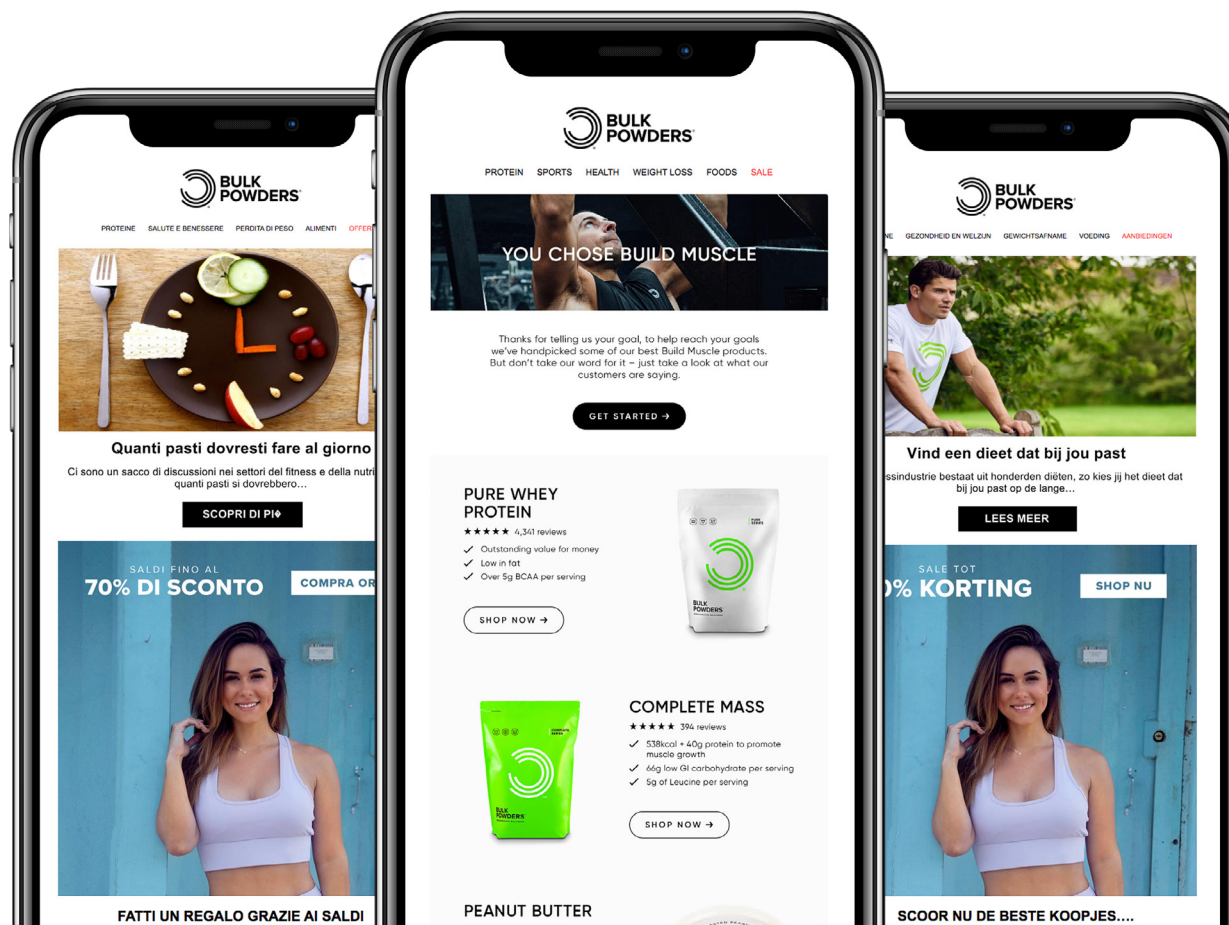




## A personal hello

When signing up with Bulk Powders, customers submit their fitness and wellbeing goals. This data is then used to take subscribers on a super tailored, personalized welcome journey featuring blog content specific to their goals. For example, a recipient will receive different recipes based on whether they are vegan or gluten free. With lots of different category goals and sending in nine different languages, there was an impossible amount of email versions to create. Using CRM data and a custom feed, welcome email content is now fully automated delivering a value-laden, trustworthy introduction to the brand.



*"Our welcome journey is really important to us and we want to show our customers that we understand their needs. Using automated content and sign up data we now personalize welcome emails by showing customers blog articles related to their specific goals and dietary requirements. Automating our blog content has reduced production time significantly as we can now quickly and easily populate blog articles for all 12 countries."*

Lauren Oliver, CRM Manager