



Bloomreach Experience Manager

Create, deliver and personalize content across every customer touchpoint.



Why Bloomreach Experience Manager?

Customers are engaging with content on many devices and in many channels, which means your digital properties are growing quickly. These visitors are also increasingly expecting a tailored experience. Without technology to coordinate the customer journey, marketers are inefficient and over-reliant on IT causing the end-to-end experience to become unmanageable and static. With the emergence of Microservices and Single Page Applications, CIOs are expected to innovate but without the right tools they and their developers become strained, siloed and fail to implement new initiatives.

Bloomreach Experience Manager (brXM) provides a full content management system and is an integral part of the Bloomreach Digital Experience Platform, bRX. It provides developers and marketers the tools to deliver a relevant experience to visitors every time they interact with your business. A Leader in the Gartner Magic Quadrant for Web Content Management, this open standards-based platform integrates data, content and services to fuel continuous innovation across your multi-channel digital experience.

Top organizations choose Bloomreach to drive exceptional digital experiences



For Developers

Enterprise grade solution built on top of open standards

Java based, API-first, modular architecture designed for re-use

Flexible delivery supports full page rendering, Single Page Applications (SPA), headless delivery to mobile and IoT devices, and Experience-as-a-Service

DTAP environment, optional Platform-as-a-Service, and an active developer community accelerates the speed of innovation

For Marketing

Manage a multichannel, multilingual experience without the need to go through IT for every update

Preview and edit all channels from one platform

Share text, images, templates, data, and components across touchpoints - edit once and update everywhere

Editing and publishing workflow for control within teams

Build multiple campaigns in parallel and publish whole campaigns with the click of a button

Easy integration with DAM, CRM, PIM, Marketing Automation, and other key platforms

Native relevance engine, multivariate testing, and personalized content delivery to optimize your visitors' experience in real time

brXM offers complete CMS functionality and is an integral part of bRX, Bloomreach's Digital Experience Platform, which enables companies to build and optimize excellent experiences in real time, regardless of channel or device, by incorporating content marketing, personalized site search and browse, algorithmic merchandising and scalable SEO optimization.

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CONTENT

Full featured content management to deliver **re-usable content** to any application, screen or device



CHANNELS

Easily mobilize content through APIs and Microservices into **channel-specific experiences** tied into the full customer journey



RELEVANCE

Drive engagement with audience segmentation and **multivariate targeting and testing**



CLOUD

Rapid time-to-market with **flexible scaling** of new campaigns, sites, and initiatives via Platform-as-a-Service



DTAP

Stage and provision integrations and innovations, controlling **continuous deployment**



WORKFLOW

Build, review and approve full campaigns, including new landing pages, ahead of time for a smooth launch



EXPERIENCE-AS-A-SERVICE

Flexible delivery of **reusable relevant components, content and collections of components** into any touchpoint such as SPAs or existing environments



SUPPORT

Active global network of certified implementation partners, developer community and professional services

Flexible and open content delivery drives competitive advantage

Differentiate with experience

Customers work with organizations that make life easier. Providing an experience both personal and contextually relevant helps your customers meet their needs quickly.

Execute quickly

Create, manage, preview, schedule, deliver, and optimize channel-specific, data-driven experiences from one central platform.

Engage end-to-end

From acquisition to post-sales, every interaction impacts the customer relationship. Create a consistent journey across channels by easily sharing content across touchpoints, and connect 3rd party platforms such as marketing automation and PIM systems to guide relevant content delivery.

Build for tomorrow

You don't know what the next social channel, smart watch, voice device will be - but you can build for it now. Building your experience with the most flexible platform in the industry offers a unique combination of content-as-a-service, experience-as-a-service, full-page rendering and platform-as-a-service to enable any resource to feed into any channel, touchpoint or application.

Ready to see how brXM can work for you? Let's have a chat.

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