E-Commerce Accelerator Plan

Achieve Faster ROI with Pre-built e-Commerce Marketing Campaigns in 30 Days

Retail and e-commerce marketers constantly face the challenge of meeting customer demands while continuing to drive ROI and efficiency. With insights from our most innovative retail customers and industry best practices, we've created the e-Commerce Accelerator Plan – your shortcut to delivering faster value with less effort.

Get the essentials you need to get up and running in 30 days with our made-for-you solution:

Key Capabilities

AUTOMATED E-COMMERCE CAMPAIGNS

Engage shoppers with personalized emails triggered by real-time customer data to drive purchases. Get started quickly with up to 9 essential e-Commerce campaigns, ready for launch:

1. Welcome Series
2. Abandoned Cart
3. Abandoned Browse
4. Last Saved Cart
5. Post-Purchase
6. Price Change
7. Back In Stock
8. Win-Back
9. Birthday

AI-POWERED RECOMMENDATION RECIPES

Boost conversions with AI-powered recommendations that automatically match customers with the most relevant products. Get 9 pre-defined recommendation recipes to start:

1. Abandoned Browse
2. Abandoned Cart
3. Affinity Brand Items
4. Affinity Category Items
5. Post-Purchase Cross-Sell
6. Back In Stock
7. Popular/Trending Items
8. Next Best Items
9. Newly Added Items

Plus, we partner with your favorite e-commerce platforms, like Shopify, to unlock even more potential within your marketing stack.

KEY BENEFITS

- Go live in 30 Days
- 9 Automated Campaigns
- 9 Recommendation Recipes
- Faster Time-to-Value
- Drive ROI
- Increase Efficiency
- Boost Conversion

EXPANDED FEATURES

- Shopify Integration
- Designated Support and Onboarding
- Ingest User, Catalog, and Event Data
- Triggered Campaigns
- Precise Segmentation
- Email Orchestration
- AI Recommendations
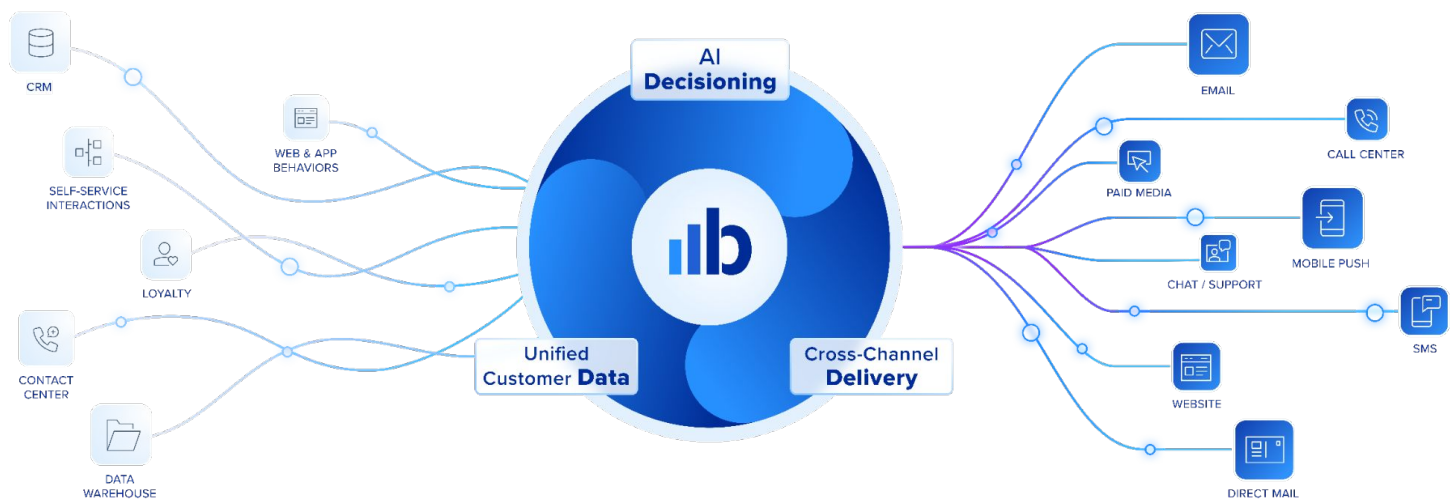- AI Optimization Tools

With our e-Commerce Accelerator Plan, you get the power of our cross-channel marketing platform with a tailored retail offering designed for fast time to value and efficiency.

Get Started Today

About Blueshift

San Francisco-based Blueshift helps brands automate and personalize engagement across every marketing channel. The Blueshift Intelligent Customer Engagement platform uses patented AI technology to unify, inform, and activate the fullness of customer data across all channels and applications. With a customer data platform and a cross-channel marketing hub all in one place, Blueshift gives brands all the tools they need to seamlessly deliver 1:1 experiences in real-time across the entire customer journey.

Blueshift has been recognized in Gartner's Magic Quadrant for CDP, a Leader in GigaOm's Radar for CDPs, and in the Deloitte Technology Fast 500™ lists in 2020 through 2023 as one of the fastest-growing technology companies in North America.

Data Sources

Intelligent Customer Engagement Platform

Activation Channels

Learn More

To learn more about how Blueshift can help you connect your data and drive customer-centric campaigns across marketing channels, visit **Blueshift.com** or schedule a demo today.