Grow your sales with 100% personalized customer experiences

Targeted digital marketing is a powerful way to engage with customers.

Retailers today face incredibly complex, expensive challenges. One of the biggest? Delivering personalized offers to customers that build loyalty and lead to sales. It's hard when you've got a lot of customers and you capture big piles of data, yet you still want to segment your audiences strategically.

Taking a manual route is not viable anymore. You need the ability to execute programs at scale; and you need a real-time, 360-degree view of customers. Achieving this without the right technology, people and processes in place is nearly impossible.

46% of marketing executives are not where they want to be with personalization.[1]

The ability to engage with customers on their terms is a game-changer in retail.

Machine learning (ML) makes it possible to achieve more with less in retail marketing. With technology doing the heavy-lifting, marketers can focus on the things that matter most: customer acquisition and retention, conversion and expansion.

Using ML, you can now predict things like the likelihood to click, convert or subscribe; lifetime value; propensity to buy; and much more. The science is done automatically, so you can focus on the art of engagement.
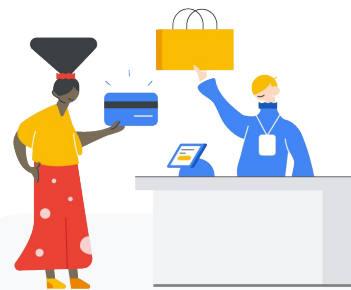
Relevant, useful communications can drive revenue growth of 10 to 30%.[2]

Google Cloud Platform couples with Bluecore's Retail Performance Cloud to help marketers create unified customer experiences across data sets with much less effort. With Google Cloud and Bluecore, you can:

1. Deliver highly personalized customer experiences at scale
2. See real ROI within 45 days
3. Find and activate valuable audiences
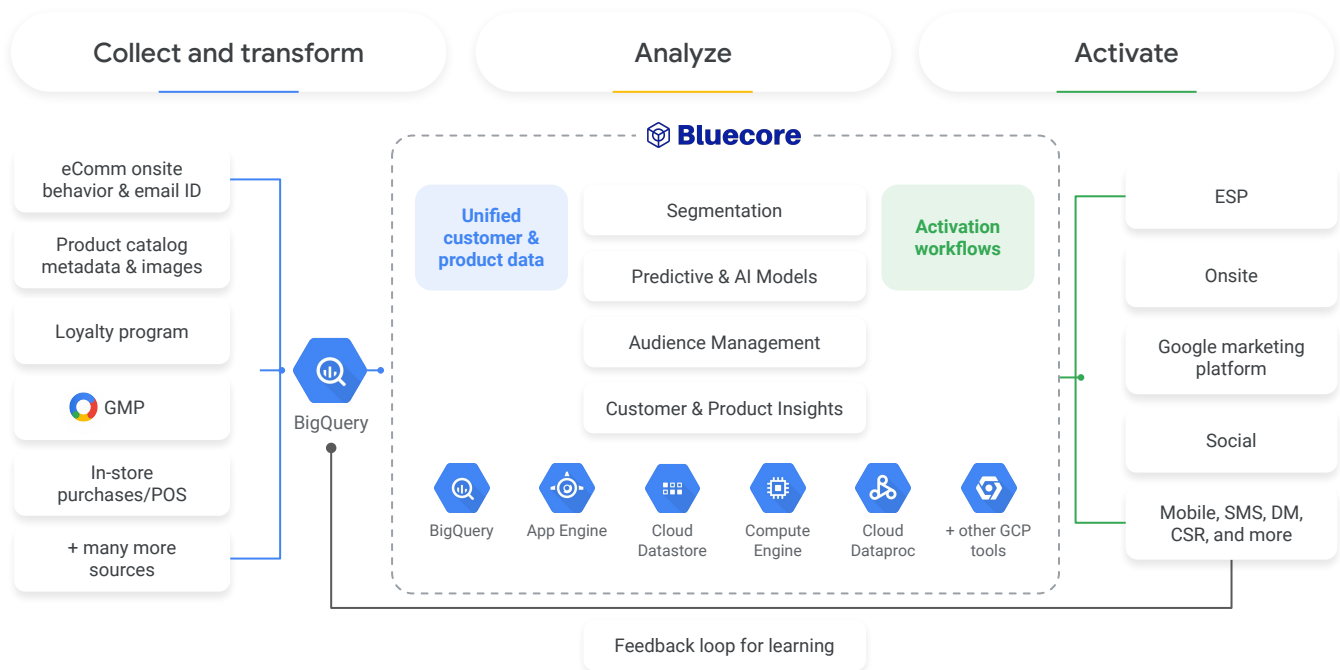4. Remove operational inefficiencies

1 Forbes

2 McKinsey

How does it work?

The power and speed of Google Cloud's BigQuery analytics data warehouse pairs with the simplicity of Bluecore's Retail Performance Cloud to give you unmatched capacity for personalization of digital marketing.

Example reference architecture:

Use your own models with Bluecore + Google Cloud

With Bluecore, it's easy for Data Scientists and Analysts to activate the models they build, reducing the time to value from months to a day.

It's made possible through Structured Decision Nodes, which bridge the gap between the Bluecore UI marketers interact with and the standard interfaces that Data Scientists output their models as.

The extensibility of these decision nodes allow Bluecore to make them accessible to their partners' Data Science teams. These provide an easy way to make the outputs of their models accessible to the marketing or CRM team:

- In an interface that allows for omni-channel activation
- With the possibility of combining the outputs of the models with the data and models that Bluecore collects and builds

→ Visit Bluecore's website to learn more about their powerful solutions and request a demo.
https://www.bluecore.com/contact-us/