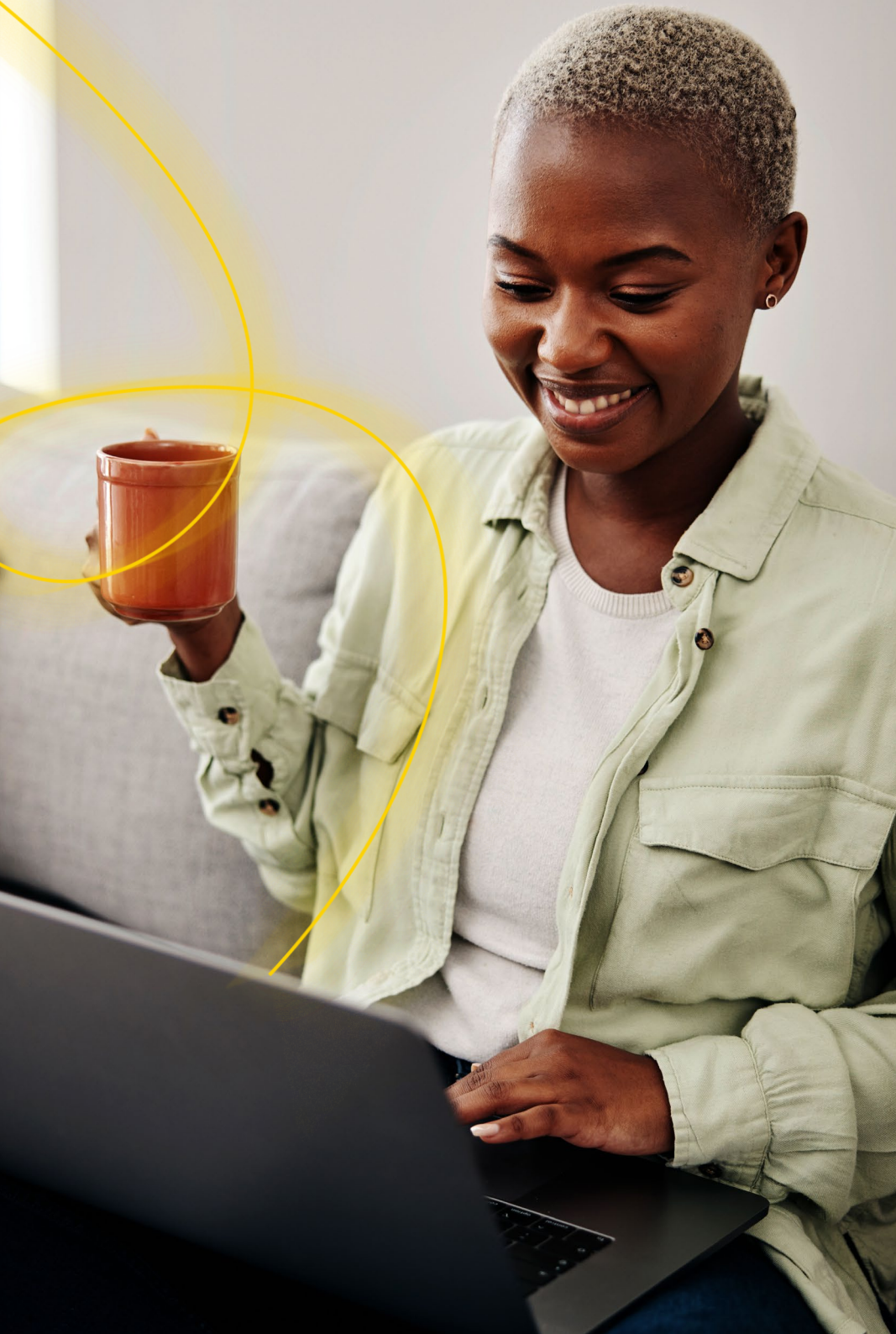
27

Rewards and Loyalty
Automation: Tiered
Email Personalization

Imagine a world where your marketing campaigns are so personalized and effective that your customers can't help but buy from you.

That's the power of AI-powered marketing.





AI-powered campaigns can help businesses like yours better understand customers, deliver more personalized experiences, and boost revenue.

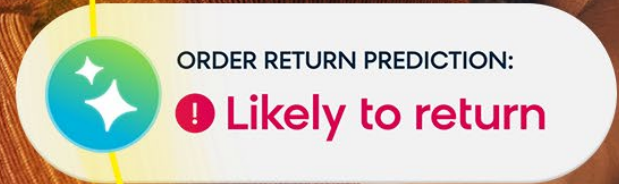
To help you meet ever-changing customer expectations, we've compiled 12 of the hottest AI campaigns for 2024. These campaigns are designed to help businesses like yours achieve a variety of goals, including:


- Reducing order returns
- Increasing customer engagement and loyalty
- Boosting sales and profitability

And with [Bloomreach](#), you get access to [Loomi](#), our powerful AI for commerce that's built into all our products. Find out how Loomi makes it easy to implement these campaigns and drive value. Want to stay ahead of the competition in 2024? Then check out these 12 AI marketing campaigns that every brand should add to their to-do list.

Order Return Prediction

12 HOTTEST AI CAMPAIGNS FOR 2024



ORDER RETURN PREDICTION:
 Likely to return

The notification is a white rounded rectangle with a yellow-to-green gradient background. It features a circular icon on the left containing a green star and a blue warning symbol. A yellow line from the top right of the image loops around the notification.

Order Return Prediction

Prevent customers from “bracketing” (purchasing multiple items and returning most of them) and “wardrobing” (wearing or using an item once and then returning it), which can hurt profitability.

Solution:

With predictive analytics, you can identify customers likely to make a return and segment your audience appropriately. Loomi predicts which customers tend to return items, categorizes those shoppers, and suppresses any marketing efforts to those high-return customers. When that happens, your business can reduce return rates and address return-related challenges.

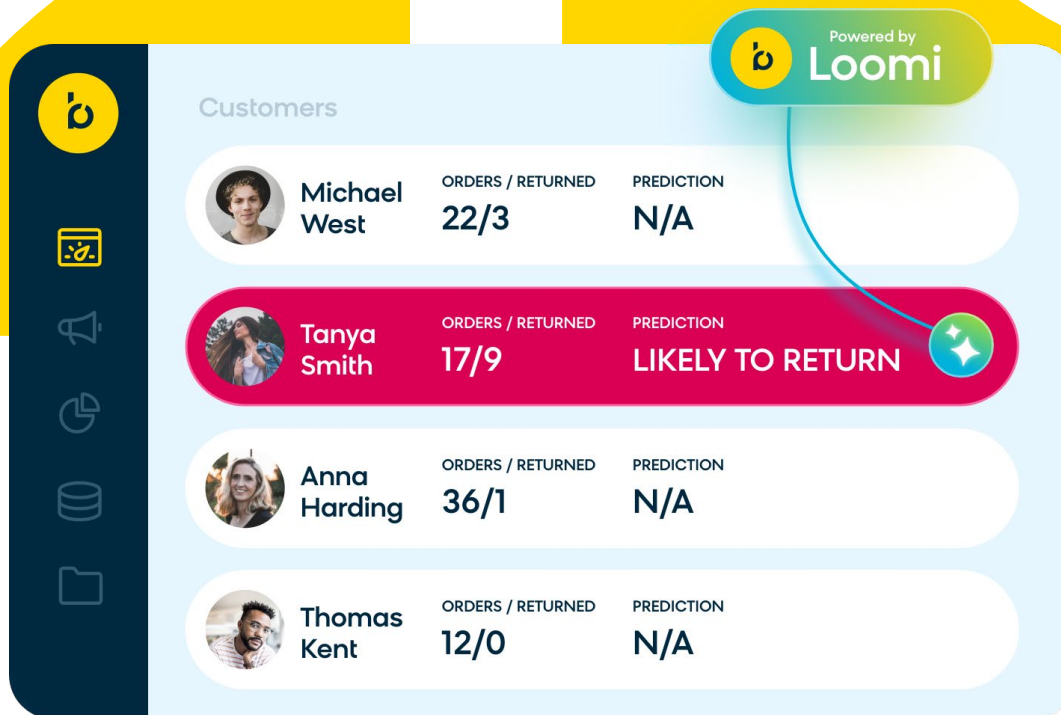
Value:

Predicting and segmenting return behavior will help you reduce the number of actual returns and enhance campaign profitability since you're able to exclude potential returners from ad retargeting, customer retention strategies, and other targeted efforts.

Example:

A fashion brand runs an omnichannel retargeting campaign across social media, email, and paid ads. The brand has segmented its audiences using predictive analytics, which revealed the customers most likely to make a return.

Using this information, the fashion brand excludes these customers from retargeting efforts, therefore ensuring better campaign profitability.



Bloomreach tip:

You can also use Loomi to proactively prevent bracketing by automatically providing size charts, measurement, and fit guidance to assist customers with finding the right sizes.



DON'T MISS OUT!
This armchair is popular
with shoppers right now.

SHOP NOW

In-Session Prediction

In-Session Prediction

Better understand how many of your website visitors are actually ready to buy so you can give them what they need to make a purchase.

Solution:

A real-time predictive system can identify customers who are highly likely to convert while they're on your website. With that information, you can send them targeted messages to boost sales.

Value:

By proactively engaging potential customers when they're ready to buy, you can improve the likelihood of real-time conversions. Plus, customers will appreciate that your personalized sales funnel nudged them to buy at a time when they were ready.

Example:

Imagine a customer showing a high probability of buying a new mattress. With predictive AI algorithms, you can target your shopper with a social proof banner that states: "This mattress is popular with shoppers right now. Don't miss out!" This timely nudge increases the chances of them completing the purchase during their session.

The screenshot displays a software interface for 'In-Session Purchase Prediction' powered by Loomi. At the top, it says 'PREDICTIONS In-Session Purchase Prediction Powered by Loomi'. Below this, a section titled 'Real-Time Visitors' contains eight user cards arranged in two rows of four. The first row includes John, User #294, Tanya, and Nina. The second row includes User #9892, Thomas, Samantha, and User #342. A blue line with starburst icons highlights the 'Nina' card. On the left side, there is a dark blue sidebar with several icons: a yellow 'b' logo, a document icon, a bell icon, a pie chart icon, a funnel icon, and a folder icon.

Bloomreach tip:

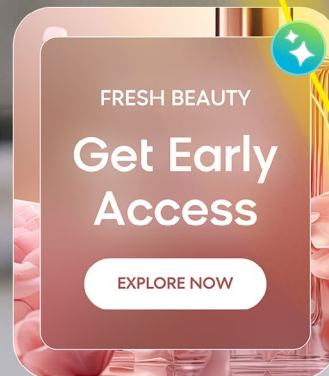
You can use this campaign to test many things. For best results, start with a single goal in mind, like identifying customers most likely to abandon their carts.



REWARDS AND
LOYALTY AUTOMATION:

Reward Category Spenders

12 HOTTEST AI CAMPAIGNS FOR 2024



Rewards and Loyalty Automation: Reward Category Spenders

Customers who make significant purchases deserve to be rewarded. Strengthen customer loyalty and retention with a fully automated rewards and incentives process.

Solution:

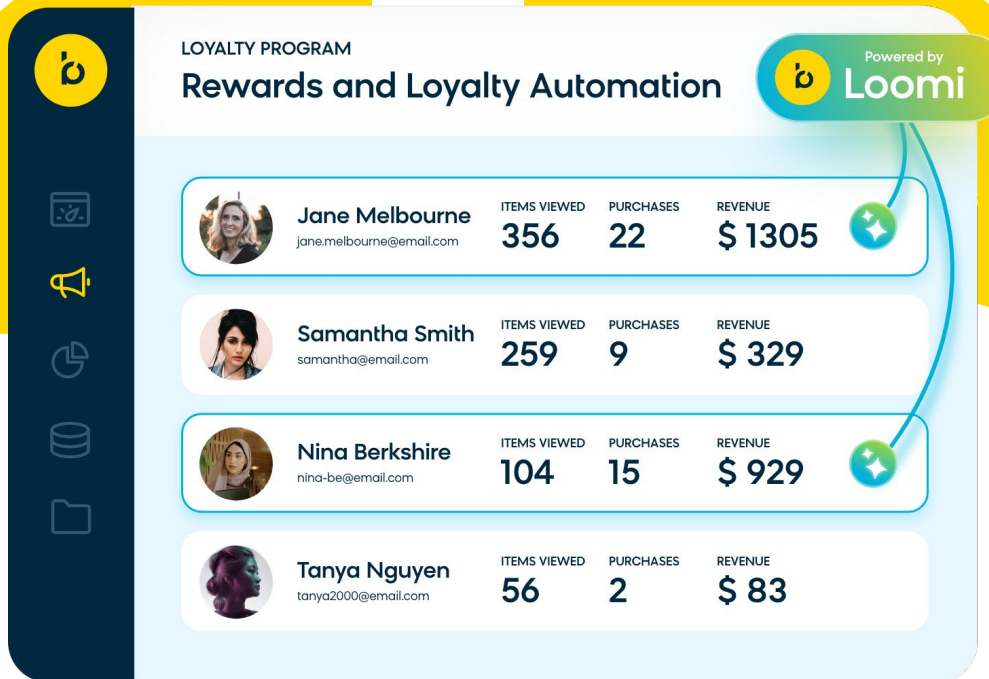
Use AI to identify customers who have surpassed a specific amount of money spent in a particular product category. When those customers interact with your brand, you can automatically trigger personalized offers and incentives to enhance their shopping experience and encourage greater sales.

Value:

Boost customer satisfaction and loyalty by acknowledging and rewarding high-value customers. This automated approach improves customer retention, drives higher spending, and strengthens brand connection.

Example:

Customers who often buy premium skincare products can automatically unlock special perks when shopping, like an early-access preview to an upcoming skincare drop or other incentives. This tactic acknowledges customers' loyalty, makes them feel appreciated, and promotes further spending in the skincare category.



Bloomreach tip:

[70% of Americans](#) surveyed in 2022 said that reward programs are a major factor in their brand loyalty. Automatically rewarding category spenders makes it even easier to keep customers passionate about your brand.

F FRESH CUT
FRESH@FRESHCUT.NET

14 OCT 2023
9:35 AM

Short on razors?
No problem.



Hey, John! you may need new razors soon.



Repurchase Alerts

Repurchase Alerts

When it's time to reorder essential products, make it simple for customers to place those orders with frequency-based repurchase alerts.

Solution:

Repurchase alerts are easy to implement for an AI like Loomi. Loomi keeps track of how often your customer buys essential items like household cleaners and personal hygiene products, then sends a timely reminder or tailored product recommendations when it's time to buy again.

Value:

If you've ever realized that you were out of shampoo while in the shower, you'll appreciate the value that a well-timed repurchase alert provides. Customers are satisfied when you help them stay stocked up on their essential items and will turn to you for a convenient and reliable shopping experience.







Example:

A brand specializing in shaving tools and accessories uses Loomi for repurchase alerts. Using relevant customer data, Loomi determines how frequently shoppers need new razors or shaving cream. When it's time for a customer to repurchase a product, the shaving care company sends an email reminder that includes a link to the item they previously purchased. The email also suggests a few other products that the customer might be interested in with a discount code, with the goal of encouraging an additional purchase or an upsell.

SCENARIOS

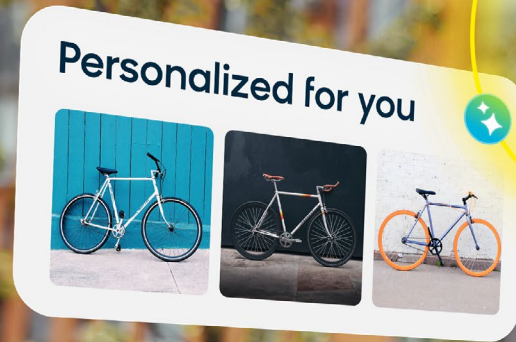
Repurchase Alerts

Powered by Loomi

| | | |
|---|---------------------------------------|---|
|  John Smith johnsmith@email.com | LAST PURCHASE? > 30 days |  |
|  Thomas Frank thomasfrank@email.com | LAST PURCHASE? < 14 days | |
|  Michael West m.west@email.com | LAST PURCHASE? > 90 days |  |
|  Frank D'Angelo frankiangelo@email.com | LAST PURCHASE? < 10 days | |

Bloomreach tip:

Before you send a repurchase alert, consider how you'll convince your shopper to take action. Consider adding a sense of urgency ("Your favorite product is selling fast!") and clear CTAs ("Click this button to reorder") to encourage your shopper to reorder the item ASAP.



Contextual Personalization For Product Recommendations

Contextual Personalization For Product Recommendations

Elevate the user experience and increase engagement by delivering highly relevant product recommendations to website visitors based on their unique profiles and interactions.

Solution:

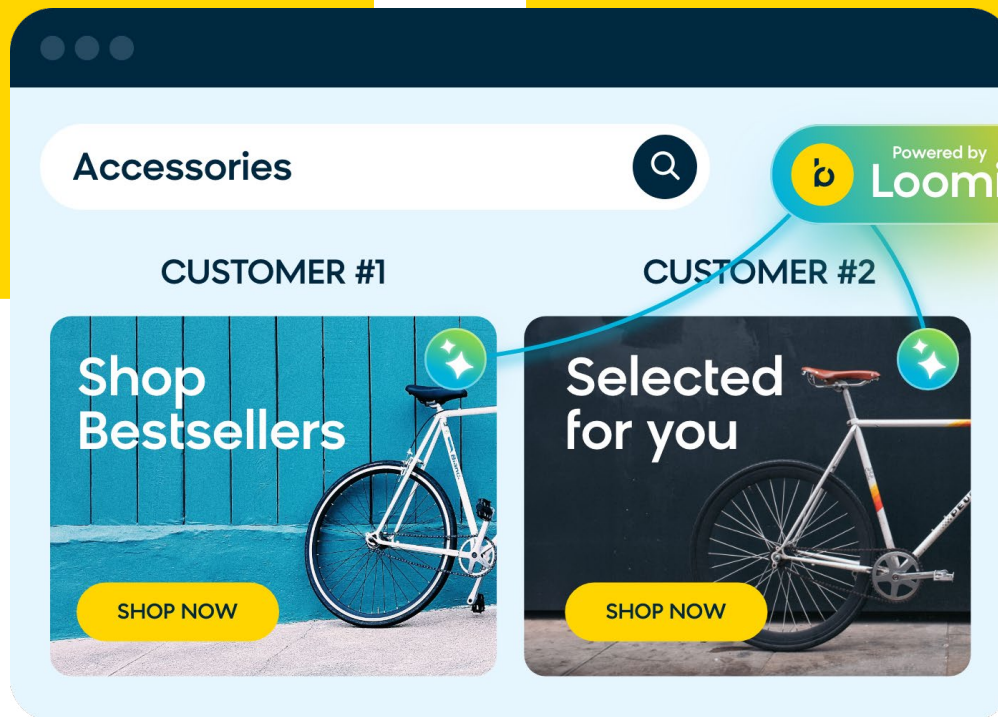
Artificial intelligence can suggest personalized recommendations such as "New Arrivals" or "Most-Loved Styles" based on each website visitor's history and preferences. This ensures that first-time visitors, loyal customers, and other shoppers with varying levels of brand interaction receive product suggestions that fit their needs.

Value:

Contextual personalization elevates your customer experience. When you deliver product recommendations that align with your customer's interests and preferences, you improve the shopping experience, deepen brand loyalty, and drive higher conversion rates.

Example:

Your mountain biking business caters to all sorts of visitors: new shoppers, regular customers, and visitors who fall somewhere in between. With Loomi, your marketing team can set it so that each customer will see a different recommendation module based on their status. So, new shoppers would see the top-selling bikes and accessories, while regular customers will get a "Personalized for you" section based on their past purchases.



Bloomreach tip:

This capability is ideal for getting a complete picture of how well you understand your customers. Pay attention to your results and make changes as needed to produce the best possible results.

Contextual Personalization for Profitability

12 HOTTEST AI CAMPAIGNS FOR 2024

Get Free Weekend!

GET NOW

Fresh Ride 

Get 20% Discount

GET NOW

Fresh Ride

Contextual Personalization for Profitability

Keep loyal customers engaged with special offers, but not at the expense of profitability.

Solution:

Loomi offers AI-powered automation to determine the best offer for each customer, taking into account their preferences and profitability potential. With this feature, customers are given offers according to their proximity to a store, lifetime value, and profit margin impact.

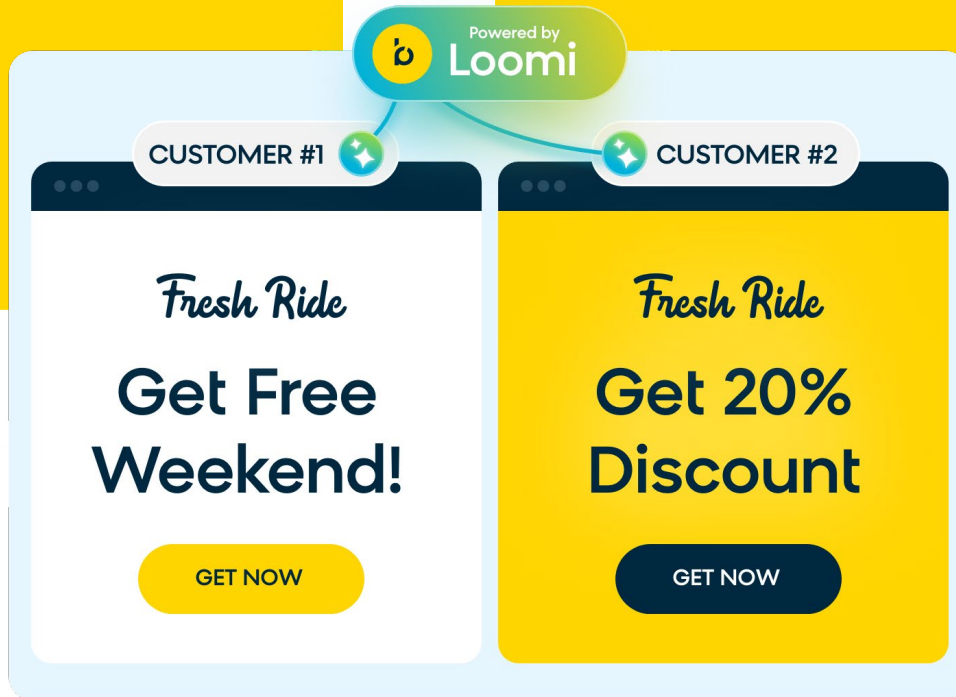
Value:

Offering customer-tailored promotions and taking profit into account not only drives sales but also ensures your business' sustainability and growth. With this approach, businesses achieve long-term success by cultivating loyalty and maximizing the lifetime value of each customer.

Example:

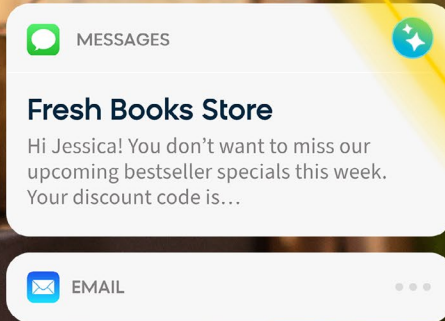
You work for a car rental company and decide to run two offers at the same time: a 20% discount on rentals and a free weekend upgrade. The weekend upgrade results in higher margins for the business. To determine the best offer for each customer segment, Loomi uses predefined parameters to automatically select the most effective variant while keeping profits in mind.

For instance, a cost-conscious customer who doesn't rent cars often might receive the 20% discount offer, while a high-value customer who rents cars frequently could get the free weekend upgrade.



Bloomreach tip:

Looking for more info about contextual personalization? [Head over to our blog](#) to read more.



Optimal SMS and Email Send Time

Optimal SMS and Email Send Time

Know when to send texts and email messages so that customers will engage, which in turn helps you maximize ROI.

Solution:

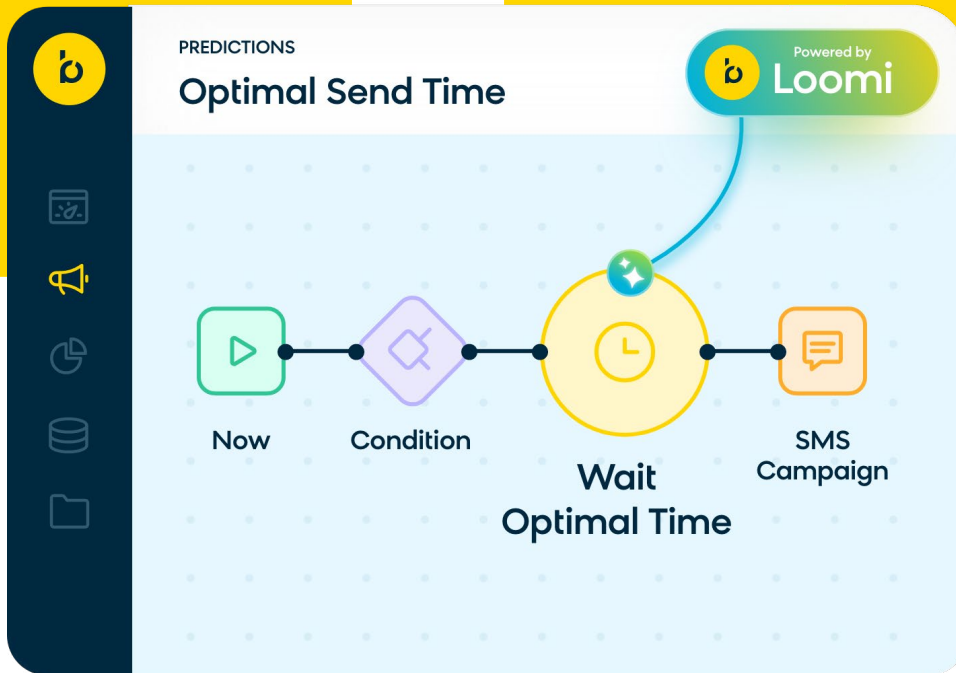
You no longer have to guess when to send emails and SMS messages. Rely on Loomi to determine the best time to send SMS messages and emails to each customer. For SMS, this is based on how often your customer has clicked on previous text messages. For email, it's based on how often your customer opened and clicked on previous emails. Email content is further personalized by suggesting products frequently bought together, enhancing the relevance of the message.

Value:

Sending messages at the optimal time and personalizing email content based on past purchases can increase engagement, conversions, and ROI.

Example:

Your online bookstore wants to boost engagement and book sales. One of your customers, Tina, shops with you often. She receives both an email and a text message from your business. The email is scheduled for the late evening, which is when Tina usually engages with emails, and suggests several novels that are often purchased together. Then, the SMS is sent at Tina's preferred time. The SMS includes a discount code and mentions the recommended books suggested in your email. Tina reads your SMS and opens the email. She uses the discount code on your website to purchase more books.



Bloomreach tip:

[93% of US shoppers](#) are subscribed to or interested in receiving texts from brands. [31%](#) say that they engage with a brand's emails at least twice per week. In a sea of new-school digital marketing methods, make sure texts and emails are included as part of your strategies.



PREDICTIVE LOOKALIKE MODELING

Potential customer



Predictive Lookalike Modeling

12 HOTTEST AI CAMPAIGNS FOR 2024



Predictive Lookalike Modeling

Discover new customers who are likely to buy your products, so you can spend less money on advertising and reduce your customer acquisition costs (CAC).

Solution:

Loomi targets high-value customers with strong purchase intent by analyzing their characteristics and behaviors and sending these signals to ad platforms like Facebook, Snapchat, or TikTok. These platforms then use this data to create lookalike audiences, which are groups of people who closely resemble your existing high-value customers.

Value:

Spend less time finding your ideal customers and more time selling to them. By efficiently identifying and targeting potential customers who are more likely to convert, you can significantly reduce CAC and improve the overall ROI of your advertising campaigns.

Example:

A handbag retailer uses predictive lookalike modeling to identify potential customers who are similar to their high-value shoppers. They share this information with advertising platforms like Facebook and TikTok, which then create lookalike audiences and show them targeted ads for the latest clothing collections. This smart targeting helps retailers save money on advertising and reach more customers who are likely to buy.



Bloomreach tip:

Social media is a highly effective way for customers to find new brands, especially for Gen Z, who discover new products there most often. Lookalike modeling places you right in front of searching social users.

**FLASH
SALE!**



SHOP NOW



Discount Sensitivity Segment

Discount Sensitivity Segment

Understand your audience's discount sensitivity, or how responsive consumers are to discounts and promotional offers, to help you make better business decisions.

Solution:

Optimize pricing and promotional strategies by categorizing customers into "high" and "low" discount sensitivity segments based on past purchase behavior. Loomi makes it easy to use this intel to tailor pricing and discount offers more effectively, optimizing profit margins in the process.

Value:

By understanding which customers are highly sensitive to discounts and which are not, you can make data-driven decisions on pricing, promotions, and sales strategies. With this knowledge in hand, you can maximize profitability while effortlessly catering to the preferences of different customer segments.

Example:

A sports equipment company uses discount sensitivity segments to target "high" and "low" discount-sensitive customers based on their purchase behavior. For the "high" sensitivity campaign, the company offers a flash sale or short-term discount code that must be redeemed within 48 hours. "Low" sensitivity customers receive an email focusing on the features and specifications of a newly launched golf club, emphasizing its craftsmanship and top-tier customer reviews.



Bloomreach tip:

Not every customer is ready for a discount code. "Low" sensitivity customers aren't far enough in the buyer journey to spring for a flash sale. Instead, they're looking for more information about product quality and the lasting benefits of the purchase.

Recommended for
your **Fitness Tracker**



Upsell and Cross-Sell Opportunities

12 HOTTEST AI CAMPAIGNS FOR 2024



Upsell and Cross-Sell Opportunities

Get customers to buy additional products — such as a more premium product (upsell) or complementary products in other categories (cross-sell) — to boost average order value.

Solution:

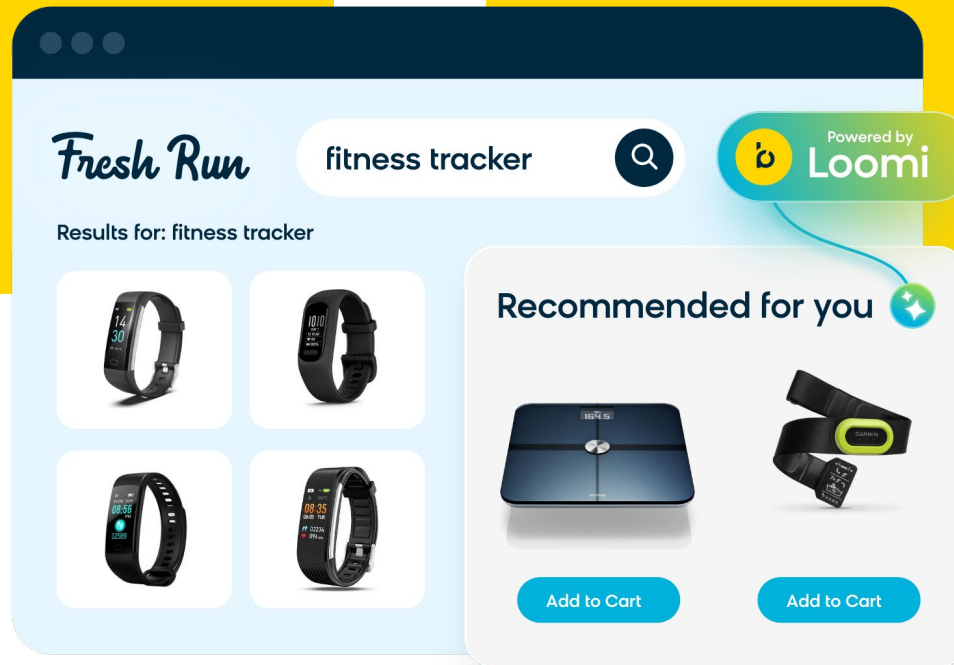
Leverage the power of suggestion with dynamic product recommendations. AI tools can suggest products that customers are likely to buy together, based on what they're currently viewing. These recommendations can be displayed on the product detail page (PDP), checkout page, or in post-purchase emails.

Value:

When you offer complementary products that align with a customer's current purchase, you enhance the shopping experience, boost the AOV, and increase overall sales, resulting in higher revenue.

Example:



If a customer is looking at a fitness tracker on your website, Loomi can recommend other products that go well with it, like a heart rate monitor or scale for more complete health tracking. These recommendations can boost your AOV by encouraging customers to buy more, and they appeal to customers who like personalized shopping (which is everyone).



Bloomreach tip:

Use AI-driven merchandising rules to showcase your high-value or your own brands first. You can also try including adjacent categories on the category page, such as including a module with baby clothes as shoppers browse for maternity clothes.

Fresh Shoes Boots



Fresh Yellow Rain Boots

Hike Ultra One Brown Boots

Personalized Recommendations

Personalized Recommendations

Stand out, enhance user engagement, and increase conversion rates with personalized product recommendations.

Solution:

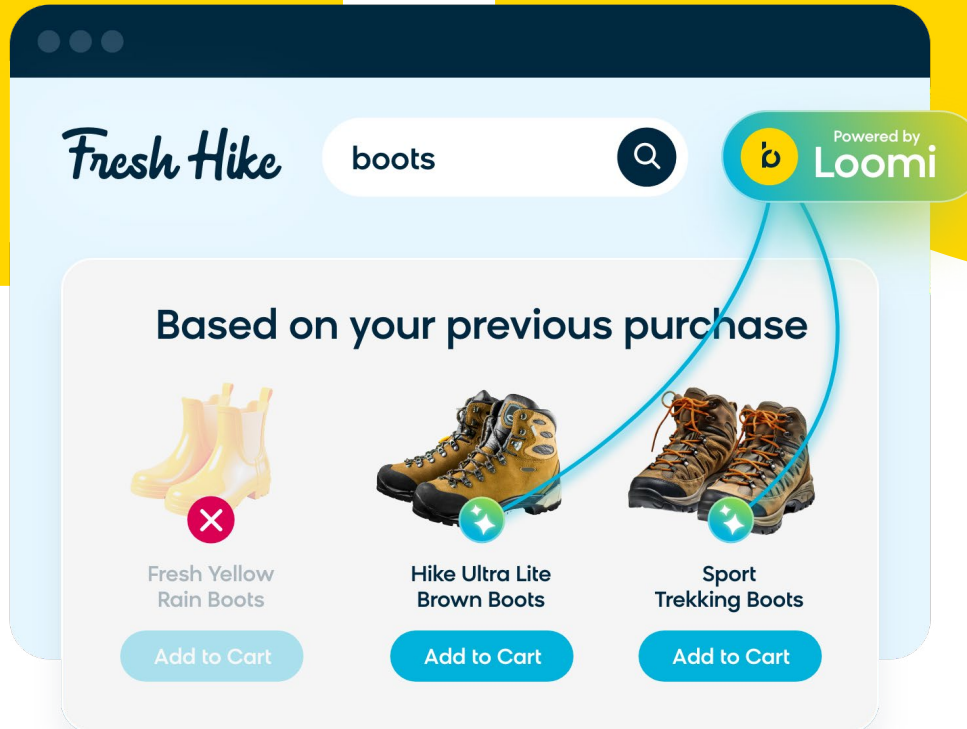
Artificial intelligence excels at turning customer data into real insights that you can put to work. Loomi will use customer data to suggest products that align with their interests and preferences, taking into account the user's current browsing session and past interactions with your platform.

Value:

By delivering personalized product recommendations, you can make shopping more fun and enjoyable for your customers. This makes them more likely to find and buy things they like, leading to higher conversion rates and AOV.

Example:

A customer who has bought hiking gear before is now looking at boots on your outdoor retail website. AI can recognize that they're interested in hiking and show hiking-related results first instead of something like rainboots.



Bloomreach tip:

If you want repeat customers, suggest new products. [56% of online shoppers](#) are more likely to revisit your website if you recommend new products to them.



Rewards and Loyalty Automation

Tiered Email Personalization

Rewards and Loyalty Automation: Tiered Email Personalization

Engage customers and encourage repeat purchases through personalized email communications based on loyalty tier.

Solution:

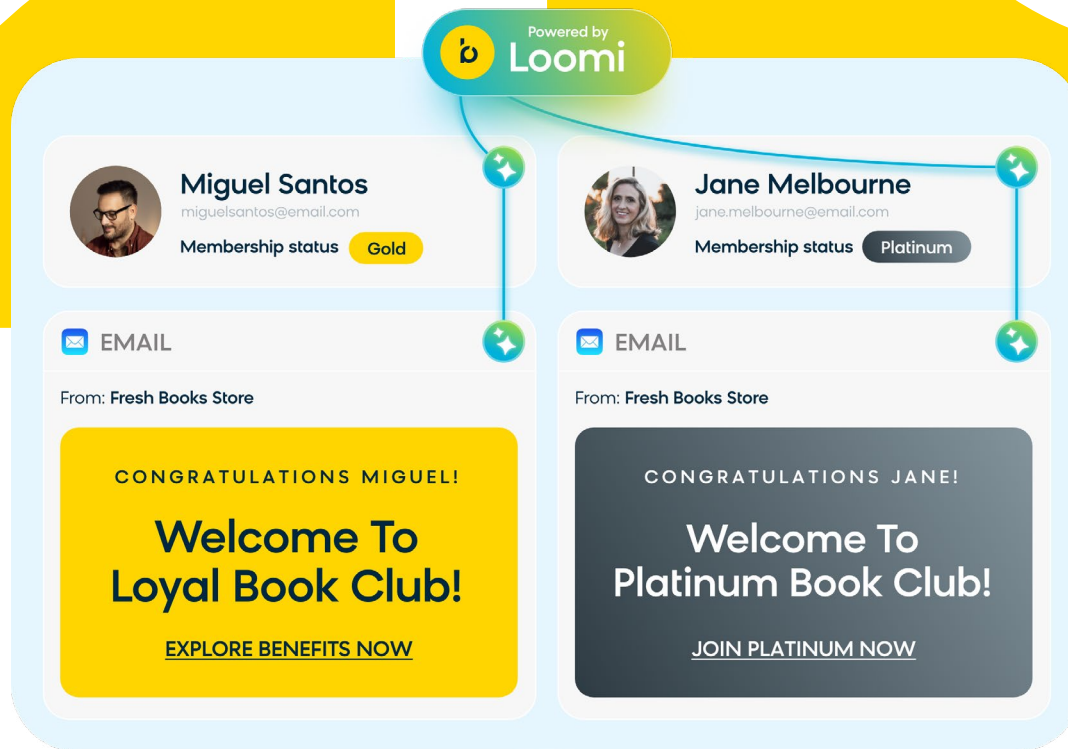
Loomi can quickly categorize customers into different loyalty tiers based on how they interact with your brand. Automatically trigger personalized emails to stay in touch with customers as they move into new loyalty tiers.

Value:

Everyone wants to feel appreciated, and this campaign does just that. By recognizing and rewarding customers for their loyalty, you'll reinforce their connection to your brand and encourage continued business. Over time, you'll reap the rewards of increased revenue and long-term customer value.

Example:

Miguel has made several purchases and reached a new loyalty tier with your company. To acknowledge his achievement and encourage further engagement, set up a triggered campaign that automatically sends a congratulatory email with a special offer tailored to his new status. This personalized email will lift his spirits and incentivize him to check out your website and make a purchase again.



Bloomreach tip:

You won't get it right the first time! Testing different CTAs, buttons, and other content will help you understand what resonates best with each loyalty tier.

