# teleflora®

How the world's largest florist network reduced campaign creation time from days to minutes.

Cordial

#BeCordial

# teleflora ®

## Introduction

In order to communicate with millions of users, in more than 90 countries, Teleflora's international division relies on Cordial. By simplifying campaign creation and leveraging browser-based triggers, Cordial helps Teleflora better service it's florist network and operate more efficiently with a global customer base.

## Company Overview

Since 1979, Teleflora has delivered beautiful, fresh flowers to customers in more than 90 countries around the globe and has developed a reputation for impeccable service and a premium product. Boasting a network of approximately 20,000 affiliated florists worldwide, Teleflora has grown to be one of the largest and most trusted floral networks in the industry.

## Key Takeaways

Increased email revenue by **20 percent** year-over-year utilizing Cordial Experiments.

Decreased campaign creation time from **days to minutes.**

100%    Now able to service **100 percent** of its partner sites

## The Problem

Teleflora's International subsidiary, Petals Network, is one of the world's largest online floral networks, offering turn-key e-commerce solutions to its partner sites. As Petals Network grew, they ran into problems servicing the marketing needs of its customers' sites due to the labor-intensive nature of its email processes. The legacy email platform Petals Network relied upon made it nearly impossible to quickly segment and consolidate disparate partner and customer information, and the lack of messaging triggers resulted in low engagement from customers.

Because of this, Petals Network could only service the marketing needs of the top 10 percent of sellers in their network, leaving 90 percent of their customers to fend for themselves. Not only was this a poor customer experience for its partners, it left a massive amount of potential revenue on the table, simply because its email platform was inefficient.

"We struggled to integrate promotional and triggered emails for our network of hundreds of flagship and partner sites. Cordial completed the integration with ease, resulting in immediate improvements on email performance, deliverability and data management."

**Amy Malcom**
*Online Marketing Specialist at Teleflora/Petals Network*

**CAMPAIGN CREATION WITH LEGACY ESP**

Customers Serviced

Time To Create Campaign
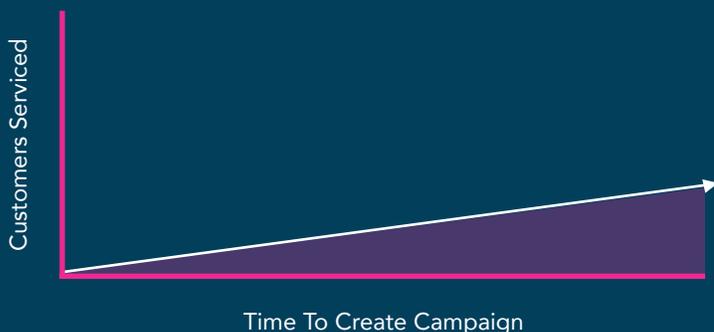
# 10%
of customers serviced

## The Solution

Through the use of browse-based triggers and adaptive messaging templates, Cordial helped Petals Network completely revamp its email program from the ground up. Within 30 days, they were able to streamline the campaign creation process and remove all manual curation, bringing campaign creation time down from days to minutes. Cordial also helped free up enough internal resources so that the Petals Network was able to offer marketing services to the remaining 90 percent of its partner sites.

Petals Network now leverages Cordial for every promotional, triggered, and transactional email, and uses Cordial Experiments to programmatically optimize every piece of their messaging resulting in a 20 percent increase in email revenue year-over-year.

"The Cordial platform has enabled us to easily manage and optimize campaign performance for every site and messaging stream, allowing us to better engage with our customers and drive revenue growth"

**Amy Malcom**
*Online Marketing Specialist at Teleflora/Petals Network*

**CAMPAIGN CREATION WITH CORDIAL**

Customers Serviced

Time To Create Campaign

# 100%
of customers serviced

# Cordial worked with the Teleflora Marketing team to...

## Increase Revenue

The company utilized Cordial Experiments to programmatically optimize triggered message streams using machine learning resulting in a 20% increase in email revenue.

## Save Time

By streamlining marketing functions, Petals Networks was able to bring campaign creation time down from days to minutes, allowing Teleflora International to service its entire partner network— without adding additional resources.

## Personalize

Using Cordial, the company was able to programmatically personalize each communication with partner branding using adaptive messaging templates.

## Track Every Interaction

By leveraging Javascript and PHP events, the company can now track user behavior and generate browse and cart abandonment emails personalized with relevant product content.

## Create Triggered Messages

With Cordial, the company now creates a personalized series of triggered "welcome" messages for first-time customers and optimizes open and click-through rates using Cordial Experiments.

## Gain Valuable Insights

As the company leverages Cordial's integrated analytics, they now build custom reports to track and monitor key metrics for both email and website behaviors.

# The Results

Increased email revenue by **20 percent** year-over-year utilizing Cordial Experiments.

Decreased campaign creation time from **days to minutes.**

## 100%

Now able to service **100 percent** of its partner sites

The fastest growing e-commerce brands trust Cordial. Learn more about our revolutionary adaptive messaging platform.

**SCHEDULE A DEMO**

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