

# Bloomreach is the World's #1 Commerce Experience Cloud

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**Bloomreach helps businesses around the world enhance their customer experience.**

We do that by uniting customer and product data within cloud-based solutions that allow businesses to understand both who their customers are and what it is they want. From there, our data-powered solutions enable marketing, merchandising, and CRM teams to create engaging customer journeys across their brand's digital channels — from personalized emails and retargeting ads to more relevant website content, product recommendations, and more.

Customers get a shopping experience that's tailored to who they are and what they want. Businesses drive increased revenue, higher conversion rates, and above all, customer loyalty that lasts. Transformative commerce experiences, powered by personalization.

## What We Do

We connect the dots between the core parts of the commerce experience through our Commerce Experience Cloud. Customers can adopt all three cloud solutions or the individual products that best fit their needs.



### Engagement

A customer data platform (CDP) seamlessly integrated with omnichannel marketing automation.



### Discovery

Product and content search, merchandising, search engine optimization (SEO), and recommendations, all powered by AI.



### Content

A headless content management system (CMS) with the APIs and flexibility to power any front end while retaining personalization.

# Who We Serve

The Bloomreach Commerce Experience Cloud allows the entire digital commerce-driving team to work as one, seamlessly connecting the customer journey across the various channels a brand uses to engage, inspire, and convert customers.



## The Marketer

Bloomreach empowers marketers to understand the data-driven story of who their customer is, then utilize marketing automation to engage these customers with relevant and consistent messaging across all customer touchpoints, at scale.



## The Merchandiser

Bloomreach allows merchandisers to organize their website in a way that drives conversions. This path to product discovery is aided by AI-powered search that makes it faster and easier for customers to find the products they want.



## The CRM Manager

Bloomreach enables CRM managers to fortify customer outreach with personalization that reflects the 'who,' 'what,' and even the 'why' of a shopper, ultimately helping to drive customer retention and brand loyalty.

# By the Numbers

850+

Serving more than 850 global brands

2.2m

Powering 2.2 million e-commerce searches each day

25%

Powering the equivalent of 25% of all e-commerce experience in the US and UK

100k

Helping marketers execute 100,000 email campaigns each day

# A Brief History

2009

Bloomreach is founded by Raj De Datta and Ashutosh Garg

2012

The first Bloomreach product launches publicly

2014

Bloomreach launches two new products for commerce

2016

Bloomreach acquires Hippo, a leading Content Management System

2021

Bloomreach acquires Exponea, a leading Customer Data and Experience Platform