

SFMC to Bloomreach Migration

Migration is the process of moving data, configurations, services, or entire applications from one system or platform, or to another.

Migration is a digital transformation. It requires internal processes optimisation, not just replication. Ideally, migration is not just a lift-and-shift, but it's time for identifying what brings value, discarding what does not, resolving workarounds and replacing band-aided solutions with a functional system.

When a deadline is tight, speed-to-market is a priority. Focus on what's needed for Day 1: existing journeys, recurring campaigns, transactional emails. Data cleanup, and advanced redesigns or features will follow once the fundamentals are in place.

During migration:

Rebuild only what drives value

Preserve revenue continuity via dual-run + phased cutover

Establish healthy sending reputation on new IPs

Migration plan at a glance

Plan around realities such as contract end dates, peak season, code freeze, internal capacity limitations, competing projects, and IP warmup duration.

Preparation

- **Use-case inventory:** prioritize must-have use cases for day one
- **Data audit:** keep engaged customers, sunset cold, validate risky segments
- **Technical scope:** assess integrations map, data feeds, subscription states
- **Email templates:** HTML, Salesforce's AMPScript (for personalised/dynamic content) → Jinja

Dual-run & IP warm-up (14 - 30 days needed for a warmup)

- Start with most engaged audiences
- IP warm-up is controlled volume ramp
- The larger the customer/subscriber audience, the longer the warm up
- Go slow to go fast, monitor KPIs, adjust plan

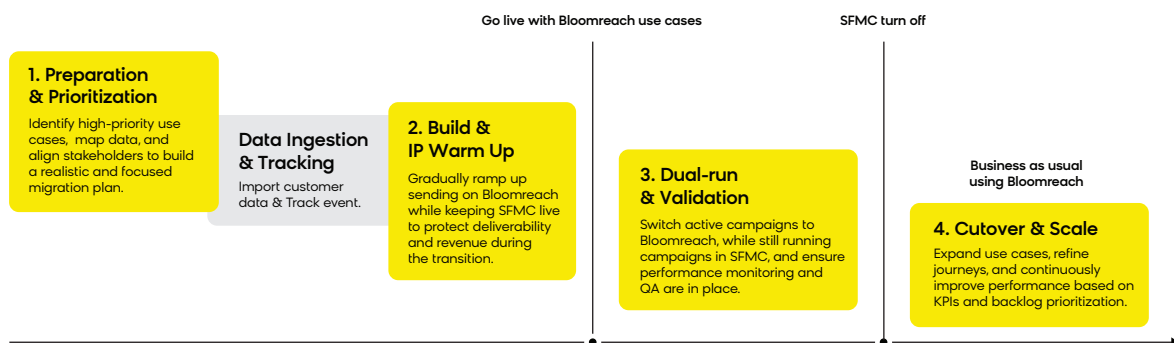
Business as usual with Bloomreach (Post-cutover)

- Once IP warm up is done, clients is good to go BAU
- Continuous optimization, QA, reporting, backlog burn-down

Scale & optimize

- Expand use cases, add triggers, refine frequency policies
- Decommission legacy components as goals are met

Migration is a phased process



Average time to 1st value (first email sent) is 3-12 weeks, and average duration of dual-run is 1-4 weeks, both depending on your organization's size and IT resources.

What clients should do

- **Identify & prioritize use cases** (must-have first → nice-to-have later)
- **Bring the right data:** define sources used in Bloomreach
- **Set up email:** domains, authentication, subscription taxonomy
- **Translate templates:** AMPScript → Jinja
- **Train the team:** enroll in Bloomreach Academy
- **Define KPIs:** delivery, inbox placement, open/click, revenue per send, time-to-value

Deliverability & IP warm-up (Art & Science)

- **Move carefully to move fast**
- **Start strong:** send to highly engaged cohorts first
- **Ramp:** controlled daily volumes; segment slicing to hit targets
- **Split-send:** maintain SFMC for business as usual volume during ramp
- **Expect adjustments:** mailbox providers evolve; plans are adaptive, not static

Technical scope (Map → Plan → Deliver)

- **Data plumbing: site tagging;** warehouse feeds (e.g., Snowflake) rerouted from SFMC to Bloomreach; where needed, use CSV exports
- **Templates & personalization:** Jinja components; content governance
- **Subscriptions/governance:** preferences, lists, consent states aligned
- **Integrations:** inventory current connectors; prioritize takeover order by revenue or impact or effort

KPIs to track

- **Time-to-first value** (weeks to first revenue-positive campaign)
- **Inbox placement** / delivery, open/click, conversion
- **% use-cases live** vs. planned; defect rate (QA)
- **Contact list health:** engaged ratio, reactivation/sunset success

Proof Points & Case Studies



Strong partner ecosystem leading migration across EMEA, AMER

EMEA

im digital VOXWISE IMPACT ADASTRA valantic MERKLE CACI
<epam> Valtech Peaks & Pies Vecton COLOURS_OF_DATA SOLI DIGITAL EXPERIENCE DEPT.

AMER

SCALERO im digital VOXWISE
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What to watch out for

- SFMC often stores separate profiles of the same customer per channel, which can cause duplicates during migration. With the right mapping, identities can be unified to enable better cross-channel personalization.
- **Cold contacts in warm-up** → Either attempt to reactivate them on SFMC, or exclude/sunset them.
- **Seasonal peaks/code freeze** → timebox milestones around peak; avoid cutover near Black Friday.
- **Under-resourced teams** → right-size scope; sequence; land-and-expand retainer with partner.
- **Missed warm-up targets** → ensure using the appropriate segmentation to stay on plan

In short, align on

- Incumbent contract end dates
- Internal team availability & competing projects
- IP warm-up window
- Peak season & code freeze
- Agency scope vs. client scope
- Resource plan & RACI
- Integration takeover order

