

Your Bloomreach Advantage: From Platform to Performance

Bloomreach audit by CACI - to unlock smarter engagement, faster

Bloomreach is powerful - but only if it's set up to deliver.

Our audit reveals where your platform setup could be improved and how to turn Bloomreach into a precision engine for personalised customer journeys.

Is it time for an audit?

There's so much you could be doing with Bloomreach to drive accelerated performance.

You'll benefit from our audit if:

- Your campaign results are inconsistent or hard to explain
- You've migrated to the platform, but haven't yet successfully matured beyond a 'batch and blast' approach to CRM
- You're unsure how to use Bloomreach effectively
- Your personalisation approach feels limited or manual
- Your Bloomreach use cases are limited due to missing data in the platform.
- You're not sure if the platform setup supports your goals
- You're not maximising the use of features such as [Loomi AI](#) to drive eCommerce success

What does our Bloomreach audit entail?

At CACI, we assess how well Bloomreach is **integrated into your broader architecture** and customer data, how campaigns are built, **how channels are used** (email, push, SMS, in-app), and how effectively your team understands and applies personalisation logic. We also look at how well your team delivers an effective customer engagement strategy and makes the most of Bloomreach's rich feature set.

And crucially, we check **how the platform is set up** - things like naming conventions, user roles, and governance - to make sure it's easy to manage and supports your wider goals.

How an audit could help you

Even the best tools need to be setup and managed effectively. This Bloomreach audit helps you:

- Spot areas where things could run more smoothly
- Find new ways to personalise and automate
- Reduce risk and improve consistency
- Give your teams more confidence and clarity



Why CACI?

We've helped brands across many sectors including retail, financial services, travel and healthcare get more from Bloomreach. Our MarTech Team are **fully certified in Bloomreach** and understand the realities of running campaigns, given we do exactly this on behalf of multiple clients.

Additionally, we have overseen multiple successful implementations of the platforms, so we know how to ensure the tool is setup effectively, and how brands need to set themselves up to maximise the value from their use of the tool and bridge the gap between strategy and execution.

We combine Bloomreach expertise with rich customer insight, using our **geodemographic datasets** to help you:



Group customers by life stage, affluence, and behaviour



Understand household structures, income, and lifestyle



Tailor messages based on what motivates your audience

What to expect from the audit



Discovery session

A half-day workshop with your team to understand how Bloomreach is setup and any specific challenges you and your teams are facing.



Audit report

Clear findings, practical recommendations, and a radar map showing areas to focus on.



Next steps

A tailored plan to help you improve performance and get more from your investment.

Trusted by leading brands

RiverIsland

Sharper customer insights and engagement

dfs

Real-time data science and SCV activation

evoke

Streamlined campaigns and personalised marketing

Let's talk

Want to explore how CACI can make your Bloomreach platform work smarter and harder?

Get in touch to speak with one of our MarTech consultants today.

