

**Flower Chimp
recruits 233
new partners and
grows customer
acquisition
by 55%**



Situation

An affiliate channel that needed nurturing

Flower Chimp is Southeast Asia's fastest-growing online florist and gift retailer. The brand's commitment to making every occasion special has made it synonymous with joyful celebrations throughout the region.

It relied on a combination of marketing channels — Google paid search, paid social, Customer Relationship Management (CRM), organic search, and social media — to **enhance customer acquisition and foster continuous growth**.

Despite being at the bottom of Flower Chimp's marketing funnel, affiliates generated 170% higher conversion rates than other marketing channels.

Seeing the true potential of affiliate marketing motivated the rationale to include more partner types along the customer journey.

The team looked to expand the partner mix beyond brand and influencer collaborations.

Additionally, tracking partner contributions and analytics was tedious without automation. For instance, the team manually collected code redemption data from multiple partners and relied on Google Analytics to monitor traffic generated by each partner.

The inspiration to upgrade Flower Chimp's affiliate channel came from its sister company in Australia. Their Australian counterpart attributed 9% of its total revenue to impact.com and concluded that **optimizing their affiliate program would drive greater growth**.

About

Flower Chimp

Flower Chimp is Southeast Asia's largest and most trusted online flower delivery company, with establishments in The Philippines, Malaysia, Singapore, Hong Kong, and Indonesia.

Customers can send stylish and meaningful gifts within seconds, including exquisite flower bouquets, indoor plants, personalized gifts, and even cakes.

Flower Chimp guarantees every order's unique freshness, superior flower quality, and competitive value.



Solution

A management platform that cultivated growth

Flower Chimp chose impact.com to grow its nascent affiliate marketing channel. Drawing on the platform's robust suite of tools, the company sought to:

- Form new partnerships and diversify its partner mix
- Optimize incentives to partners
- Eliminate duplicate payments and other inefficiencies

Growing new partnerships with innovative Discovery tools

Using impact.com's Discovery tools, the brand successfully forged new partnerships with coupons, cashback, and content partners. [Extended Search](#) utilized specific keyword requirements to find partners perfectly aligned with the brand's objectives. During peak periods, the team found great value in the **Seasonal Marketplace Highlights feature**.

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Affiliate marketing has been a game-changer for us! It's like having our own personal team of dedicated marketers promoting our brands.

Amol Kale
Head of Marketing
Flower Chimp





Solution (cont.)

A management platform that cultivated growth

Flower Chimp identified and connected with potential partners, creating more opportunities to form lasting relationships. Every new partner enjoyed a hassle-free onboarding experience.

Optimizing incentives with Dynamic Payouts

Flower Chimp leveraged impact.com's [Dynamic Payouts](#) to boost sales and partner performance. The team provided partners exclusive vouchers and increased Cost per action [CPA] during seasonal or peak periods. These strategic tactics expanded reach and offered greater visibility in the market.

For example, the brand raised partner commissions from 7% to 12% on Mother's Day. This move incentivized partners to actively participate in promoting its seasonal campaign. The team significantly boosted the reach and overall effectiveness of its marketing efforts.

Solution (cont.)

A management platform that cultivated growth

Weeding out inefficiencies with robust reporting

[Data Lab](#) by impact.com gave in-depth insights into Flower Chimp's campaigns through tailored and custom data analytics. With this detailed information, the team made data-backed decisions to optimize its partnership strategy.

The team also benefited from key impact.com's [performance reports](#).

- [Performance by Day](#) report monitored campaign performance daily, helping identify trends and make timely adjustments and optimizations.
- [Performance by Partner](#) report identified results-driven partners and offered them upsell CPAs.

Additionally, impact.com's seamless tracking capabilities assisted with analyzing monthly conversion reports and ensured that conversions were accurately attributed, eliminating duplicate payments to partners.



Outcome

Reaping the rewards of a thriving affiliate channel

Apart from a tremendous boost in cost and time efficiency, the company has undergone remarkable growth in several key metrics:

- Increased return on investment [ROI] by 16x
- Grew the partner mix from 15 to 233
- Improved new customer acquisition by 55%

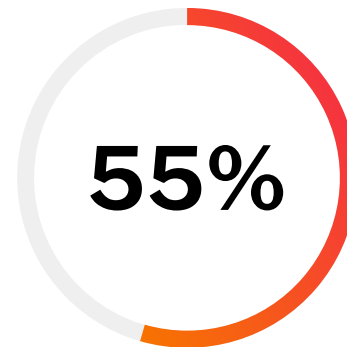
Using **impact.com** revolutionized how **Flower Chimp** managed the different stages of the partnerships life cycle.



return on investment increase



new partners onboarded



new customer acquisition growth