



The result

Conversion rates of around 5% ↗

Cost reduction of over 20% ↘

Manual effort reduced by 70% ↘

"Adequately welcoming our new clients and impressing them along their customer journey is an essential element of the bloomon experience. optilyz enables us to reduce cost while minimizing the manual effort required to do so."

Christoph Kramer, Country Manager Germany

Sophisticated **welcome-mailings** are profitably leveraged for **referral marketing**

The challenge

bloomon is an online flower-delivery service based out of Amsterdam. The Dutch company successfully operates in the Netherlands, Germany, Belgium, France, Denmark and the United Kingdom, employing around 100 people at their various locations. Thanks to their innovative delivery and production processes bloomon has delivered nearly one million bouquets in recent years.

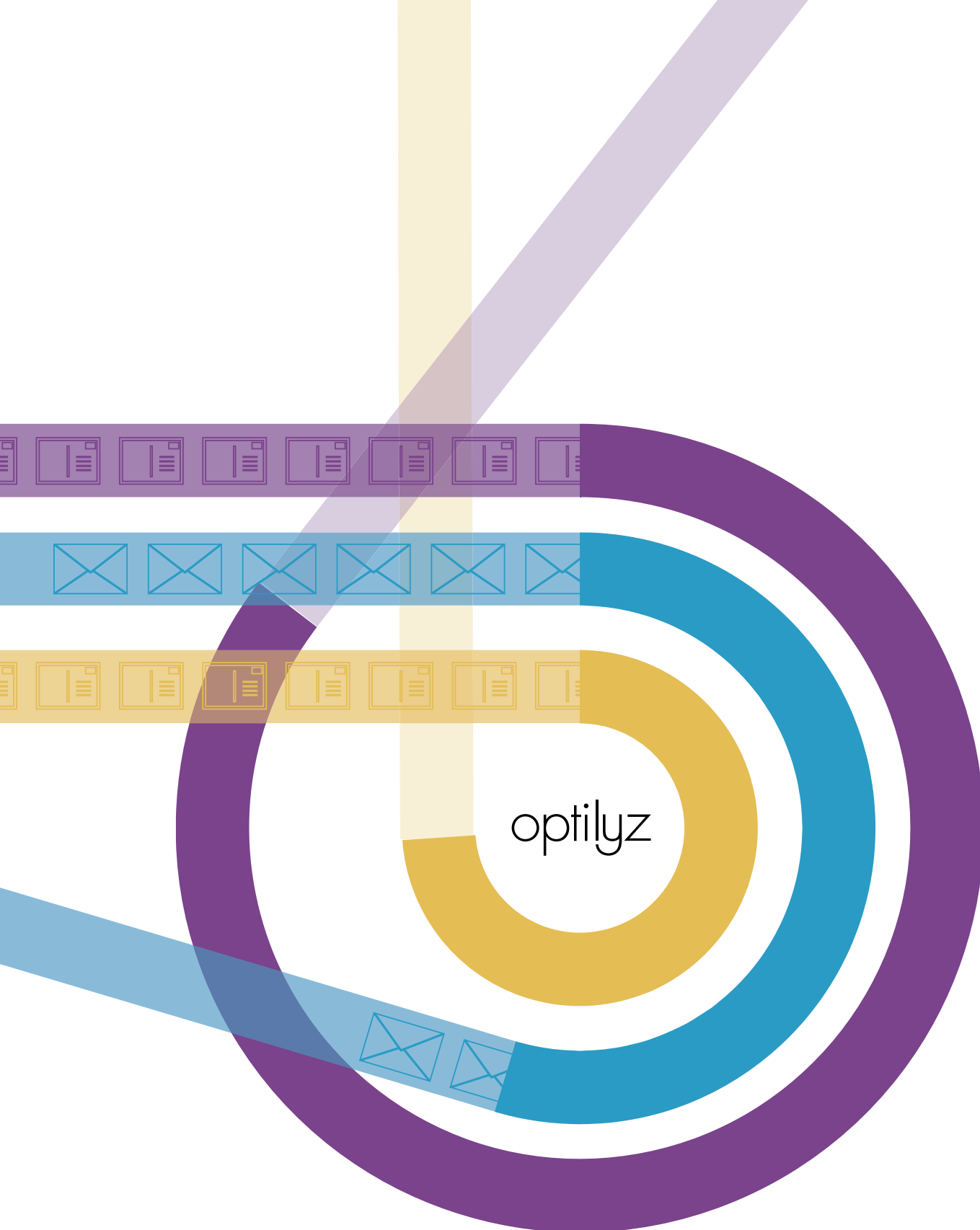
Direct mail enables the company to individually address its customers and give them a sense of exclusivity. This helps strengthen the customer relationship. By including referral codes in their mailings they successfully acquire new customers as well. To however send these letters at just the right time, they had to implement an automated solution rather than manually coordinate everything.

The solution

bloomon chose to link optilyz to its existing systems. New customers are now greeted by automated welcome mailings right before their first flower delivery. The envelope contains a personalized cover letter and a „Refer a Friend“ card. Thanks to optilyz, the company's welcome mailings are now successfully automated and used effortlessly in referral marketing:

- Existing customer data is easily leveraged for personalized mailings
- Automated welcome mailings are effortlessly sent on time
- Complex mailings with different formats are easily implemented





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