

MOBILE

Bloomingdale's employs "Gift-Bot" to deliver personality-inspired ideas

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Bloomingdale's gift-bot ideas

By STAFF REPORTS

Department store chain Bloomingdale's is giving consumers instant gifting help with the help of a knowledgeable robot.

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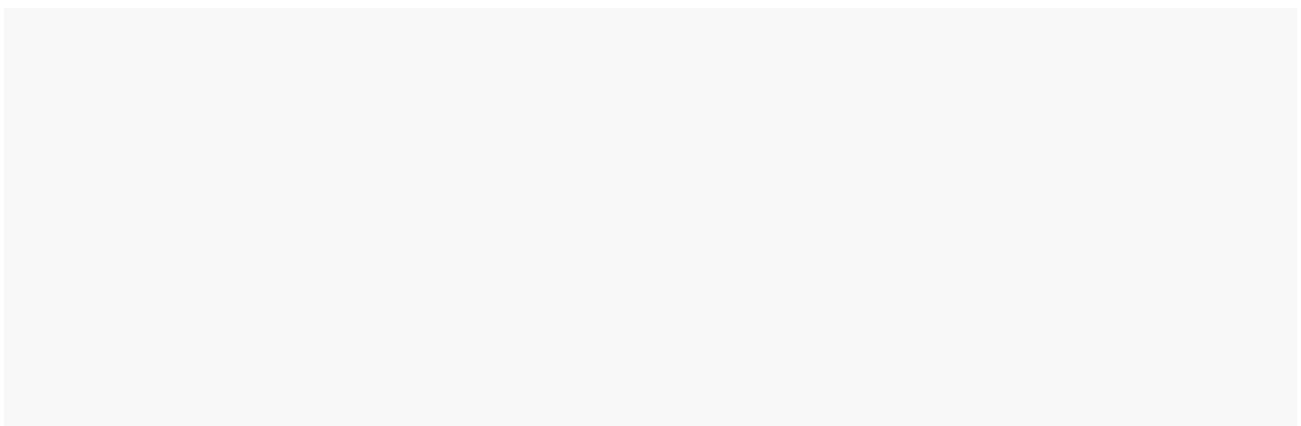
The store's "Gift-Bot" series on Instagram explores what to get for the men, women and children in a consumer's life based on their personalities and interests. Bloomingdale's has previously looked toward Instagram as a medium for unconventional gift guides, speaking to its audience in platform-specific ways.

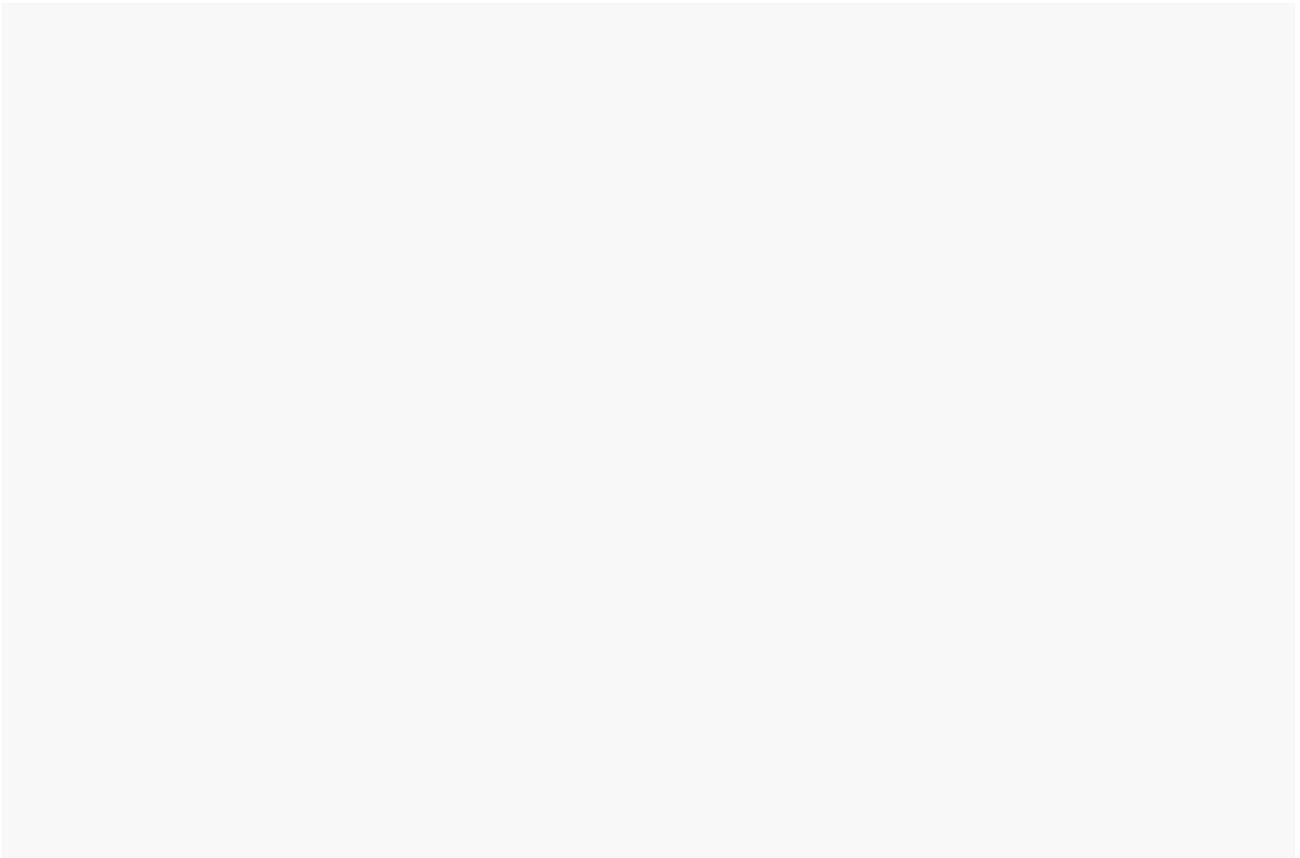
Take your pick

Bloomingdale's introduced the gift-bot through an email to subscribers, which promised "Insta-great gifts."

In the body of the email, a GIF plays, showing some of the robot's suggestions. When clicked, the image takes consumers to Bloomingdale's Instagram account.

Bloomingdale's gift-bot spits out a rapid series of gift ideas, displayed as pictures on a board labeled with a personality, for instance "the kooky collector" or "the SMS BFF." In the caption to the videos, consumers are told to take a screenshot, which will give them a random result.





A video posted by Bloomingdale's (@bloomingdales) on Dec 9, 2015 at 2:11pm PST

The retailer has also broken down some of the suggestions, posting them as images.

To shop the selections, consumers can click on the link in Bloomingdale's bio, which will take them to its Pinterest account. Here, they can peruse boards of ideas for him, her or kids, as well as items under \$100.

Bloomingdale's is also encouraging consumers to document their holiday shopping with a selfie. Within the Snapchat app, a user can select a branded filter, placing their selfie at the center of a frame of Bloomingdale's brown bags.



Screenshot of Bloomingdale's email

Last year, department store chain Bloomingdale's highlighted more than 500 gifts in a clickable Instagram guide.

Hashtag #Zoomingdales, which launched Dec. 11, worked around Instagram's lack of post hyperlinks, allowing consumers to follow tags to separate profiles to view gift sets. Since Instagram has the most engaged community, the store likely saw results from giving consumers gift guides they could follow directly to ecommerce ([see story](#)).

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