

MIGRATION

OF MARKETING COMMUNICATION TO BLOOMREACH

IN 2 MONTHS

eTabletka
online lekáreň

PROJECT SUMMARY

The operating company of the eTabletka.sk e-shop was dissatisfied with the pace of e-commerce development and business performance. ePace was commissioned to analyze the environment and propose solutions for faster CDP adoption, kick-starting growth, and a dynamic development strategy. The business analysis revealed priorities and a path that could not be achieved with the existing setup, so it was decided to migrate to a more favorable environment.



- ✓ **Annual eTabletka turnover:** EUR 12 million
- ✓ **Year-on-year growth rate:** 30%
- ✓ **Original solution:** CDP and emailing software
- ✓ **Duration of original solution usage:** 2 years
- ✓ **New solution:** Bloomreach Engagement
- ✓ **Implementation time:** 2 months

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WHAT THE CLIENT SAYS ABOUT THE PROJECT

Migrating to Bloomreach was not just a technological change for us, but a strategic step towards more effective and personalized communication with customers. In a short time, we saw a significant improvement in deliverability, engagement, and overall campaign performance. Bloomreach enabled us to work better with data and automation and brought real added value to marketing.



CHALLENGES

01

Data consolidation from multiple systems

Unification of source data and preparation of FE/BE tracking, integration of product feeds, voucher pools, content galleries, Bloomreach CDP configuration, warming up email domains, etc.

02

2 months “hammer time”

From decision to full infrastructure switchover within 2 months, without any communication downtime, while ensuring functional analytics, reporting, and historical data integrity.

03

Smooth migration of existing use cases

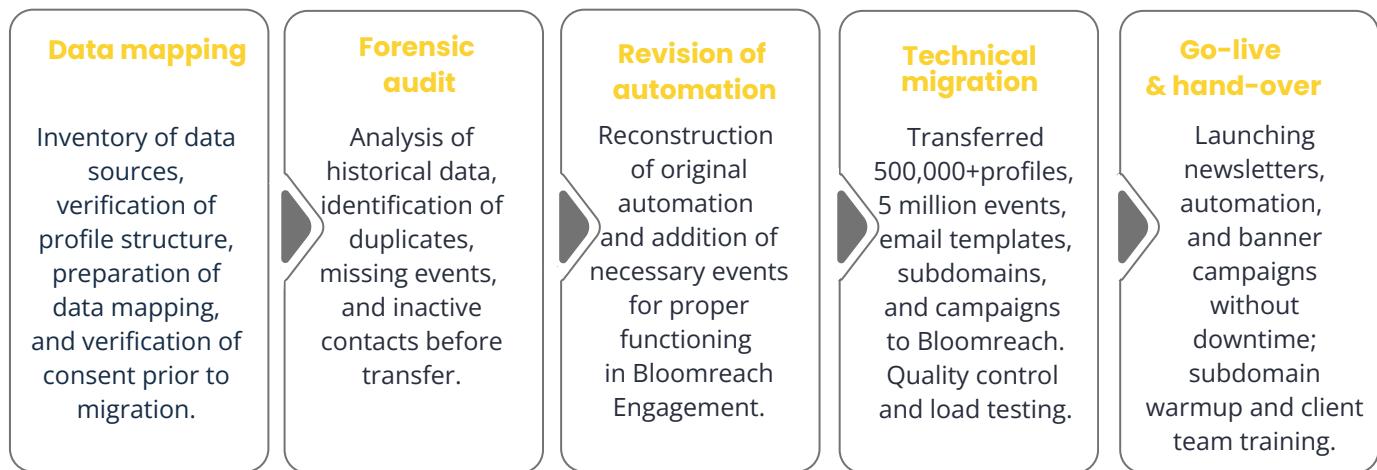
The migration also included an analysis of 16 existing email automations, their optimization, and a smooth transition to nine new automations.

04

Parallel operation and team coordination

Thanks to close cooperation between the eTabletka, ePace, and Bloomreach teams, it was possible to complete the process without incurring additional costs for licenses for the original software.

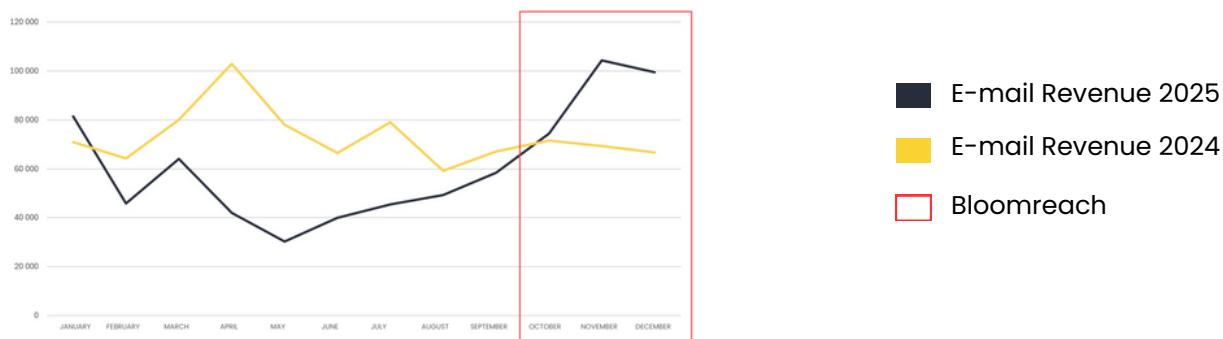
HOW IT WAS DONE



KEY RESULTS AND NUMBERS

from 4 to 1	we reduced the workspace from 4 applications to 1	65	total statuses
-40%	reduction in automated emails with unchanged performance	21	client statuses
5 000 000+	customer behavior records transferred to Bloomreach	5.3 kg	of coffee consumed during the project by the ePace team
+31%	higher email open rates through data cleansing and anti-spam policy	57	new email templates for vending machines
+73%	overall increase in click-to-open rate across all scenarios	15	new product recommendations for email automation
384	hours of work by the entire team and migration project	55	custom rows in the master email template for greetings

PERFORMANCE COMPARISON BEFORE AND AFTER MIGRATION



I have great respect for the client's courage to make the right decision, and I am proud of the entire ePace team, which the client was able to rely on. Already in the first month after migration, the results show a significant increase in performance.

Jaroslav Novák,
CEO a founder ePace

CONTACT US

 epace.com
 +420 773 517 444
 info@epace.com

ePace, s.r.o.
Na Pankráci 1618/30,
140 00 Praha 4