

Leading national retailer of live plant gifts uses Coherent Path Email Campaign Optimization to inspire loyalty, achieves 31% lift in revenue per send within first month

COMPANY PROFILE



Jackson & Perkins®

- Established in 1872, Jackson and Perkins is a trusted household name for high quality roses and the leading national retailer of live plant gifts.
- Today, the company is a full-service nursery offering a wide range of trees, shrubs, flowers, groundcovers, bulbs, decorative garden gifts, tools, plant care products, accessories and roses—the company's flagship product.

CHALLENGE

Use email to build better relationships with customers by offering the products that inspire loyalty while simplifying campaign planning

As a seasonal business, Jackson & Perkins ran email promotions that focused on several key times of the year. While these promotions reliably generated revenue, J&P knew there was a big opportunity in a more customer-centric approach. By aligning their email campaigns with the preferences of individual customers, they could dramatically increase revenue while improving

loyalty over time. After all, they had a catalog of great products and a database full of customers with a strong affinity for J&P products. The trick was in figuring out which products inspired interest and loyalty in which customers.

Moreover, like many retailers with established e-commerce and email

programs, J&P possessed a wealth of data on their customers' behavior. But they didn't want to spend days, weeks or even months analyzing it in order to reach actionable conclusions. They needed a quick and easy means of using that data to generate campaigns which offered customers the products they wanted.

SOLUTION

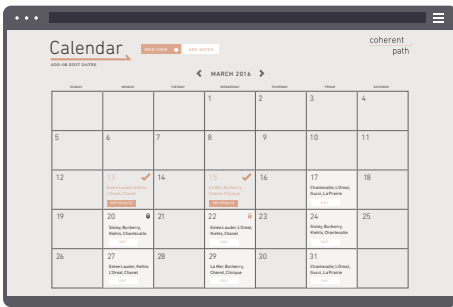
EMAIL CAMPAIGN OPTIMIZATION
Automated, data-driven campaign planning and audience management

J&P knew they didn't need another recommendation engine or complicated analytics suite, but rather an automated solution that would take their data and use it to create winning campaigns—or better yet, entire email calendars. J&P chose Coherent Path's Email Campaign Optimization to fill this role.

They leveraged the solution to:

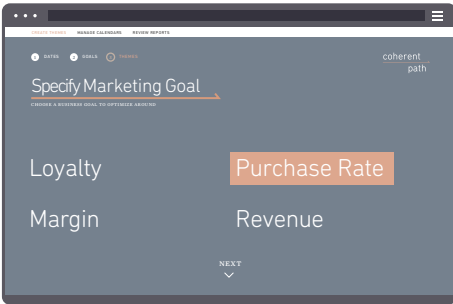
- Build an email calendar guided by groundbreaking data-science
- Identify which product categories are most likely to engage customers
- Reduce dependency on discount-only promotions
- Fine-tune which customers should receive which offers

Email Campaign Optimization does all of the above automatically, eliminating the uncertainty and guesswork that still holds back even the most advanced marketing departments.

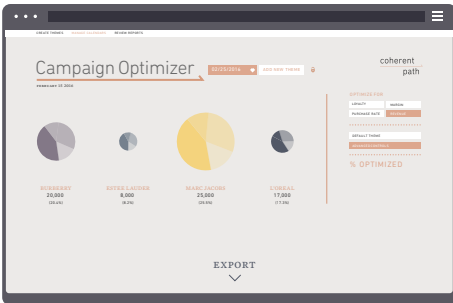


Using the solution's straightforward wizard, the J&P marketing team simply:

1 Selected the dates on which they wanted to send.



2 Chose their marketing goals for the campaigns in question.



3 Automatically generated product themes optimized for their goals and matched these with the right customers for them.

RESULTS

Within just four weeks of using Email Campaign Optimization, J&P:

- Increased revenue per send by 31%
- Increased overall email revenue by 22%
- Earned a 14:1 ROI

As for the future, J&P is eager to continue using Coherent Path to earn loyalty and revenue through email outreach that is finely tuned to their customers' needs and preferences. Indeed, J&P has expanded the number of subscribers to which Coherent Path optimized emails are sent from an initial pilot population to their entire subscriber base.

ABOUT COHERENT PATH

Coherent Path's science-driven personalization empowers retailers to build meaningful relationships with their customers – increasing revenue and differentiating their brand today, while maximizing lifetime value. We go far beyond first-generation recommendation tools by helping retailers identify the best path ahead for each customer. Using this groundbreaking approach, retailers of all sizes can personalize the customer journey through any channel with multi-step offers that increase revenue, drive engagement, and inspire loyalty.

ABOUT JACKSON AND PERKINS

Jackson & Perkins is a full-service nursery offering all kinds of flowers, trees, shrubs, ground coverings, bulbs, decorative garden gifts, tools, garden accessories, plant care products and, of course roses. Over 2 million roses and other plants are shipped to customers every year.

www.jacksonandperkins.com



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