

BloomReach and Building Blocks Launch Global Partnership

Global digital agency [Building Blocks](#) (part of [Dept](#)) has extended its technology specialisms with a partnership with BloomReach, an AI-powered digital experience technology firm that drives customer experience for global enterprises.

BloomReach recently unveiled the first open and intelligent Digital Experience Platform (DXP) that drives one-to-one personalised experiences across the entire customer journey.

BloomReach DXP is the only data-native platform that uses artificial intelligence (AI) to deliver real-time personalisation at scale across all customer touch points. With offices in the US, the UK, the Netherlands and India, BloomReach serves a growing number of enterprise customers in retail, finance, education, travel and government.

“For BloomReach, our international partner network is essential in delivering great digital experiences for our customers” says Jasper de Vreugt, Channel & Alliances Manager EMEA at BloomReach: “This is why we are investing heavily in alliances with strong partners like Building Blocks. With their international presence and wide experience, backed up by the global Dept network, they are a perfect match with our ambitious global business goals.”

To kick off the partnership, Building Blocks is sponsoring BloomReach’s Connect event on June 29 in the London Town Hall Hotel as a gold sponsor. At this event, the BloomReach Digital Experience Platform vision will be unveiled to a European audience for the first time.

Commenting on the partnership, Jasper van de Luitgaarden, CEO at Building Blocks, said, “At Building Blocks (part of Dept), we seek to partner with ambitious, innovative technology providers who offer products that will evolve the digital experience for our clients. As such, we are delighted to forge a strong partnership with BloomReach. Its technology platforms, combined with the full service offering of the Dept network, will help clients to improve customer experience, generate revenue, increase loyalty and, ultimately, accelerate growth.”

Building Blocks, which operates from its offices in the UK, US, Spain and the Netherlands, specialises in the design and build of complex digital solutions for global enterprises. It has particular expertise in developing sites to manage vast amounts of content, and managing multi-site, multi-lingual website rollouts.

“BloomReach Experience's open and flexible architecture is an excellent addition to our portfolio for building global, cross-channel websites that need to scale,” says Jonathan Whiteside, CTO at Building Blocks. “Our team is looking forward to implementing the impressive AI features to really make the promise of intelligent personalised experiences real.”

Building Blocks is part of Dept - an international network of leading digital agencies. Comprising ten agencies in total, all offering complementary digital services, new joint clients will benefit from tapping into the full capabilities of the Dept network, which includes specialist e-Commerce agency, Be Excellent, online marketing experts Expand Online, and top three Dutch agency, TamTam.

About Building Blocks

Building Blocks (part of Dept) helps global companies solve complex problems using digital technologies. The agency works with clients to identify digital opportunities that will increase revenue, develop relationships and improve efficiency. Its creative, technical and operational experts then make them happen - rapidly, reliably and at scale.

Founded in March 2007, Building Blocks’ multidisciplinary team operates globally from its offices in Manchester, UK, Zaragoza, Spain, and Boston, USA. In May 2016, Building Blocks was acquired by Dept – an international network of leading digital agencies. Building Blocks operates side-by-side with its sister agencies TamTam, Expand Online, BE EXCELLENT, a friend of mine, Second Degree, Studio Dumbar, Trust Agents, Unskippable and eBrella.

Building Blocks work with clients on digital transformation, from creating a digital roadmap in-line with business objectives, legacy system integration and self-service applications, through to UX design, optimisation, mobile responsive and personalised sites. The agency also helps to create digital governance structures, up-skills clients’ internal teams, offers cloud architecture and ongoing Digital Operations Services. With a technical heritage, today Building Blocks specialises in global Content Management System implementations for enterprise organisations.

The agency has particular expertise in global rollouts and multilingual training and delivery, with clients including Triumph Motorcycles, Imperial Brands, Guinness World Records, Yara International, Schneider Electric, DFDS, Kaspersky Labs, Guardian Industries, and Element Materials Technology.

About Dept

Building Blocks was acquired by Dept in May 2016. Dept is an international network of leading digital agencies. From their offices across Europe and the US, 500 of the most talented and experienced people in our industry combine creativity, technology and data to deliver digital products and services that build brands, grow businesses and make people's lives easier.

Dept consists of the agencies TamTam, Expand Online, a friend of mine, Second Degree, Building Blocks, Studio Dumbar, Be Excellent, Trust Agents, Unskippable and eBrella. The network consists of 500 employees with combined sales of more than €60 million, and offices located in the Netherlands, the UK, the USA, Germany and Spain.

About BloomReach

BloomReach is a Silicon Valley firm that brings businesses the first open and intelligent Digital Experience Platform (DXP). BloomReach drives customer experience to accelerate the path to conversion, increase revenue, and drive customer loyalty.

With applications for content management, site search, page management, SEO optimization and role-based analytics, BloomReach is a central location for all players who drive customer experience to come together and intelligently drive business outcomes. BloomReach's Relevance Engine algorithmically understands content and users, matching demand and intent data from across the web. BloomReach's industry-leading tools unlock the powerful creativity of humans to improve omnichannel customer experiences at scale. Together, human and machine drive millions of dollars of proven incremental sales.

BloomReach's portfolio of customers include: Neiman Marcus, Staples, REI, Halfords, The Met Office, Mailchimp and Autodesk. Incorporated in 2009, BloomReach is headquartered in Mountain View, Calif., with offices worldwide and is backed by investment firms Bain Capital Ventures, Battery Ventures, NEA, Salesforce Ventures and Lightspeed Ventures.

ABOUT BLOOMREACH

BloomReach drives customer experience to accelerate the path to conversion, increase revenue, and generate customer loyalty. In 2016, BloomReach acquired the Amsterdam-based content management software company Hippo. With applications for content management, site search, page management, SEO optimization and role-based analytics, BloomReach is a central location for all players who manage customer experience to come together and intelligently drive business outcomes.



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