



How Flora Generated 27,000+ Registrations in Two Months with Teradata Interactive

Developing an Individualised Approach to Healthy Living through Digital Marketing

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Overview

Flora is one of the most iconic nutrition and wellness brands in the United Kingdom. The brand has long been synonymous with its approach to healthy living through a balanced diet. With a mission to 'add vitality to life' and a background in nutrition research, Flora has been at the forefront of developing heart healthy margarines and spreads for more than 40 years. Using Teradata Interactive, Flora created and sent individualised advertising collateral resulting in increased brand management.

Challenge

Even with a well-recognised brand, Flora was aware of the importance of being able to deliver a sustained long-term message to transform consumers' way of thinking in the area of healthy eating. While traditional advertising channels delivered incredibly high impact messages and vast reach, Flora wanted to better understand how it could make use of digital channels to engage with consumers on a personal level.

With a detailed knowledge of the media consumption habits of the Flora customer base, the company was fully aware of the complexity of their message and the need for multiple touch points in order to have a lasting impact. As such, Flora identified digital marketing as the optimal medium for message delivery.

With a goal to increase sales opportunities, the company turned to Teradata Interactive, a team comprised of seasoned professionals with collective expertise in every aspect of digital marketing, to develop an effective lead generation campaign.

Solution

Flora's campaign objective was to achieve customer engagement through the promotion of a healthy lifestyle. In order to make sure their message encouraged action, Flora required a holistic approach to its digital marketing program. Enter Teradata Interactive, a team of dedicated digital marketing professionals with deep ties to data-driven strategies. Teradata Interactive delivered strategic plans, creative services, and continued management of highly complex campaigns. One such campaign focused on healthy living and encouraged consumers to register for Flora's 21 day challenge, a programme developed to kick-start a healthy lifestyle by following set guidelines.



At the onset of campaign development, Flora classified their target market as health conscious consumers. To help identify individuals in that category, Teradata Interactive performed a segmentation strategy assessment to evaluate Flora's targeting abilities. The assessment included a formal analysis of Flora's email network and a breakdown of associated customer attributes such as brand propensities, behavioural data and 1st party survey results. By gathering all available customer information, Teradata Interactive was able to identify the correct segments for the healthy living campaign.

After campaign recipients were identified, Teradata Interactive focused on Flora's channel strategy, specifically in relation to email and the web. By leveraging customer information, Teradata Interactive created individualised advertising collateral to be utilised on Flora's website and in email communications. In addition, extensive subject line testing was undertaken to ensure maximum impact before the campaign was executed.

Once engagement was achieved through email or the web, customers were taken to a microsite that captured registration information and customer response data. Each new registrant was entered into a welcome program designed to reinforce Flora's message, kick-start the registrant's 21 day challenge and motivate the individual to keep on track with a healthy lifestyle.

The healthy living campaign was managed on a performance basis which allowed Teradata Interactive to constantly optimise Flora's traffic mix. The digital services team made changes to creative in response to the market and employed lookalike targeting strategies to ensure customer interest. As an added bonus, the approach enabled Flora to manage acquisition costs effectively and efficiently.

Results

With the help of Teradata Interactive, Flora was able to develop and implement a solid campaign strategy, with ongoing analysis and optimisation. The healthy living campaign was extremely successful in capturing the attention of Flora's target audience and led to impressive results. After being promoted to more than 2.5 million targeted profiles across the United Kingdom, the campaign generated more than 600,000 unique views, far exceeding expectations.

Email success continued long after initial implementation. The promotional activity generated more than 162,000 clicks with a click to open rate well above industry standards at 41%. Furthermore, over 17% of users who took action and followed the promoted website link continued to register for the 21 day challenge, leading to more than 27,000 registrations in a two month period.

Teradata Interactive supplied Flora with the digital expertise needed to execute a successful lead generation campaign. The team's strategy improved Flora's brand impact through an individualised approach. As Flora looks to the future, the organisation will be able to capitalise on their success to connect with their newly generated marketing subscription base on an individual level.



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