



Blueshift

Reviews, tips, and advice from real users



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Product Recap



Blueshift Recap

Blueshift enhances marketing strategies with AI-driven predictive targeting, personalized campaigns, and robust data management for better engagement and revenue growth.

Blueshift streamlines marketing efforts by offering predictive audience targeting, product recommendations, and dynamic content retargeting. It integrates seamlessly with existing systems, simplifying customer data management, segmentation, and campaign automation. Its AI-driven approach supports precise targeting and campaign management across multiple channels, improving user engagement and boosting revenue. Challenges include support responsiveness and reporting accuracy, though integration capabilities and outstanding customer support are highlighted positively.

What are Blueshift's key features?

- **Predictive Audience Targeting:** Utilizes AI to identify and engage ideal customer segments.
- **Product and Content Recommendations:** Offers personalized suggestions to enhance customer experience.
- **Channel and Time Intelligence:** Optimizes message delivery times for maximum impact.
- **Seamless API Connectivity:** Facilitates real-time data integration and updates.

What benefits should be considered in Blueshift reviews?

- **Higher Revenue:** Drives increased sales through targeted marketing efforts.
- **Enhanced Engagement:** Improves customer interaction with personalized content.
- **Efficient Data Management:** Manages large datasets for insightful decision-making.

Blueshift is widely used across industries such as retail, e-commerce, and financial services. By leveraging AI-driven predictions and robust lifecycle marketing tools, companies create personalized user experiences through integrated email and SMS campaigns. Its adaptability supports industry-specific needs, allowing businesses to manage and optimize customer journeys efficiently.

Valuable Features

Excerpts from real customer reviews on PeerSpot:

- ✓ “Blueshift has positively impacted my organization by allowing us to launch triggered marketing campaigns targeted to specific segments based on users' behaviors on-site and deliver relevant personalized content using the AI-based recommendations tool.”



Boxahi Wallace

Sales and Marketing Specialist at Unilever

- ✓ “Blueshift has positively impacted our organization in many ways over the past four years by helping us consolidate processes for getting our products into one system, improving and introducing new email streams, and automating emails, which saves us 30 to 50% of our time.”



Mitekoc Trevis

Lead Software Engineer at Atos

- ✓ “Blueshift has significantly impacted my organization.”



Rubie Castellano

Ent IT Business Analyst at Texas Tech University Health Sciences Center



“Overall, Blueshift was an excellent product.”



Verified user

Product Manager



“By bringing the customer data into one specific place and then utilizing the tools from Blueshift, we have been able to create more of an experience for the customer and not just channel silos.”



Verified user

sarahvkaye@live.co.uk at a tech vendor with 10,001+ employees

What users had to say about valuable features:

“Blueshift offers very rich data mining that allowed me to go back far into the history of the site and to cross-match interest in vehicles with similar vehicles. The cross-matching feature helped my business by making it possible to market cars which would be potentially of interest to buyers who had expressed interest in cars of that make and model previously, or who had searched for that make and model previously, or who had searched for similar vehicles which were of a similar make, model, era, or type. For example, if someone was interested in Ferraris, they would also be interested in Maserati or Lamborghini..”

Verified user

Product Manager

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“When I open Blueshift, the first thing I do is check campaign health, looking at sends, deliverability, open rates, and click rates across active journeys. If something looks off, I want to catch it early before it compounds. A big chunk of my day is spent on segment building. Blueshift segmentation is really powerful. You can build audiences based on behavioral data, predictive scores, event history, and custom attributes. I am constantly building and refining segments for different campaign needs. That might be identifying customers who have not logged in for 30 days, or customers who used a specific feature and are candidates for an upsell, or customers showing churn signals based on usage drop.

“Blueshift's best features, which deliver the most value for me day-to-day, are behavioral triggers. The ability to fire a campaign based on something a customer did or did not do in real time is the core of what makes our lifecycle marketing work..”

Rubie Castellano

Ent IT Business Analyst at Texas Tech University Health Sciences Center

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“The best features Blueshift offers in my experience are customer data management and segmentation, intuitive and easy-to-use UI, quick and efficient customer support, and an intuitive user-friendly interface that allows me to manage complex data easily. Blueshift also offers robust features such as integration with Segment and other apps, retargeting with dynamic content pulled from data feeds and catalogs.

“Out of those features, I find myself relying on the customer segments and recommendation tool in Blueshift the most day-to-day because it has helped with automating and personalizing our tags.

“I would also add that the predictive score is very useful.

“Blueshift has positively impacted my organization by allowing us to launch triggered marketing campaigns targeted to specific segments based on users' behaviors on-site and deliver relevant personalized content using the AI-based recommendations tool..”

Boxahi Wallace

Sales and Marketing Specialist at Unilever

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“I really enjoy keeping up to date with Blueshift and the AI ways of utilizing AI within the system, especially on the segmentation and result side; it was really quick and really insightful and really helpful.

“We were trying to reduce churn, and by utilizing the AI segmentation and insights, we were able to query questions and bring data to the forefront quicker and build segmentation without having to go into the actual segmentation builder. We just built it using the rules and asking that we set up in blocks to ensure that we had trackable data that could give us real insights to A/B test across the data segments we had created.

“You were able to utilize and test these things ahead of the market and just be able to feed back and shape the way that things were working. If you saw something that could be iterated on, it was a really nice way to work.

“By bringing journeys together, Blueshift has positively impacted my organization. Before, there were lots of channels that were working in silos. By bringing the customer data into one specific place and then utilizing the tools from Blueshift, we have been able to create more of an experience for the customer and not just channel silos..”

Verified user

sarahvkaye@live.co.uk at a tech vendor with 10,001+ employees

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“Blueshift offers excellent features including customer data management and segmentation, an intuitive easy-to-use user interface, quick and efficient customer support, API connection, campaign management, and dynamic list creation.

“Among those features, the one that has made the biggest difference for our team is the predictive audience targeting, which empowers our brands to identify customer likelihood to engage, purchase, churn, and more. I also appreciate the generative content creation, which transforms text and images into content that perfectly matches the tone and style that best resonates with our customers. Additionally, the product and contact recommendation helps to connect customers with the product and content that is most likely to drive the highest engagement in our organization.

“Predictive audience targeting, along with channel and time intelligence, helps to optimize campaigns so that we are able to deliver them at a time and channel that resonates best with the target audiences.

“Blueshift has positively impacted our organization in many ways over the past four years by helping us consolidate processes for getting our products into one system, improving and introducing new email streams, and automating emails, which saves us 30 to 50% of our time. The introduction of new products into the email has been seamless as well..”

Mitekoc Trevis

Lead Software Engineer at Atos

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Other Solutions Considered

“Before landing on Blueshift, I was using a combination of tools: a separate email service provider for email, a different tool for push notifications, and some manual segmentation work being done in the data warehouse and handed off. Everything was siloed..”

Rubie Castellano

Ent IT Business Analyst at Texas Tech University Health Sciences Center

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“We evaluated other options before choosing Blueshift and looked at Iterable and Bloomreach; those were the ones that were shortlisted against Blueshift..”

Verified user

sarahvkaye@live.co.uk at a tech vendor with 10,001+ employees

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“I previously used Klaviyo before switching to Blueshift because we wanted a CDP, and at that time, Klaviyo did not offer the recommendation engine that we wanted to go as deep as we wanted to go into it..”

Verified user

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sarahvkaye@live.co.uk at a tech vendor with 10,001+ employees

“I considered Braze and Iterable seriously alongside Blueshift. Braze is the obvious competitor in this space and has a really strong product with good regard. Blueshift's CDP plus execution combination was the deciding factor, along with the AI recommendations. The ability to do personalized product and content recommendations across channels using machine learning without needing a separate recommendations engine was something we had not seen done as cleanly in the other platforms..”

Rubie Castellano

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Ent IT Business Analyst at Texas Tech University Health Sciences Center

“I previously used Salesforce Marketing Cloud Email Studio.

“I switched from Salesforce Marketing Cloud Email Studio to Blueshift because Blueshift's capability with events and segmentation is unmatched. With other CDPs, we have not been able to replicate the ability to create an event based on customer behavior that captures a payload of information regarding that particular action. Blueshift goes way beyond its alternatives..”

Mitekoc Trevis

Lead Software Engineer at Atos

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ROI

Real user quotes about their ROI:

“I have seen a return on investment with Blueshift, leading to better segmentation, targeting, and intelligence that has resulted in a higher revenue percentage and better deliverability in our organization..”

Mitekoc Trevis

Lead Software Engineer at Atos

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“I have seen better ROI with more precise targeting, which has become more adapted to pressure. It was long to put in place, however, so it is taking time, so we do not have to lose customers easily. Additionally, we have seen an increase in improved introduction of new email streams, automation of email, and the introduction of new products into mail, but it has slowed the process of getting all products in one system.

“I have seen a return on investment, as Blueshift has had a tremendous impact on our email marketing KPIs. The based approach and recommendation tool has led to increased engagement..”

Boxahi Wallace

Sales and Marketing Specialist at Unilever

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Use Case

“My main use case for Blueshift is cross-channel customer engagement and lifecycle marketing. Freshworks has a large customer base across multiple products, and the challenge is communicating with different segments in a relevant, personalized way across email and push..”

Rubie Castellano

Ent IT Business Analyst at Texas Tech University Health Sciences Center

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“My main use case for Blueshift was to deliver recommendations in real time to customers at scale. By using our product catalog and customer behavioral data that was modeled and worked on with the data science team at Blueshift, we were able to create a match recommendation email that was sent out at scale to 70 to 80,000 people a day..”

Verified user

sarahvkaye@live.co.uk at a tech vendor with 10,001+ employees

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“I use Blueshift to data mine for deep historical information regarding people's interest in certain brands, makes, and models of classic cars. The goal was specifically to record interest expressed in very rare vehicles which would only come up for sale very seldom so that this could be used many years later.

I recorded people's searches, saved searches, saved listings, saved sale listings, and cross-referenced those with imported historical data from previous versions of the site, using similar data of people's saved searches, the searches they had carried out, interest they had expressed in vehicles that were for sale, and bids they had placed on auctions..”

Verified user

Product Manager

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“My main use case for Blueshift is to use it as a customer data platform, both to manage, curate, and update our customer segmentation and to integrate that data into our email templates.

“A specific example of how I use Blueshift for customer segmentation or email integration is that we are able to build all our customer journeys, triggered campaigns, retention campaigns, and promotional campaigns in Blueshift. We have a robust customer experience that spans over hundreds of campaigns, so it is quite intricate to manage.

“In addition to my main use case, I capture a wide amount of customer data at our organization and Blueshift does a fantastic job of organizing that data in a manageable way. Specifically in customer events, we are able to capture large amounts of time-sensitive data within each payload specific to that event. We can then trigger campaigns and segmentations off of that event data. This is essential to our success as a team and as an organization..”

Boxahi Wallace

Sales and Marketing Specialist at Unilever

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“Blueshift serves as our primary customer data platform, enabling us to manage, curate, and update our customer segmentation while integrating that data into our email templates.

“A specific example of how I use Blueshift for customer segmentation and email integration in my daily workflow is that it helps us build all our customer journeys, triggered campaigns, retention campaigns, and promotional campaigns. We have a robust customer experience that spans over 100 campaigns, so it is quite intricate to manage.

“Blueshift handles the intricate campaigns effectively by efficiently managing the customer information that we need, placing it and displaying it in a concise manner.

“We are able to capture a wide amount of customer data at our organization, and Blueshift does an excellent job of organizing that data in a manageable way..”

Mitekoc Trevis

Lead Software Engineer at Atos

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Customer Service and Support

“Regarding customer support, the response to our queries is somewhat slow, but they manage to respond. However, they should work on their speed in responding to customer queries..”

Mitekoc Trevis

Lead Software Engineer at Atos

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“I rate it an eight just because I think it is a really good tool. It is something I enjoy using; it is really user-friendly. The team is brilliant at explaining, training, or helping you if you get stuck, and there is good onboarding. I do not give it a ten because it is not adopted as much across the UK, so it is a little bit more niche, which is why it is not a ten..”

Verified user

sarahvkaye@live.co.uk at a tech vendor with 10,001+ employees

[Read full review](#) 

Other Advice

“My advice to others looking into using Blueshift is that if you are looking for a tool to improve or to boost better segmentation, targeting, and intelligence which leads to higher revenue percent and better deliverability, Blueshift is the real deal. It is a highly recommendable tool for that work. I give this product a review rating of 8..”

Boxahi Wallace

Sales and Marketing Specialist at Unilever

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“My advice for others looking into using Blueshift is to make sure that you know what your business cases are for the product, fully test it out before you buy, ensure that it will deliver what you want, and make sure that you have complex cases that will really get the best out of the product. Blueshift really is a brilliant product, but there is so much you can do with it, and are you going to fully use it? I rate this product an eight overall..”

Verified user

sarahvkaye@live.co.uk at a tech vendor with 10,001+ employees

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“I would recommend that others looking into using Blueshift plan the installation in advance, make sure they are fully familiarized with how it needs to be installed, and allow extra time for the installation over and above what is suggested.

Overall, Blueshift was an excellent product. Once I got past the initial headache of

the installation, it did some very clever things which I was very impressed with.

There were a couple of times that it was a little repetitive, asking what I thought should be changed about the product; other than that, it went off very well indeed. I would rate this review a 9 out of 10..”

Verified user

Product Manager

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“My advice to others looking into using Blueshift is that it has enabled us to capture a large amount of time-sensitive data within each payload, specifically regarding events. We can trigger campaigns and segmentations off that event data, which is essential to our success as a team and an organization. Therefore, it is a highly recommended tool, especially when managing large amounts of customer data that need to be organized.

“The predictive score is useful for pushing content at the right time to potential customers.

“I would rate this product an 8 out of 10..”

Mitekoc Trevis

Lead Software Engineer at Atos

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“Adoption overall has gone well. The marketing team adopted the campaign and journey features quickly because the user interface is clean and the results were visible early. Blueshift's predictive features took longer to adopt. People needed to see the lift data before they trusted the AI recommendations over their own instincts.

“There are no features that came up during implementation that I thought I would use but do not actually rely on much today. No problems exist with the paid media integrations.

“My advice to someone considering Blueshift who has a similar workflow to mine is to spend real time on your data model before you start building campaigns. I would rate this review at 9.5 out of 10..”

Rubie Castellano

Ent IT Business Analyst at Texas Tech University Health Sciences Center

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