flourish

Adventure in **every journey.**

We are Flourish. A specialist CRM agency.

Our **story.**

Flourish is a specialist CRM agency with a strong heritage in Direct Marketing.

Started in 2004, Flourish today has over 60 people working across three locations worldwide providing:

- Planning & Strategy
- Data planning, Architecture & Analysis
- Operational Infrastructure Planning
- Client Services
- Creative Services
- Digital & Development
- Media & performance marketing

Bristol

London

Dubai

Our **clients.**

INFINITI · Google · twitch · TradeKart · NISSAN

BIG BUS · Wonderbly · Biffa · drax · amazon relay · asos

bet365 · P LOUISE · historic newspapers · pai · SURE PETCARE · Rodericks Dental Partners

Target Ovarian Cancer · East Anglian Air Ambulance · RAMBLERS · Crisis Together we will end homelessness · pdsa SAVING PETS CHANGING LIVES · worldwide cancer research

Global **CRM experience.**

Trade Nation

Migration from Pardot to Marketing Cloud, CRM strategy and implementation

UK, South Africa, Southeast Asia

Unilever Food Solutions

Customer journey development, data journeys, comms development

Global – 42 countries

twitch

Customer journey development,, comms development and deployment

Global – 40+ countries

NISSAN

Customer journey development, data journeys, comms development

UAE, KSA

ev. energy

Customer journey development, data journeys, comms development

UK, USA

SAMSUNG

Database integration, comms development, CRM management

UK, UAE, Australia

citibank

Campaign development, journey flows, email build

Thailand, China, Malaysia, Philippines and Singapore

asos

Campaign deployment and ESP migration & UAT

Global – 50+ countries

drax

Customer journey development, data journeys, comms development

UK, USA, Canada

bet365

CRM solution identification, solution architecture and consultancy

UK, IE, North America and Brazil

flourish

Our **approach.**

Our **3 pillars.**

By first **understanding clients' current resource and needs**, we look to maximise their CRM from day one.

Next, based on their technical and organisational environment, we develop a roadmap that sets out to **optimise**, **elevate** and **transform** the clients' CRM programs and platforms.

For some clients this means building up over time, working with the technology they have and progressively enhancing their capabilities; others require us to take a bigger leap in a shorter space of time.

1. Optimise
Optimise your current activity to maximise its potential

2. Elevate
Elevate capabilities to further enhance results and enable progress towards the vision

3. Transform
Deliver a customer-centric programme with genuine cross-channel, real-time delivery

How we work **with your business.**

We work with the technology you have in place while helping you select a new solution	We connect the dots between your teams to deliver more efficient and integrated experiences	We can provide teams from day one
Help your team optimise your current digital environment and support the process of developing and improving your marketing platform	Use the data and touch points at our disposal to create and and refine Customer Journeys, which add value to the Customer Experience	Provide technical, project management, creative resources when and where you need it. The ability to parachute in wider resource and expertise on an ad-hoc basis

We are platform agnostic and have clients across a variety of CRM platforms including:

salesforce   optimove   klaviyo   ITERABLE   yotpo.   braze   Dynamics 365   emarsys   HubSpot

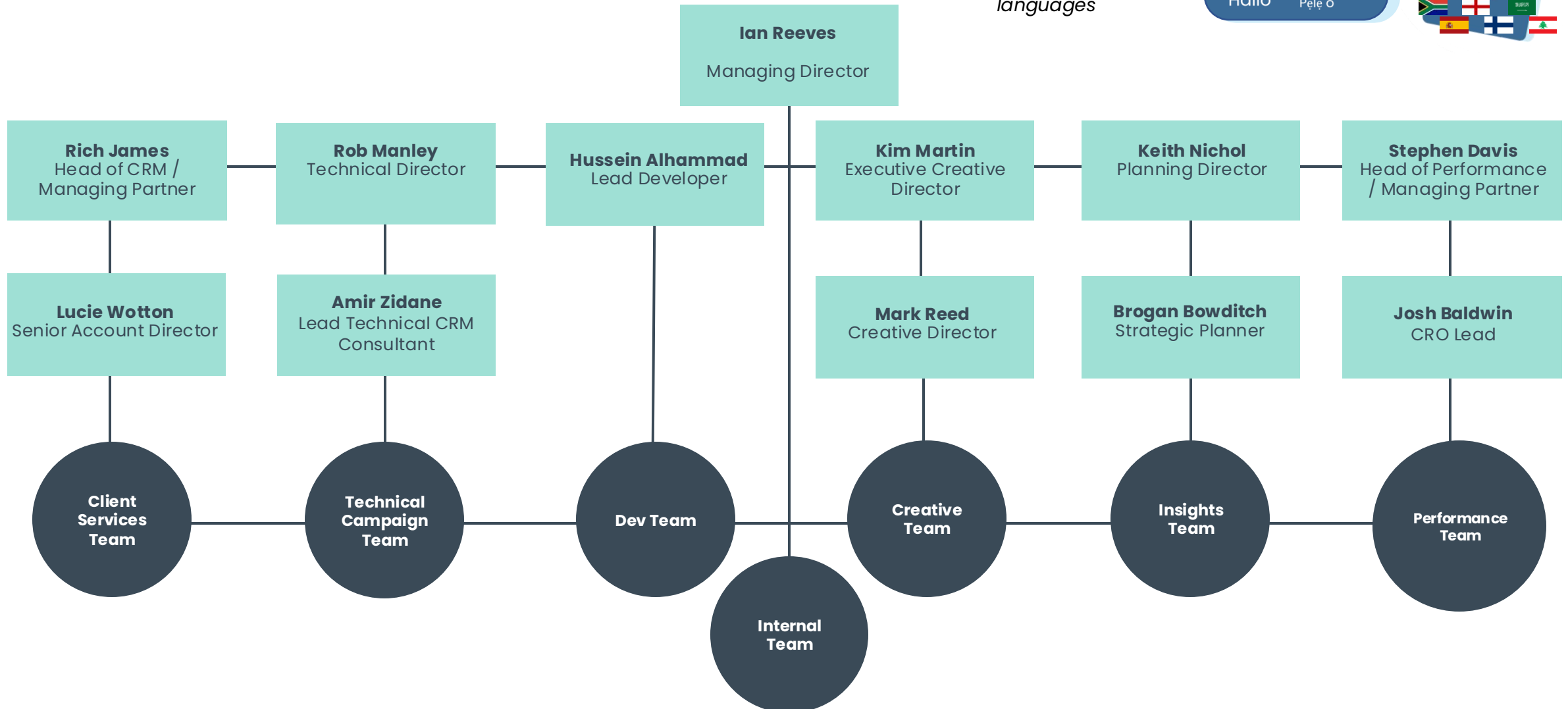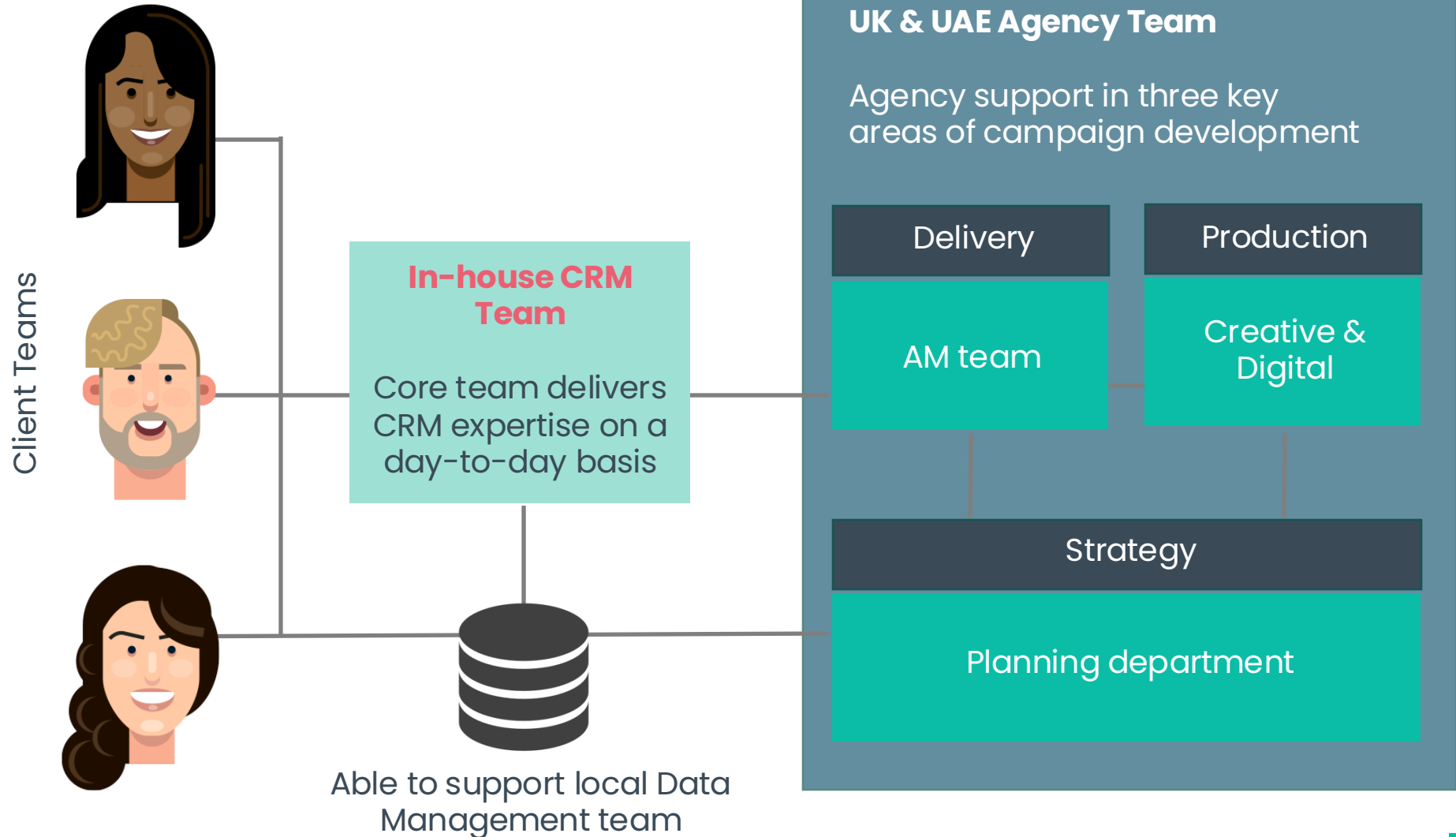Adobe   bloomreach   moengage   ometria   Zoho CRM   dotdigital   mapp   customer.io

Our **team structure.**

Our multi-cultural team comes from over 15 countries and are fluent speakers in 11 languages

Salaam aleekum
नमस्ते Hallo Hej
Hei **Hello** Hoal
Hallå أهلا
Halló Pẹlẹ o

PASSPORT

Ian Reeves

Managing Director

| **Rich James** Head of CRM / Managing Partner | **Rob Manley** Technical Director | **Hussein Alhammad** Lead Developer | **Kim Martin** Executive Creative Director | **Keith Nichol** Planning Director | **Stephen Davis** Head of Performance / Managing Partner |

| **Lucie Wotton** Senior Account Director | **Amir Zidane** Lead Technical CRM Consultant | | **Mark Reed** Creative Director | **Brogan Bowditch** Strategic Planner | **Josh Baldwin** CRO Lead |

Client Services Team

Technical Campaign Team

Dev Team

Internal Team

Creative Team

Insights Team

Performance Team

Engagement **model.**

- Operational model is location agnostic – we can work anywhere

- Experience and ability to up-skill enables adaptability (i.e. Platform or technology changes)

- Sustainable and efficient – exceptionally low staff turnover

Client Teams

In-house CRM Team

Core team delivers CRM expertise on a day-to-day basis

Able to support local Data Management team

UK & UAE Agency Team

Agency support in three key areas of campaign development

Delivery	Production
AM team	Creative & Digital

Strategy

Planning department

Broader **service offering.**

Planning	Activation	Operations	Consultancy
STRATEGIC DEVELOPMENT	**ONLINE**	**MANAGEMENT**	**Data + Technology**
Channel planning	Email	Email broadcast	Data health-check
Consumer Journey planning	Web Development	Social campaign management	Data opportunity modelling
Proposition development	Content Creation	Website management & hosting	Mar-tech stack review
Segmentation	Display	Data housing	Platform optimization
Data modelling & analysis	Search	Reporting	Implementation management
	Social	Paid Search	RFI process ownership
COMMUNICATION PLANNING	**OFFLINE**	**SUPPORT**	**Training + Operations**
Acquisition	Direct Mail	Organisational / Stakeholder engagement	Platform training
Prospect Nurture	Inserts	On-site resource / personnel	Pilot / MVP rollout plan development
Conversion	Press	Best practice guidelines	Transitional/Migration resource
Onboarding / Welcome	Outdoor	Training	Org Chart development / requirements
Repurchase / Cross-sell / Up-sell	Broadcast	Usability / Acceptance testing	Optimisation roadmap
Product launch vs. Always-on retail	In-store merchandising		

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Our **work.**

Since 2012 we've achieved a lot with Samsung across UK, Gulf and Australian markets. Highlights include:

- **840%** increase in database size
- **99%** opt-in (initially 90%)
- Double click-through rates
- Flagship launch ROS of **£39:£1**
- CRM AOV **+36%** vs. average
- **70%** iPhone switchers from CRM

- **29%** improvement in inbox placement
- Quadrupled open rates
- Overall base engagement **+180%**
- **35%** device pre-order from CRM
- **x16** increase in CRM revenue
- Multiple DMA shortlisted campaigns

SAMSUNG

Epic at every angle

Creating beautiful communications

Developing beautiful creative and best-in-class email templates along the way, whilst ensuring deliverability, accessibility, consistency across email clients, reduction in creative fatigue and progressive enhancement
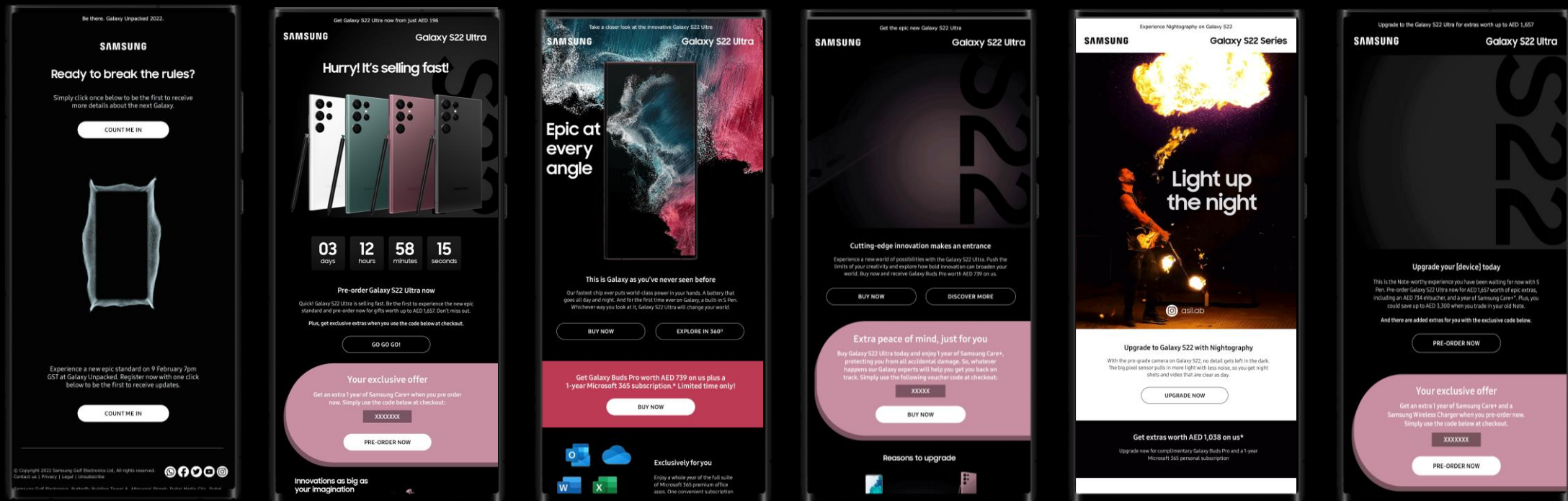
Samsung **CRM Transformation.**

SAMSUNG

Y1
- Data sources identified
- Developed data strategy and infrastructure
- Consolidated database (SID 1)
- Established key comms programmes and engagement rules
- Developed KPIs
- CRM operations platform procured (Aprimo)
- Stakeholder engagement

Y2
- Aprimo goes live
- SID 2 developed
- Data cleanse
- Established basic reporting dashboard
- Established guidelines / consistent template
- Developed Early Engagement programme
- Cross-sell / Up-sell / Re-sell prioritisation

Y3
- SID 3 developed with Product Hierarchy
- New Servers
- MySamsung
- Omniture tracking
- Third-party data overlays
- Cross-divisional comms
- Flagship Launch programme defined
- 'Fluid Email' build
- Broaden EE comms to DI, IT and DA

Y4
- Shift to EHQ database
- Data Modeling / Scoring
- Automated Reporting Dashboard
- Testing strategy & refinement
- S6 Flagship launch plan
- Integrated 'SOR' campaign
- Samsung Shop and retail strategy developed
- BF / CM comms programme defined

Y5
- myGalaxy activity integration
- S7 / Note 7 launch plan
- Real-time data feed
- CACI refresh increased matched records to 3.6m
- Progressive Enhancement to email build (CSS)
- Start Litmus Tracking
- BF / CM lead channel for performance
- Growth in triggered comms

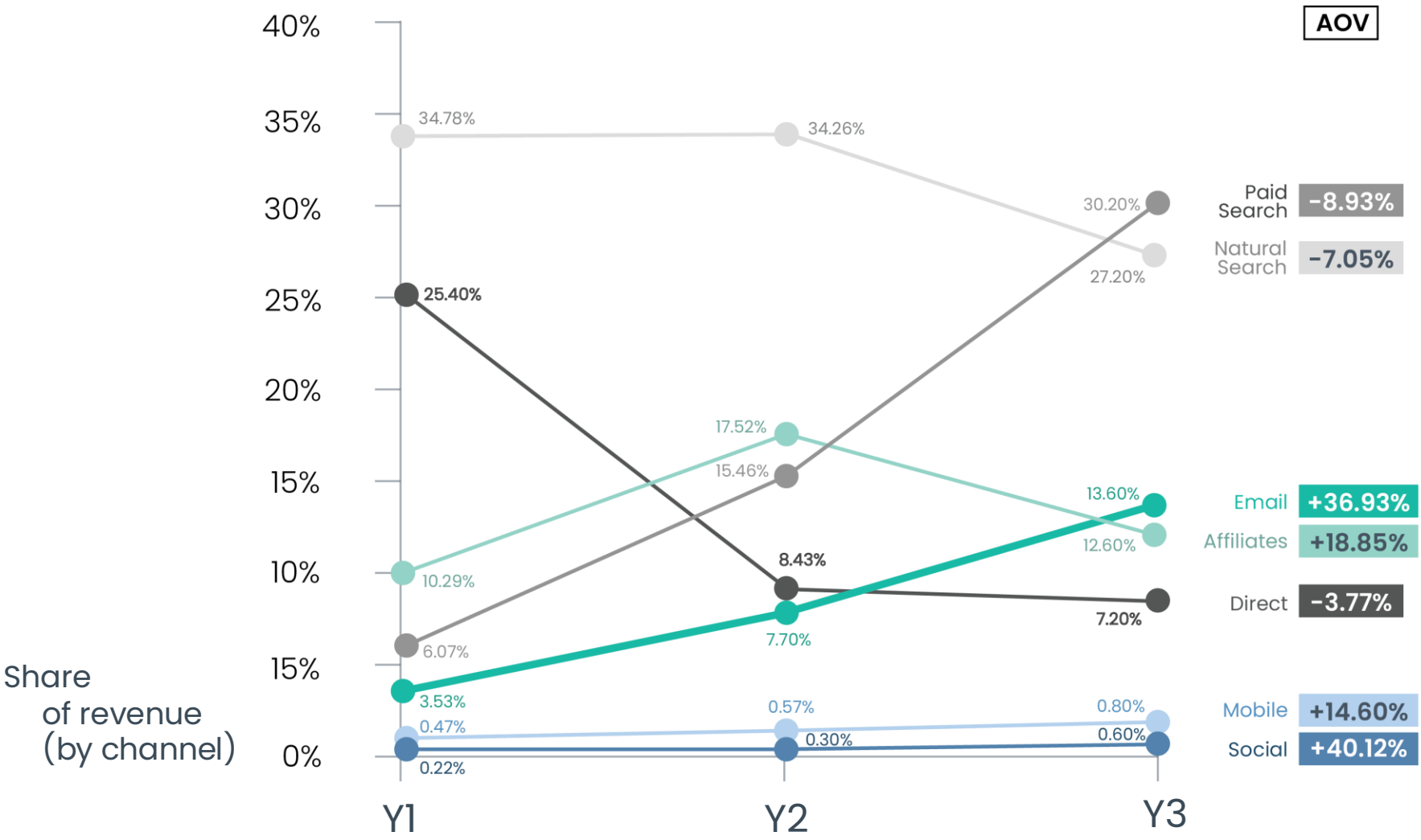| Contactable base | x 1.00 | x 2.67 | x 6.13 | x 7.73 |

DATABASE GROWTH

Samsung **CRM Transformation.**

SAMSUNG

- During our tenure, we more than **quadrupled Open Rates** and **doubled Click-through Rates**

- This was achieved despite a significant increase in contact with our audiences
  - **455 deployments** (including variants)
  - Approximately **420 million sends**

- With growing volumes, an increasing focus on audience segmentation was essential.

Y6

x 8.40

Samsung **CRM Transformation.**

Share of revenue (by channel)

	AOV
Paid Search	−8.93%
Natural Search	−7.05%
Email	+36.93%
Affiliates	+18.85%
Direct	−3.77%
Mobile	+14.60%
Social	+40.12%

Proven track record with other Top 100 brands

We won the Twitch EMEA CRM account via a competitive RFP at the end of 2020. We extended this to a Global remit in 2022.

Highlights include:

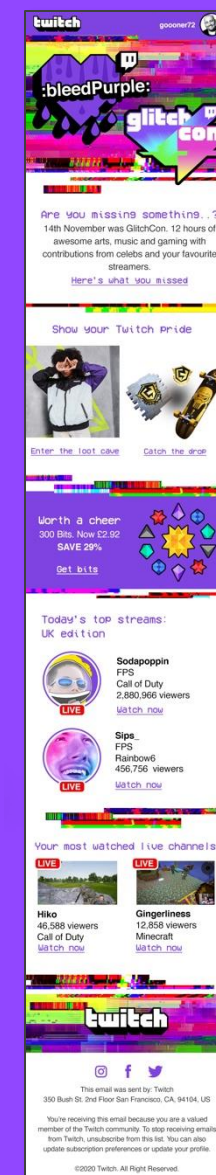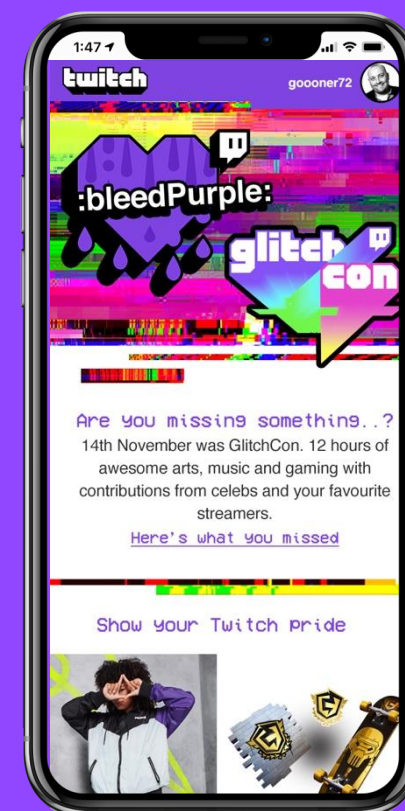|	
Overarching CRM strategy	Lifecycle journey development
Test & learn plan	Tactical campaign planning
CRM creative	Production & build
Audience sizing & segmentation	Campaign set up & deployment
Post Campaign Analysis	Embedded resource

New Flourish creative
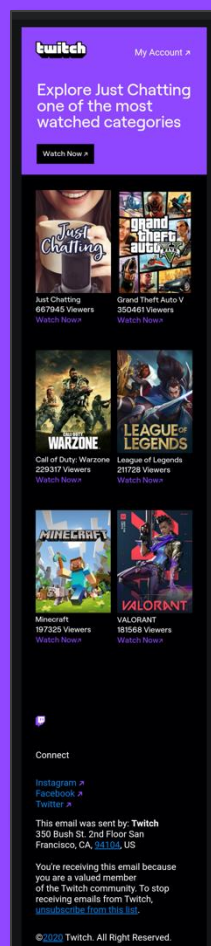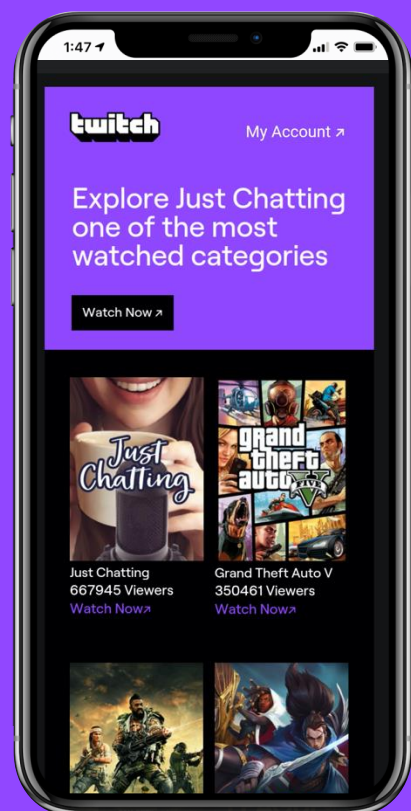
twitch

Pre-existing creative
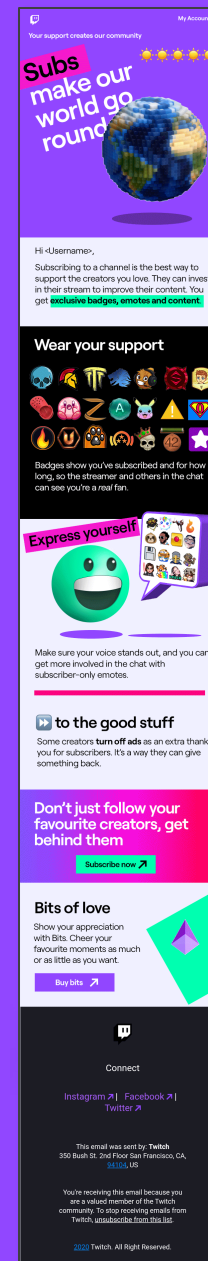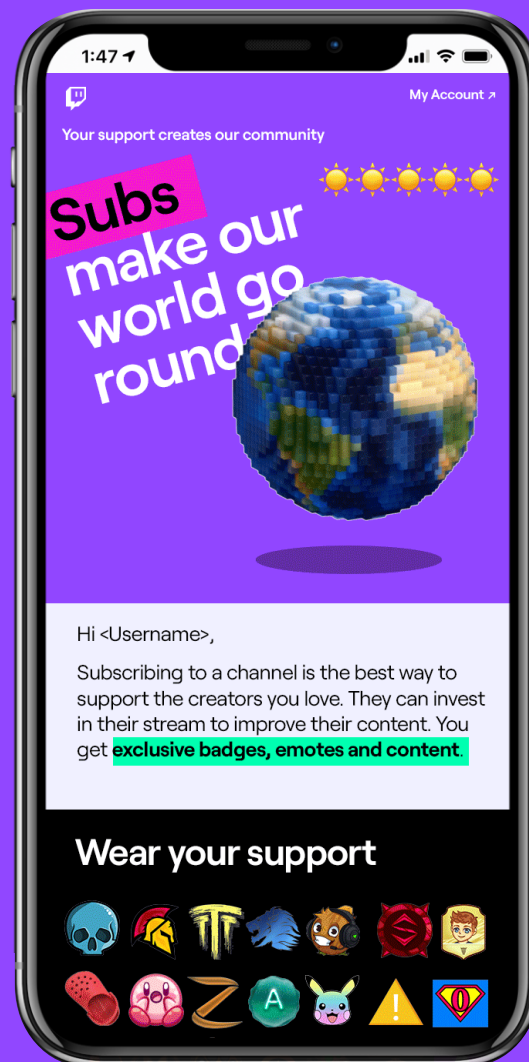
RFP concept creative

Customer Journey mapping and development

twitch

+0 days (Triggered)

W1.1 – W1.4 offer deeper diver into specific optimisation opportunities within each

W1.1
Games
MI Live content*

W1.2
Music
MI Live content*

W1.3
Esports
MI Live content*

W1.4
IRL
MI Live content*

<24 hours

W1.
Welcome to Twitch
What can we tell you?

Tell me more about:
- Games
- Music
- Esports
- IRL

Buttons within the email align with the four main genre headings

No response

Triggered by click behaviour

+2 days

W2
Enjoy more of what you love
| Games | Music |
| Esports | IRL |

Continued support of **category** discovery:
- Games
- Music
- Esports
- IRL

• Channel Points
• Bits / Cheermotes

+4 days

W3
Connect with your squad
MI Live content (*MW* in IRL)

Introduce **community** opportunities, including:
- Stream Chat
- Badges
- Whispers
- Just Chatting
- Subscriber-only benefits
- Hype Train
- Rivals

• Subs / Gift Subs

+6 days

W4
Discover something new
MI Live content (*Trending*)

Introduce **wider streaming** opportunities, including:
- Music
- Food & Drink
- Hobbies / Crafts
- Special Events
- Sports / Fitness & Health
- Talk Shows
- ASMR
- Etc.

• Prime Subs
• Drops / Loot

Live feed from relevant genre heading (Most Watched)

Weave transactional content throughout all communications to support early consideration. Initial findings of standalone transactional emails in first 28 days after registration found this had a detrimental impact on consumption. Therefore it is suggested to keep this messaging secondary

19

# Customer Journey mapping and development

- Audience deep-dive vs. marketing objectives
- Audience clustering to establish scale / potential

Twitch challenge

- Low transactional value > subscription programme
- Tactical and Triggered campaigns

109% increase in subscriptions
**80% increase in hours watched**

EMEA	Never Subbed	Subbed once	Subbed 2+ times
Never bought Bits	92.05%	1.32%	3.36%
Bought Bits once	0.60%	0.14%	0.56%
Bought Bits 2+ times	0.42%	0.15%	1.39%
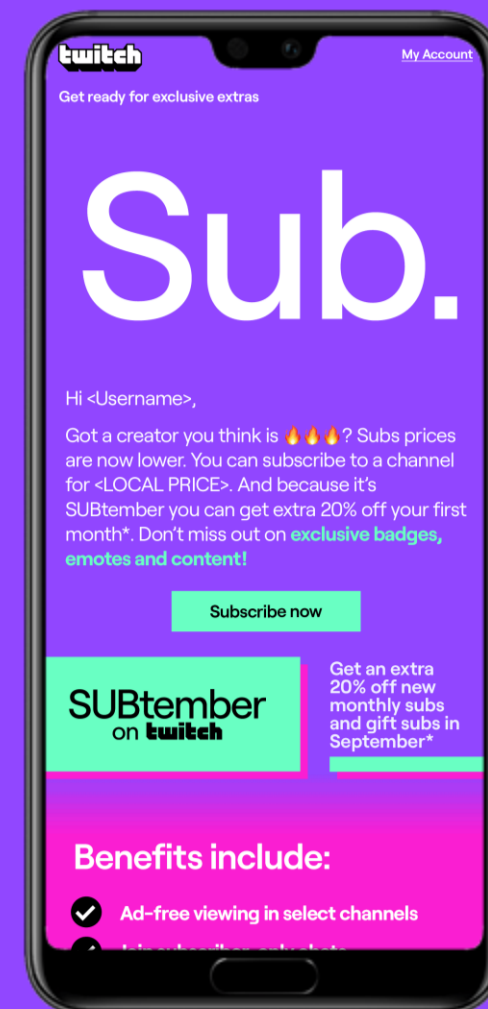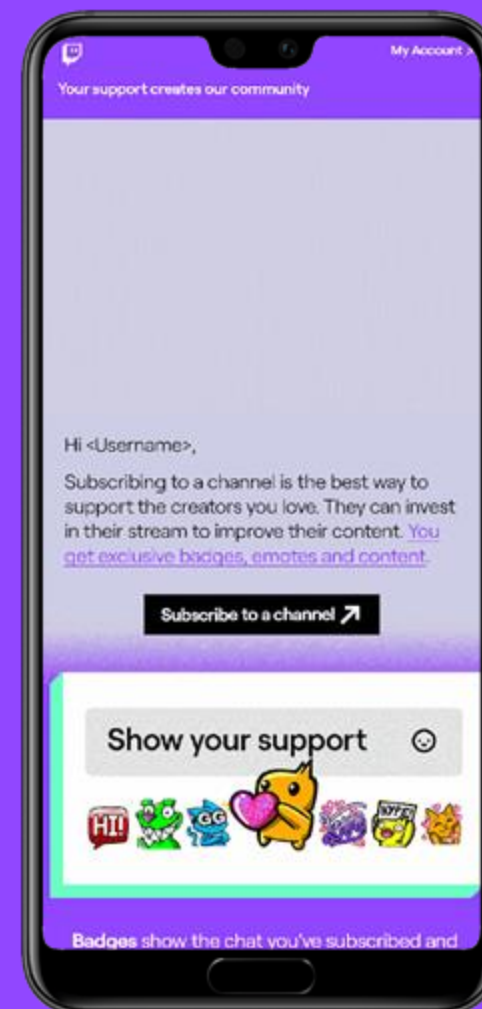
Utilising on-site recommendations in email

DYNAMIC LIVE CONTENT

- Live stream content using Movable Ink (MI)
- Streams selected determined by analyst using on-site recommendations algorithm
- Recommended stream IDs passed to MI to pull through live content
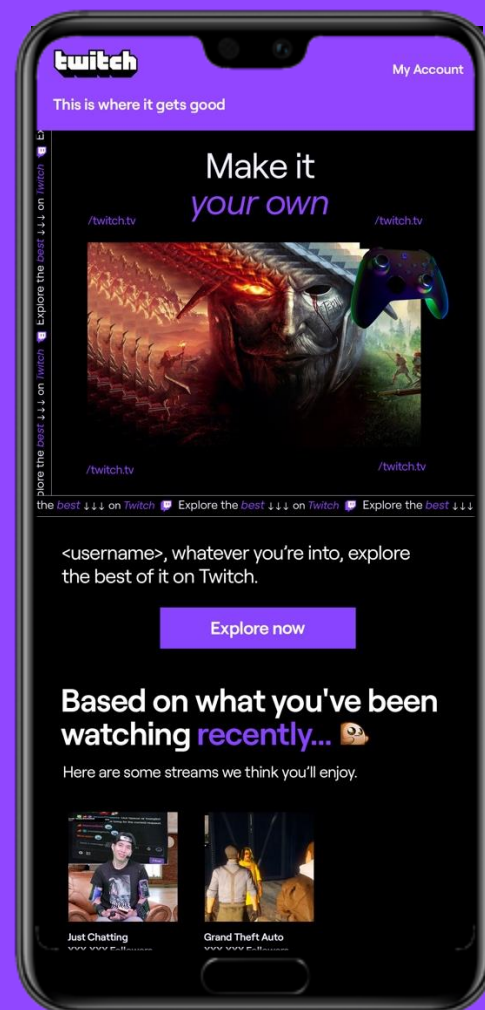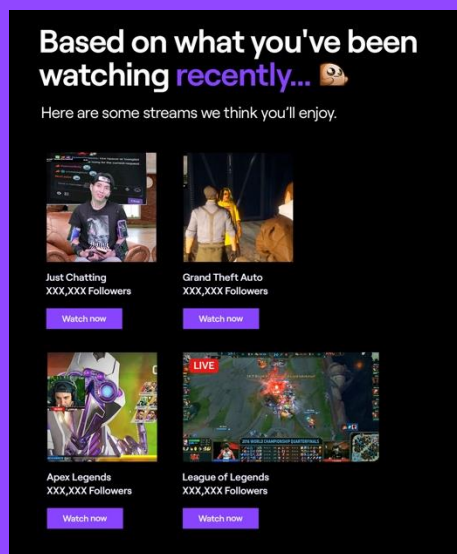
DYNAMIC CATEGORY CONTENT

- Category content pulled in using integrated Twitch ESP and content management system
- Similarly, categories selected determined by analyst using on-site recommendations algorithm
- Recommended category IDs passed to Twitch ESP to pull through category content
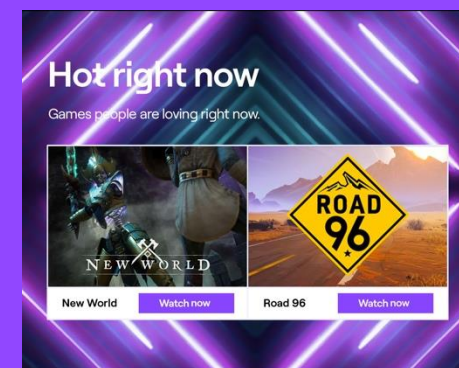
Setting up CRM
for Nissan.

We became CRM agency for Nissan ME in 2023 following a competitive RFP. This remit was extended to the KSA region shortly after. We also provide support to the Infiniti brand, within the Nissan family.

Challenge: When we first kicked off with Nissan, they had a CRM tool in place however they required support with three key areas: technology consultation, data management and CRM communications.

To begin: Flourish conducted an in-depth initial discovery to understand the current environment. A data audit along with a technical review was then conducted to understand the data quality, quantity and potential optimisation steps of the current technology set up. We also met with key stakeholders to align on the business needs and KPI's. This allowed us to understand the key details in order to begin looking to the future.

Setting up CRM
for Nissan.

Solution: After identifying and contextualising the data available we were able to:

- Provide recommendations and implementation guidance on how to achieve single customer view

- Establish a CRM roadmap which informed our decisions regarding various journeys and programmes

- Create strategies for car launches, journeys and programmes including segmentation, communication creatives and development of the HTMLs as well as guidance and overview of the campaign set up and implementation

- Set up foundational journeys including Lost Lead, Lead Nurture and Onboarding.

- Report against defined metrics to ensure that CRM is supporting the overall objectives and to ensure that we are reaching where we need to be

Results: As a result of the implementation of the above, Nissan have been able to achieve:

- 36% of the audience base engaged

- 1,242 new qualified leads

- 83 CRM attributed conversions

Nissan X-TRAIL Launch Campaign.

Challenge: Before we started working with Nissan, they had never sent any CRM comms. We had to effectively communicate the launch of the new iconic Nissan flagship car, the new and improved Nissan X-TRAIL through a previously unused communication channel.

Solution: In order to deliver timely and relevant communications for the Nissan X-TRAIL, we created a strategy with a detailed phase approach, including segmentation, communication creatives and development of the HTMLS. The objective of this launch strategy was to not only drive awareness of the new X-TRAIL and encourage conversion, but to also set a high standard of what can be expected from this channel going forward.

Results: As a result of this Campaign, Nissan have been able to achieve:

- 30% of the audience base engaged
- 656 new leads
- 12,565 additional data points
- 38 Attributed Conversions

PHASE APPROACH

Segment		Phase 1 Teaser	Phase 2 Reveal	Phase 3 Launch	Phase 4 Longtail
		All markets 3rd week Dec	All markets 2nd week Jan	G4 + KSA– 3rd week Jan UAE – Feb	G4 + KSA– 3rd week Apr UAE – May
Hot	X-Trail owners*	Build suspense and intrigue whilst conducting soft data capture to collect handraisers.	Generate buzz during the reveal and drive excitement about the key features. Soft data capture with the use of interest tags.	Drive leads and conversion. Communications between the different segment groups will also start to differ at this stage in order to provide relevant content to each. Soft data capture will continue with the use of interest tags.	Continue driving awareness particularly for the hot segments. The other segments will receive branded comms which will allow us to continue collecting interest in other nameplates in order to help with prospecting.
Hot	X-Trail Leads				
Hot	Handraisers				
Warm	X-Terra & Kicks interest				
Warm	X-Terra & Kicks owners*				
Warm	X-Trail interest				
Cold	Other Nameplate owners*				
Cold	Other Nameplate interest				

* Based on the content of the car model and status fields

Teaser

Reveal

Launch

Client testimonial
From Nissan.

"Flourish has added immediate value to the organisation within their first 90-day plan. They focus on delivering great work and provide constant support, taking a positive and pro-active approach when handling tasks. Our CRM campaign creatives across nameplates have been highly creative and very well received across the business."

**Nadiah Pachmann
CRM Manager, Nissan Middle East**

PLOUISE

We're official email marketing partners of British make-up brand P.Louise.

We started working with P.Louise in 2024, and helped them to break several sales records for a TikTok Live Stream shopping event which made over $2million (£1.5million) in just 12 hours.

We devised a CRM strategy for the P.Louise team and sent a series of emails and SMS over a 6-day period, which directly generated over 20% of the total income made throughout this period.

P.LOUISE

P.Louise approached Flourish, recognising the need for strategic and segmentation support for CRM as their mailing list grew. They also had an idea that they were setting in motion in a short space of time – to sell the most products ever through a TikTok Live Stream shopping event.

The Flourish team needed to work closely with the P.Louise team and against the clock, to devise a record-breaking strategy that would encourage as many registrations and as much excitement around the upcoming event as possible.
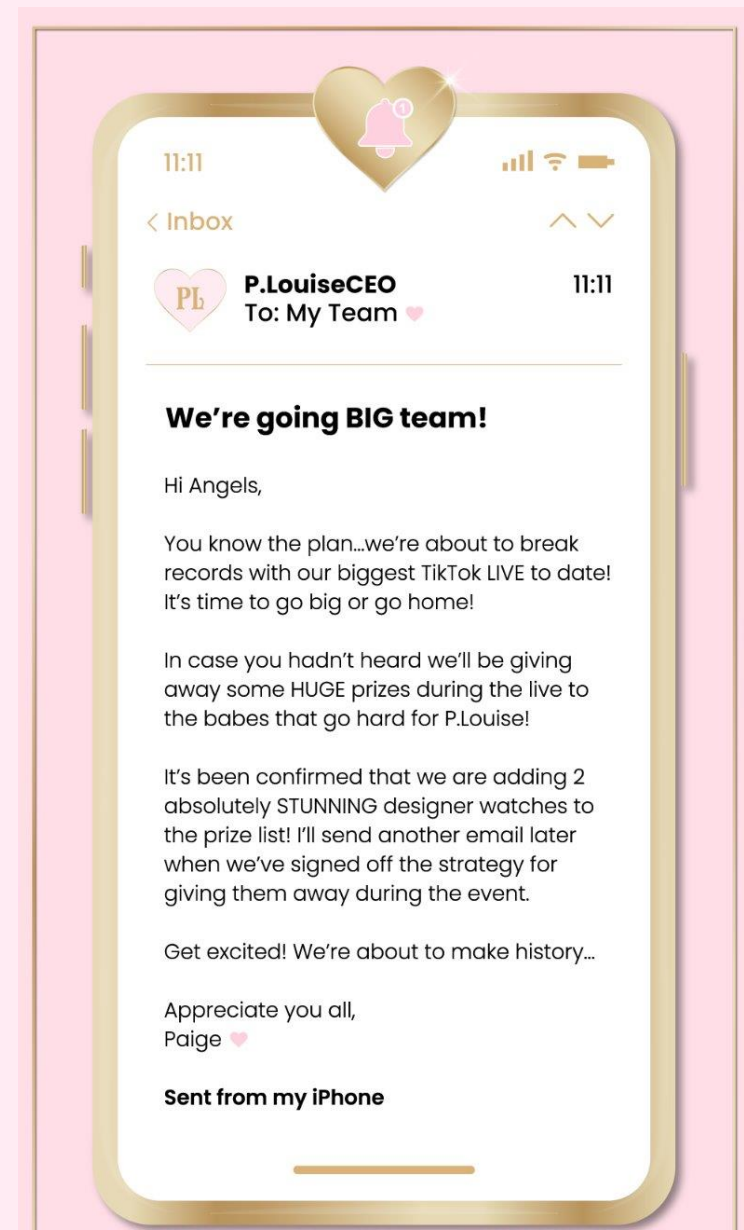
We created hype around the event by sending a series of thoughtfully designed emails prior to, during and after the TikTok Live session. This included a 'leaked' team email from Paige Williams, founder of P.Louise, to encourage more registrations for the event.

We also implemented SMS messaging on the day of the event to ensure that all those that we were able to send to, did not miss the reminder.

These comms generated sales outside of TikTok before the event had even begun, and sparked further sales directly via the website throughout the following days too.

From these comms, we were able to segment a new highly engaged audience and create a new journey for these customers.

We also created a 'Lapsed customer' journey for those that had not purchased for 90 days, and this has now become an automated campaign.

PLOUISE

11:11

< Inbox

P.LouiseCEO   11:11
To: My Team

We're going BIG team!

Hi Angels,

You know the plan...we're about to break records with our biggest TikTok LIVE to date! It's time to go big or go home!

In case you hadn't heard we'll be giving away some HUGE prizes during the live to the babes that go hard for P.Louise!

It's been confirmed that we are adding 2 absolutely STUNNING designer watches to the prize list! I'll send another email later when we've signed off the strategy for giving them away during the event.

Get excited! We're about to make history...

Appreciate you all,
Paige

Sent from my iPhone

Results

💸**Over £303,000** in revenue generated from CRM in just 6-days, **over 20%** of total revenue

🎁 The advent calendar pre-order email generated **£127,000** in revenue, **4th highest** revenue driving campaign of all time

👭**19,664** contacts registered for TikTok live event - new registered engaged segment created

📲**24,505** contacts clicked through to TikTok live via SMS and email

💌 **Doubled average Click Through Rate** for event and pre-event (to register or view TT live) to **2.4%.** P.Louise benchmark 1.23%

🙆 Lapsed journey set up for those who haven't purchased in 90 days

❤️ **29,000** new TikTok followers gained during the event
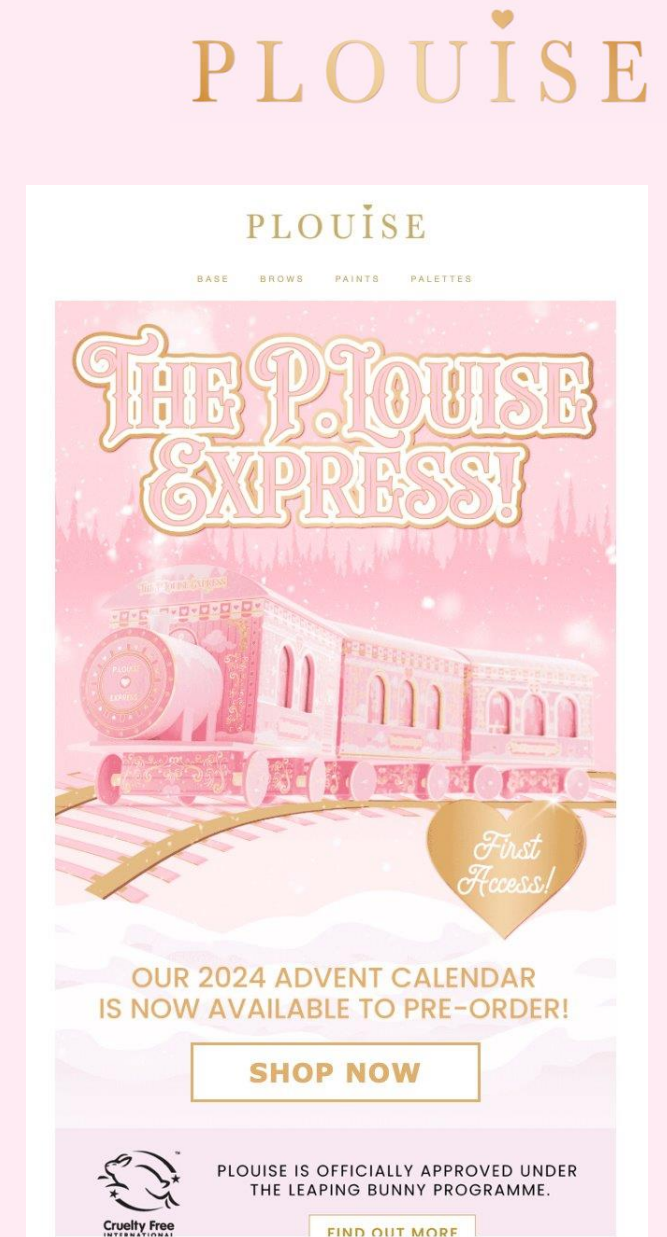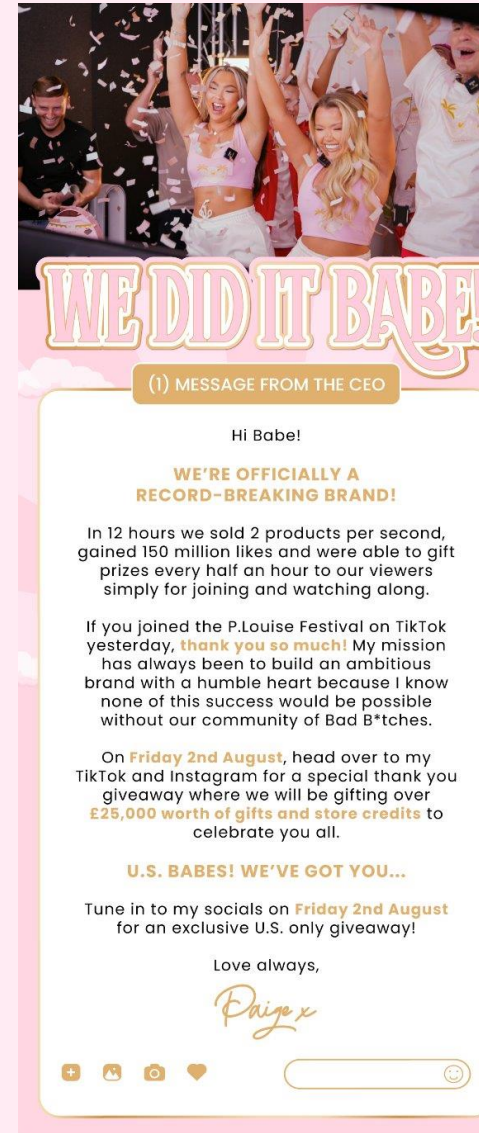
Thank you.

Aimee Blakemore

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