

aws marketplace

Blueshift

# Reviews, tips, and advice from real users



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# Product Recap

 Blueshift

# 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 my organization by being a powerful marketing tool and automation tool, and it has had a tremendous impact on my email marketing KPIs, with the AI-based approach and recommendation tool leading to an increase in engagement.”



**Cynthia Robin**

Digital Marketing Manager at Walmart

- ✔ “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

## What users had to say about valuable features:

“Blueshift offers intuitive user interface capabilities, the ability to manage complex data, and useful features, along with very top-notch support.

“What makes the user interface intuitive for me is that it is very user-friendly and easy to customize and navigate for new users, and the support team stands out compared to others.

“Blueshift has positively impacted my organization by being a powerful marketing tool and automation tool, and it has had a tremendous impact on my email marketing KPIs, with the AI-based approach and recommendation tool leading to an increase in engagement.

“Specific outcomes that improved include more precise targeting, which is more adapted to our needs, although it was lengthy to implement and took time to fully realize. We managed the implementation carefully to avoid losing potential customers..”

**Cynthia Robin**

Digital Marketing Manager at Walmart

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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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“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

“I previously used HubSpot Marketing Hub and I switched because I feel that Blueshift has ways to get before they get near some of the upper tiers, especially those that drive successes and are willing to be involved in the everyday marketing strategy..”

**Boxahi Wallace**

Sales and Marketing Specialist at Unilever

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“Before Blueshift, 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..”

**Cynthia Robin**

Digital Marketing Manager at Walmart

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“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, as it allows for the development of complex emails and campaigns based on multiple data points and API calls..”

**Cynthia Robin**

Digital Marketing Manager at Walmart

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“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

“Blueshift has been an excellent customer data platform for my company, especially because we deal with large amounts of data and need to manage it effectively.

“A specific example of how I use Blueshift to manage my customer data is that it is especially useful for developing complex emails and campaigns based on several stored data points and API calls..”

**Cynthia Robin**

Digital Marketing Manager at Walmart

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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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“Blueshift helps my team by having the user interface be the best of any email platform I have ever used, making complex tasks easy to implement, and the support has also been very top-notch and responsive.

“I love the customer support at Blueshift, as they are very quick to respond to my queries..”

**Cynthia Robin**

Digital Marketing Manager at Walmart

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# Other Advice

“Blueshift is deployed in my organization using a hybrid cloud deployment. I use Amazon as the cloud provider for my hybrid setup. I purchased Blueshift through the [AWS Marketplace](#). I would rate this product 9 out of 10..”

**Cynthia Robin**

Digital Marketing Manager at Walmart

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“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 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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