

## Edible Blooms Australia gains over 600% ROI with the buying anniversary campaign on its first month

### The company

Edible Blooms is the floral gift experience that you can eat, being Australia's largest network of gift delivery stores. The company is award winning, 100% Australian-owned and, importantly, 100% committed to providing the best customer service and experience.

### Challenge

#### Disparate Systems

Edible Blooms used the three business platforms: NETO, Marketo and Salesforce. However, all three systems worked separately and did not communicate with each other. As NETO is a niche platform, a custom integration would be extremely expensive and require months of implementation.



**Edible Blooms**  
delivering fresh ideas



#### No Segmentation/Personalization

Edible Blooms sells to individuals, as well as businesses, but their growing Marketo database has no differentiation between B2C and B2B customers or any segmentation.

As a key consequence, marketing campaigns were standardized without personalization. The company had valuable information and insights into their customers' purchase history, however, these findings were not being leveraged into their marketing campaigns.

#### Customer insights to improve frequency of purchase

One of key goals was to better understand all their customers shopping experience and extract more value from their customer database. Insights were not being leveraged to attract returning customers and boost repeat



## Solution

### Phase 1: Integration of Marketo, Salesforce and NETO

Hoosh implemented a customized 3-way integration between Marketo, Salesforce and NETO. With any integration project, we try to understand the customers marketing strategy and then translate those requirements to technical specifications.

Hoosh used the most up-to-date middleware technology to enable 3 systems to sync and develop a complex data model involving carts, cart items, orders, customers, recipients, and anniversary dates.

### Phase 2: Segmentation

It was important to extract Edible Bloom's Marketo database and separate them into the B2B and B2C customer segments. Separating the B2B and B2C customer segments was vital because purchase behaviors of businesses and individuals vary according to seasonality and motivations.

By creating B2B and B2C categories for their database, it allowed Edible Blooms to identify and separate the two audiences and send targeted email messages accordingly.

### Phase 3: Email Template Builder

Edible Blooms used internal designers to create their email campaigns for Marketo, which was costly and time consuming. With the new segmentations and increasing number of email campaigns, they needed a solution that allowed the marketing team to be more dynamic and create emails quickly.

Hoosh developed a fully customized master template in the Email Template Builder, with easy drag-and-drop functionality that did not require any further time consuming coding. It was also fully tested across browsers to ensure consistency of email presentation to all customers.

### Phase 4: Buying Anniversary Reactivation Program

With a large customer database, Edible Blooms had the opportunity to generate more revenue out of their customer data.

The business of gift giving is anniversary-driven. If a customer buys a gift for Valentine's Day, Christmas or a Birthday they are likely to make a similar purchase in coming years during the same period.

We provided email campaigns to enable Edible Blooms to engage in proactive marketing. Based on the B2C / B2B segmentation, Hoosh developed a Buying Anniversary Program, which reminded customers two weeks and two days before each purchase anniversary. We found this proactive marketing tactic highly effective as each email message contained highly personalized content recommending relevant gifts for the anniversary type.

Hoosh implemented custom scripting for Marketo to ensure that each email reminder contained the name of the customer, name of the recipient, date of previous purchase, previous order, and occasion.



## Outcome

### ■ Better Data Management

With the three ecommerce platform integration of Marketo, Salesforce and NETO, Edible Blooms was able to confirm that all customers and purchase data was synced and up-to-date across all of their systems.

### ■ Substantial Sales Impact

The Buying Anniversary Program had a direct impact on sales. In the first month of the campaign, **Edible Blooms generated 600% ROI.**

### ■ Increased Productivity

With the Email Template Builder, the marketing team was able to create email campaigns 5x faster with no complexity. This increased productivity greatly assists their campaign creation process.



*If we didn't have help from Hoosh, we would only be using Marketo for very basic email campaigns. Working with an experienced partner like Hoosh gives us the tools and expertise to get maximum benefit out of our investment in Marketo and use the platform in a much more sophisticated way. It has been fantastic."*

**KELLY JAMIENSON**

FOUNDER & MANAGING DIRECTOR, EDIBLE BLOOMS

## About Hoosh Marketing

Founded by ex-Marketto staff, Hoosh is Marketo's only gold partner in APAC and the #1 Launchpoint Partner for Marketo technology, strategy and campaign services.

We help Marketo customers deliver exceptional results by implementing superior strategy with highly integrated, cutting-edge marketing technology.

[Learn More](#) about Hoosh



- ✓ Global **Marketo Gold Partner**
- ✓ APAC's Largest number of **Marketo Certified Consultants**
- ✓ **#1 Launchpoint Partner** globally
- ✓ **Over 50 Marketo Implementations** and counting

