

loomiAI

The mind behind the best minds in email marketing

The blueprint for top brands to excel at email



EMAIL MARKETING

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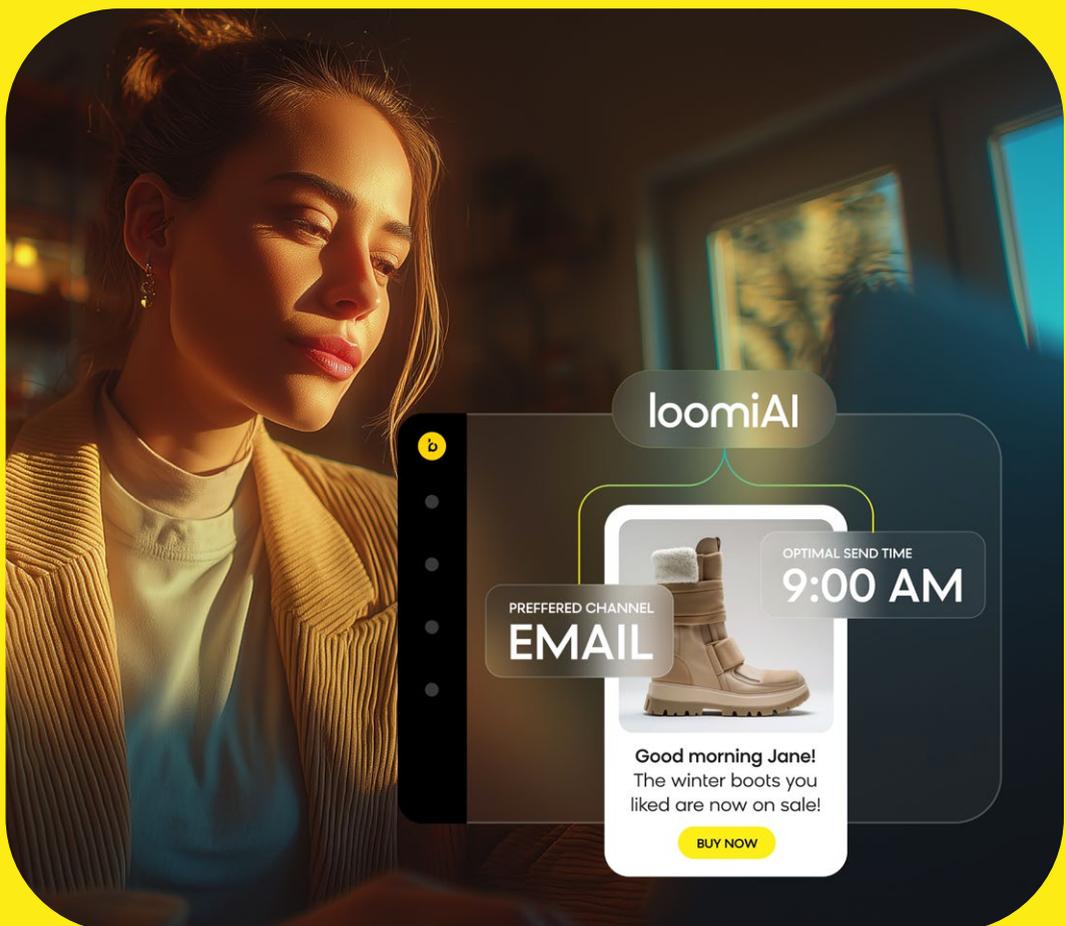


How the Best Brands Are Winning With Email

In 2026, the best brands are making more money from email — by sending less. If you can't harness your customer data and deploy AI to personalize campaigns that actually resonate, you're already behind competitors who can.

This is where Loomi AI comes in. The intelligence layer powering Bloomreach's email, Loomi AI captures customer and product data, adds context and AI decisioning, then deploys it in real time. This is personalization that converts.

"Good enough" email is costing you millions. If you're still building emails like it's 2015, keep reading for the tips and tricks top brands are using to make email marketing their best channel.



Scalable Infrastructure

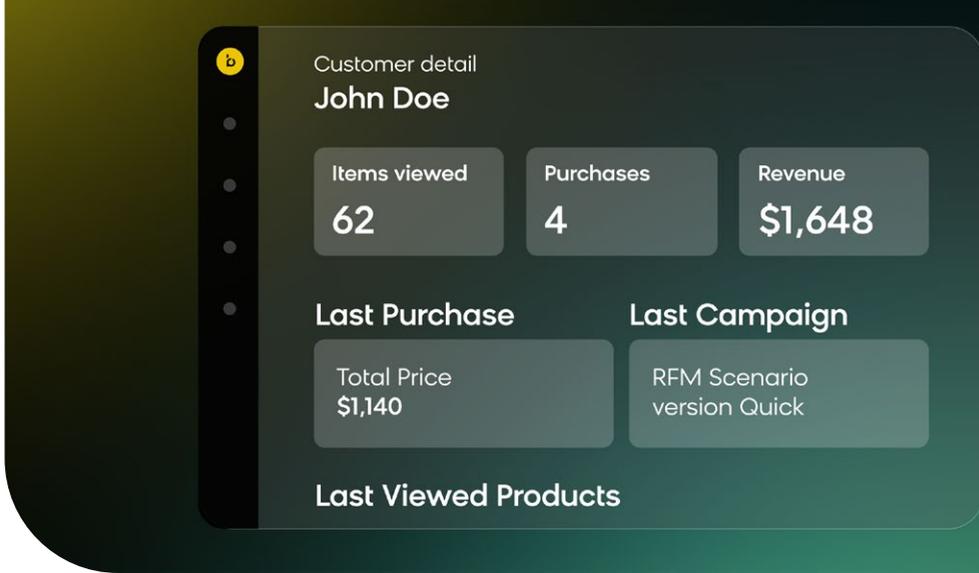
Winning email marketing requires infrastructure that can handle massive scale — millions of emails, complex automations, and real-time data — without breaking under pressure.

During critical moments like Black Friday or product launches, your platform needs to deliver flawlessly to every inbox, no matter how large your audience or how sophisticated your campaigns.

The right platform also streamlines collaboration by putting no-code tools directly in marketers' hands. With drag-and-drop builders and dynamic templates, marketers can create personalized campaigns quickly without constant developer support, while other teams — legal, creative, and ecommerce — provide oversight from one unified system.

True personalization requires seamless integration across your entire tech stack and all marketing channels. Your CRM, loyalty program, inventory system, and ecommerce platform should all fuel your email campaigns, while email works in concert with SMS, push notifications, and social media to create cohesive omnichannel journeys.





Advanced Analytics

Email analytics must go beyond opens and clicks to reveal how email influences the entire customer journey — from engagement and conversion to loyalty and lifetime value. Modern brands need detailed analytics that tie email performance to critical business metrics like revenue, customer lifetime value, and cross-channel behavior.

AI-powered analytics take optimization to the next level by providing unprecedented insight into customer interactions and behavior patterns. Machine learning algorithms can predict optimal send times, identify content preferences, recognize customers at risk of churning, and pinpoint high-value purchase opportunities.

These email analytics also can't exist in isolation — they must connect the dots across all marketing channels to provide a complete view of the customer journey.

Advanced analytics need to gather insights across your entire marketing operation with unified reporting that focuses on customer relationships as a whole, not individual channels.

Reliable Deliverability

In 2026, deliverability is business-critical. When emails land in spam or fail to arrive, it damages customer relationships, campaign performance, and revenue.

Transactional messages like order confirmations and password resets are essential to customer experience, and even a small deliverability drop during major campaigns can cost thousands of conversions. Enterprise brands need platforms that actively manage deliverability through healthy list maintenance, consent management, and automated risk monitoring.

Enterprise operations demand rigorous security and compliance across regulations like GDPR, CCPA, and CAN-SPAM. This requires seamless consent management — from opt-ins and preference centers to unsubscribe workflows — plus enterprise-grade security including data encryption, SOC 2 Type II and ISO 27001 certifications, SSO integration, and role-based access controls.

Strategic deliverability comes from sending engaging, data-driven messages that resonate with audiences. Every email must be purposeful, guided by campaign insights and real-time customer data that determines who receives messages, when, and how frequently. AI-powered platforms unify customer data to tailor email cadence, content, and send times to individual behavior and preferences. This makes every message more relevant and more likely to convert.

Sophisticated Segmentation

Modern brands manage massive, diverse audiences with enormous amounts of customer data — and the right platform turns that data into a competitive advantage. Static lists and basic segmentation aren't enough; you need data-driven segments that reflect customer behaviors, interests, and intent, and that evolve with each interaction.

Every action customers take reveals what they want and what their next journey step should be. The most successful enterprise brands prioritize customer loyalty as their most profitable long-term growth tactic, and advanced segmentation keeps retention at the forefront. With the right platform, you can create loyalty-focused segments — VIP buyers, win-back groups, seasonal shoppers, or at-risk customers — and design tailored retention journeys for each.

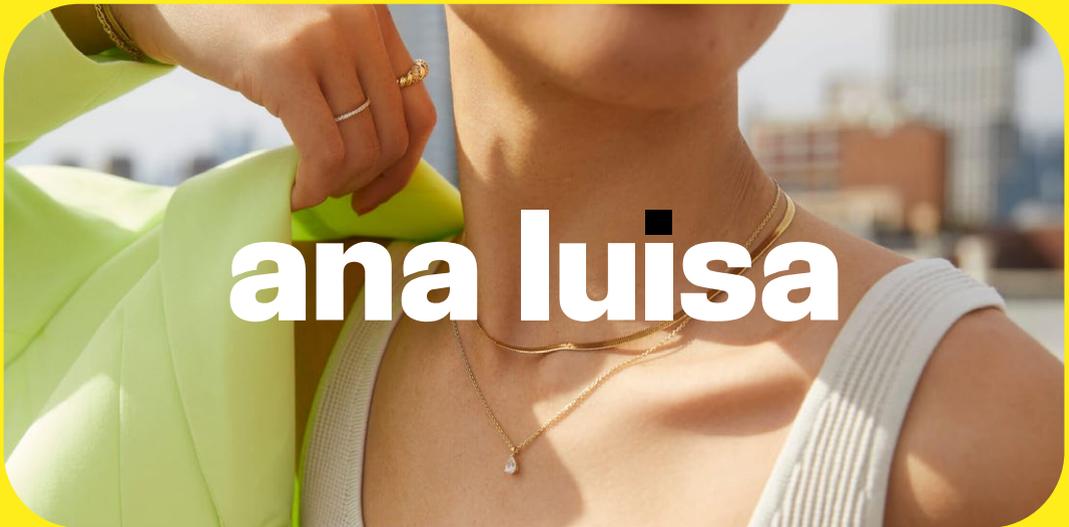
The more specific your segmentation, the more efficient your campaigns become, sending timely, relevant emails that reflect individual journeys instead of flooding inboxes with generic promotions. Effective segmentation must be dynamic, but updating audiences shouldn't burden your marketing team. AI-powered platforms build segments that continuously update based on real-time customer activity, keeping every audience fresh and responsive to evolving needs. If a longtime customer stops visiting your site, AI can analyze their behavior, identify churn risk, and automatically move them into a reengagement segment to prevent lost business.



The Brands Setting the Standard

How forward-thinking brands are winning the inbox

Ana Luisa Sees 2x Increase in Share of Member Credit Redemptions



Ana Luisa, a New York City-based jewelry brand, launched AL Luxe, a monthly subscription program where members pay a monthly fee that turns into spendable store credit, while enjoying perks like members-only sales, exclusive discounts, and priority customer support. The brand faced a critical challenge: ensuring ongoing engagement and credit redemption among these high-value members by consistently reminding them of their available store credit and keeping Luxe benefits top of mind.

Ana Luisa used Bloomreach email — powered by Loomi AI — to create a comprehensive, personalized campaign strategy tailored specifically to subscription members. The brand added

dynamic content blocks to all email campaigns, including sale announcements, abandoned cart reminders, and transactional emails, that automatically populate with personalized, member-specific messaging for AL Luxe members.

Since incorporating these dynamic content blocks into all email campaigns, **Ana Luisa has seen a 2x increase in the share of member credit redemptions.** The dynamic blocks keep membership perks constantly visible, reminding members they have money to spend. These successes highlight Bloomreach's integral role in bringing Ana Luisa's membership program to life, delivering the personalization and automation needed to drive meaningful engagement and serving as a key part of the brand's broader business strategy for customer loyalty and growth.

Creating abandonment search campaign for one-time purchasers

Audience

Customers who've recently browsed 2 or more products.

AND

Did not make any purchase in last 30 days

AND

Not affected by [@Abandoned cart](#)

⌚ Delay

✦ AI Split

✉ Email

✉ Email 2

Desigual Cuts Email Campaign Creation Time by 75%



Desigual, a Barcelona-based fashion brand known for creating bold trends rather than following them, recognized the need for a more unified marketing approach as its business grew globally and online channels became a top priority.

Thanks to Bloomreach and Loomi AI, Desigual's lean marketing team of just three can now automate and personalize communications across every channel, eliminating the need to manually craft individual campaigns. Email marketing, Desigual's primary channel, has proven especially successful using dynamic email templates and a single customer view that enables flexible, targeted strategies spanning abandoned cart messages, newsletters, and loyalty campaigns. These dynamic templates automatically populate with

personalized content — the right language, products, and messaging — by referencing real-time customer data for each unique recipient.

The results have been transformative: **Desigual reduced campaign creation time by 75% and now runs 80 personalized campaigns across 72 countries with just a three-person team.** What used to take hours now takes minutes, allowing the team to launch millions of emails across dozens of markets from a single platform.

How River Island Enhanced a Great Email Marketing Program



River Island, a popular high street fashion brand, already had a successful email marketing program but wanted to optimize email metrics further as part of its commitment to innovating and closing

gaps on inefficiencies. The marketing team's goal was to improve domain reputation and build trust by offering a better customer communication experience without losing email revenue.

The team needed to find the sweet spot between sending too many emails to inactive customers (which causes annoyance and high unsubscribe rates) and too few to loyal customers (which leads to revenue drops).

Using Bloomreach and Loomi AI, River Island implemented a “smart newsletter policy” that segmented newsletter audiences into eight broad categories based on historic engagement with email send limits. The brand also established campaign prioritization to ensure customers only received one email in a specified time period, even if they qualified for multiple campaigns.

The team conducted a two-phase A/B test with incremental changes, carefully fine-tuning the approach to balance deliverability with revenue performance.

The results were remarkable: **River Island achieved a 30.9% increase in revenue per email and a 30.7% increase in orders per email despite reducing overall send volume by 22.5%.** Open rates increased by 26% by only sending emails to engaged customers, and unsubscribe rates decreased by 12.8% due to limiting emails sent to lapsing and passive customers. The strategy proved that sending fewer, smarter emails to the right customers drives better business outcomes than high-volume batch-and-blast approaches.

How BrewDog Increased Revenue by 13.8% With Personalized Email Campaigns



BrewDog, an award-winning Scottish craft beer company and Europe's largest craft brewery with 54 UK bars and 44 international locations, wanted to drive customer loyalty and revenue through personalized email campaigns.

To test the impact of personalized emails powered by Bloomreach and Loomi AI, BrewDog conducted a random A/B split test with 80,000 customers — half received a non-personalized email while the other half received an upgraded version based on personalized data (including web activity, recent purchases, and BrewDog investor status). The personalized emails featured dynamic elements like countdown timers, GIF headlines, and dynamic product and category

links tailored to each segment, with subject lines customized for inactive customers, active customers, and investors.

The results validated the power of personalization: **Customers who received the personalized email clicked 15.6% more, achieved an 11.5% conversion rate, and generated 13.8% more revenue compared to those who received the non-personalized version.** This success marked the beginning of a long partnership between BrewDog, Bloomreach, and Voxwise, demonstrating how intelligent, data-driven email campaigns can meaningfully increase key metrics and strengthen customer connections.



Hi John! Did you like Hazy Jane? For your loyalty, we have a 20% discount on all IPAs!

[BUY NOW](#)



The Gold Standard for Email Marketing

More Revenue, Fewer Emails

Your email service provider should do more than just send emails.

Bloomreach and Loomi AI unite real-time customer data, AI-driven insights, and your entire marketing stack — starting with email. You can build genuinely personalized experiences that generate predictable revenue and long-term loyalty, all from a single platform.

A Complete Toolkit for Modern Email Marketers

Email Marketing

Drive more revenue with fewer emails. Use deep customer data and AI to send personalized campaigns that sell.

Marketing Automation

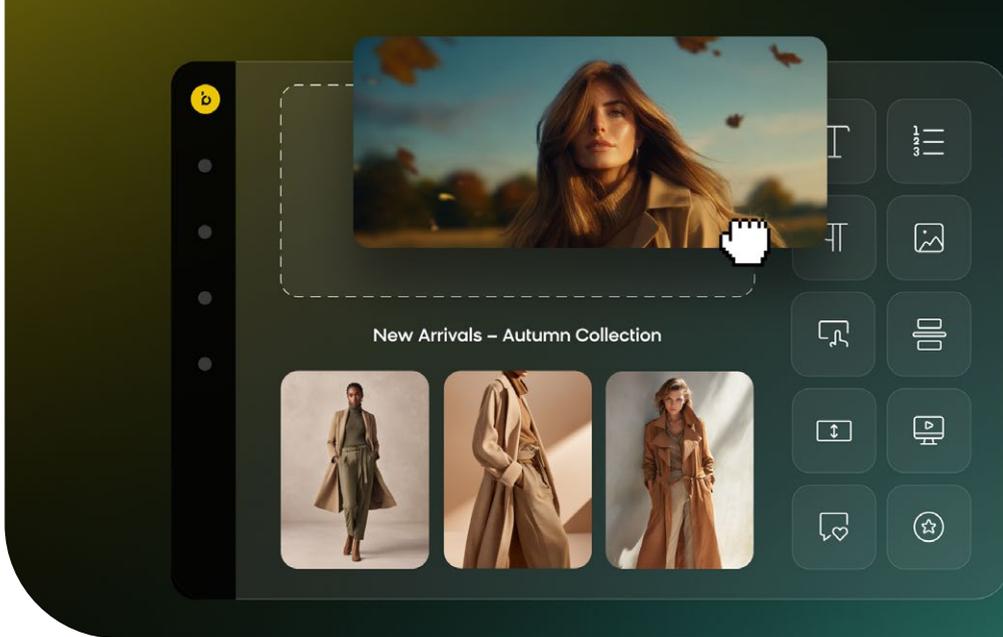
Use predictive AI to personalize 13+ channels — like SMS and mobile app. Anticipate what customers want next to increase loyalty and reduce manual work.

Autonomous Search

Boost revenue per visit with self-learning search. Our AI boosts revenue per visit with self-learning search that understands intent, not just keywords, to connect shoppers to the products they actually want to buy.

Conversational Shopping

Increase conversion rates with a GenAI agent. Bring the expertise of a sales associate online to guide shoppers to the right purchase instantly.



Flexible and Scalable Email Creation

Go from idea to finished email in minutes. Use our intuitive drag-and-drop builder to create stunning campaigns from scratch, or get started fast with a library of prebuilt templates.

Dynamic, AI-Powered Personalization

Go beyond “[First Name]” with true 1-to-1 personalization powered by Loomi AI. Generate compelling copy, automatically insert the perfect product recommendations tailored for each user, and let our AI determine the ideal send time to maximize engagement.

Advanced Testing and Optimization

Test campaigns just as easily as you create them. Launch A/B or multi-variate tests via the same visual interface you use to customize email content. Let Loomi AI run multi-arm bandit tests and automatically pick just the right variant for each individual customer.

Get Actionable Insights Immediately

Get a high-level understanding of email’s impact on your business or dive deep into a single email campaign’s granular performance. With real-time analytics and visualization included in Bloomreach, go from reporting to insight without any headaches.

A Recognized Leader

Bloomreach was named a Leader in The Forrester Wave™: Email Marketing Service Providers, Q3 2024. We received the highest scores possible in eleven criteria, including AI, personalization, and innovation.



The World's Top Brands Trust Loomi AI

Learn why the top brands in the world trust Bloomreach and Loomi AI to power their email marketing.

[Request Demo](#)

