

Maximise Bloomreach. Multiply Impact.

Bloomreach audit by CACI - to drive ROI, efficiency and customer growth

Bloomreach is a powerful investment - but is it delivering its full potential?

Our audit helps you assess platform maturity, campaign effectiveness and strategic alignment. We identify quick wins for your team and long-term opportunities to maximise ROI and accelerate customer engagement with Bloomreach.

Is it time for an audit?

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

An audit would help your team if:

- Your team's 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
- Your teams are unsure how to use Bloomreach effectively
- Your Bloomreach use cases are limited due to missing data in the platform.
- Your personalisation approach still feels limited or manual
- You're not sure if the platform setup supports your goals
- Your teams aren't 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 your team

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

- 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.

