teleflora®

Bluecore Teleflora Case Study

Bluecore

Highlights

- In April 2015, Teleflora implemented Bluecore on two separate websites within one week. This included finalizing creative templates and recipe rules. The floral delivery site had its triggers ready for Mother's Day.

- Teleflora runs six triggers that draw on shopper behaviors, purchase histories, browsing patterns and product catalog changes to personalize content and send the email that has the highest likelihood of conversion. Whether shoppers log in or not, Bluecore recognizes past customers by IP address.

- In total, Bluecore generates 8x more orders than Teleflora's previous triggered email solution. The abandoned cart email produces 3x more orders than its predecessor. Email open rates and conversion rates have more than doubled.

About Teleflora

Teleflora brings together the time-honored tradition of sending flowers with the modern benefits of an advanced florist network. By tapping over 13,000 member florists in North America alone, Teleflora offers the kind of personal touches, artistry and expertise you expect from a trusted neighborhood florist—even if that neighborhood is across the country. No prepackaged flowers in nondescript boxes dropped on your doorstep—Teleflora's network of professional florists create artistic arrangements personally delivered in a vase, often on the same day. And, with the organization's pioneering "Flowers in a Gift" Collection, the recipient gets a keepsake that turns the treasured gesture of a bouquet into a lasting memento. Luxe yet affordable, aspirational yet accessible, Teleflora makes every day an occasion. Follow Teleflora on Facebook.

The Problem

In 2014, Teleflora built two triggered emails for its online flower delivery service, but the marketing team ran into a smorgasbord of problems. For one, their email marketing software couldn't personalize content or trigger emails based on shopper behavior, except in cart abandonment emails. Second, the platform made it extremely time-consuming to launch, test and change emails. Initial setup for the category abandonment email took three weeks. Third, the triggered emails only worked if shoppers logged into the website.

Essentially, Teleflora was able to send static triggered emails with generic rather than personalized content. When Beth Monda, VP of Ecommerce, joined Teleflora in April 1, 2015, she partnered with the marketing team to address these weaknesses.

A triggered email pro, Beth had already implemented Bluecore's marketing automation platform twice: at Lucky Brand Jeans and at BCBGMAXAZRIAGROUP. Beth discovered Bluecore back in 2014, when she was on the hunt for an abandoned cart trigger that could personalize product recommendations and send emails within seconds – not days later. She tried everything, and Bluecore took the cake.

Bluecore was the first tool I rolled out after joining Teleflora," said Beth. "We know that if a customer doesn't purchase again within 90 days it's going to be much more difficult to get them back."

Beth and Austin Rose, Assistant Online Marketing Manager at Teleflora, implemented Bluecore with four primary goals:

1. Increase order volume and total sales

2. Raise performance of existing triggers

3. Roll out additional types of triggers, without the usual legwork and hassles

4. Personalize triggers by tapping into shopper behaviors, purchase histories and browsing patterns

The Solution

When Beth made the call to implement Bluecore, Teleflora was in the middle of a website migration. It didn't matter – Bluecore was still up and running on both websites within a week. The creative templates and recipe rules were ready for shoppers. <u>"The most difficult part was just making and finalizing the creative templates on our end,"</u> said Beth.

Teleflora has launched six triggers:

1. **Abandoned Cart:** Re-engages customers who didn't purchase items in their cart.
2. **Browse Abandonment:** Personalizes emails based on items that were viewed but not added to cart.
3. **Abandoned Search:** Emails customers with the items they searched for but never added to cart.
4. **New Arrival:** Alerts shoppers most likely to purchase new items based on past behaviors and orders.
5. **Post Purchase:** Follows up with related products, best sellers and items curated to purchase history.
6. **Win Back:** Reengages customers with personalized product offers before they permanently churn.

Out of the gate, Bluecore solved Teleflora's challenges with personalization. As Beth commented, <u>"Our favorite part is how smart Bluecore is at providing relevant recommendations. It's quite savvy at selecting products that are likely to convert shoppers."</u>

The Teleflora team also finds it easier to test and change email templates, and thereby improve conversion rates. <u>"Everything gets done quickly, and it's always accurate,"</u> said Austin. <u>"They always let me double check changes, too."</u>

Finally, Bluecore addressed Teleflora's problem with shoppers not logging into the website. Unlike most marketing platforms, Bluecore identifies registered customers by IP address, which means that the platform can trigger emails whether they log in or not.

The Results

Bluecore has generated **8x** more orders than Teleflora's previous triggered email solution. Of note, Bluecore's abandoned cart email has delivered **3x** more orders than its predecessor. Teleflora's triggered email open rates and conversion rates have more than doubled since switching to Bluecore.

In short, Teleflora now has a quiver of personalized triggers that have achieved the company's original goals. Beth and Austin have also built a strong partnership with the Bluecore team.

"Bluecore's customer service is to die for," said Beth. "It's one of the reasons I've implemented them so many times. Their team is smart, easy to work with, and all about customer success. Even when our request is crazy, they figure out a way to make it happen."