

Unlocking hyper-personalised experiences with CACI and Bloomreach

Delivering seamless, personalised customer experiences is no longer optional - it's essential.

And in a world where expectations are constantly evolving, brands need customer insights in real-time.

And that's where CACI and Bloomreach come in.

Together, we've worked with companies across multiple industries to deliver real-time insights and hyper-personalised marketing.

Together, we deliver:

- Hyper-personalised marketing that adapts instantly to customer behaviour
- Real-time insights that drive smarter decisions and deeper loyalty
- Seamless integration of data, content and commerce across every touchpoint

About CACI

At CACI, we are trusted by leading brands to seamlessly deploy Bloomreach, driving more personalised communications, hyper-personalised customer journeys and more effective targeting of customer segments.

We help unlock the full potential of your first-party data by combining it with our industry-leading geodemographic datasets:

1. Segmentation and classification

Geodemographic, affluence and life stage groupings that reveal meaningful customer patterns and clusters.

2. Demographic depth

Understand your customers by age, household structure, income and socio-economic status.



3. Lifestyle intelligence

Uncover what motivates your audiences, from shopping habits and media preferences to travel behaviour and brand affinities.

About Bloomreach

Bloomreach helps brands create personalised experiences for their customers across websites, emails, apps, and more. The platform uses smart technology to understand what people want and deliver the right message at the right time. Trusted by hundreds of brands, Bloomreach makes it easier to connect with customers, build loyalty and grow faster.

Trusted by leading brands to accelerate customer engagement

RiverIsland Creating sharper customer insights and engagement.



Activating Single Customer View (SCV) and real-time data science.



Enabling real-time, personalised marketing and streamlining campaign progress.

Let's talk

Ready to talk about how CACI and Bloomreach can accelerate your personalisation?

Scan to learn more about our partnership!

