

Easily uncover new revenue opportunities with relevant customer experiences

The challenges facing retailers today are incredibly complex, expensive and prevent marketers from achieving the best possible performance. Whether it's pulling multiple data sets together in a way you can take action on, converting new customers, maintaining margins, or everyone's favorite—finding new revenue opportunities, it's time to make technology work for you, not against you.

When retailers combine the power and speed of Google Cloud's BigQuery analytics data warehouse with the simplicity of Bluecore's Retail Performance Cloud, marketers can quickly and easily help solve roadblocks to customer acquisition and retention goals. Now you can finally create unified customer experiences across data sets with much less effort.

How it works

It's very easy to start implementing incredibly efficient, cost effective and 100% personalized campaigns.



Step 1

Copy and paste a JS snippet into your global header or tag management solution.



Step 2

Our integrated team of technical and strategic experts tags your product catalog.



Step 3

Launch campaigns with core, advanced and custom triggers and personalization.



Create highly personalized customer experiences at scale

Google Cloud Platform coupled with Bluecore's user friendly Retail Performance Cloud not only makes high performing personalized content possible, but easy to execute at scale.



See real ROI within 45 days

With your data unified in BigQuery, Bluecore can help you achieve your desired business outcomes. Whether you're focused on retention, expansion, conversion or acquisition, marketers can see real lifts in metrics like customer lifetime value, conversion rates and new product launch revenue.



Find & activate valuable audiences

Audience segmentation can be a long, slow, manual process. Bluecore makes it easy to create new audiences based on behaviors and predictive algorithms that can be used across marketing channels.



Remove operational inefficiencies

Marketers can leverage retail-specific easy-to-implement workflows, triggers and machine learning technology to reduce reliance on other teams and departments.

What it delivers



Better performance that drives revenue

Helps increase performance by always dynamically responding to your customers needs and behaviors to increase purchase rates.

Helps improve margins by managing your offers more efficiently and avoid giving discounts to those that don't need them to purchase.

Helps uncover net new revenue opportunities with advanced segmentation and AI-powered predictive audiences.



Predictive AI/ML models that are flexible and ready to use immediately

Fast implementation that takes 45 days on average with performance lifts and ROI right away.

Fully compatible with custom work built by internal data science teams.

Workflows allow the marketers to leverage these models easily and quickly



Proven playbooks and use cases tailor-made for your unique business needs

Gain proven tactics, playbooks and use cases that are not only retail specific, but also customized to the nuances of your retail category and business goals.



A significant reduction in technology costs

Helps increase operational efficiency by executing more with less effort and reallocate time spent on tedious tasks to more important projects

Helps reduce the cost of your tech stack by streamlining capabilities which helps eliminates the need for dated, inconvenient solutions

Leverage the platform's interoperability with key elements of your existing marketing tech stack for additional benefits such as better intelligence, use cases and more.



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