



Success Stories



Case Study: Teleflora Online Success is Blooming

As Australia's leading online provider of fresh-cut flowers, bouquets and gift baskets for any occasion, Teleflora is a relay service for florists, and has now been established for 40 years. Teleflora is the only Australian relay organisation that is affiliated with Teleflora International Ltd, which is an international body consisting of members throughout the world, thus giving Teleflora access to approximately 70,000 floral shops worldwide. Teleflora participate in and sponsor many events that are held yearly throughout Australia. Some of these events include The International Flower and Garden Show in Melbourne, Royal Sydney Show and the Adelaide Autumn Festival.

Teleflora joined Commission MONSTER in July 2003. A series of banners was uploaded, an attractive CPA model set and advertising commenced on Commission MONSTER. They were quickly able to take market share via Commission MONSTER'S 1300 plus affiliates.

The Results

Since joining Commission MONSTER, Teleflora has been able to double its online sales. This is achieved by considering several factors.

- A fundamental element of success for the campaign was the advice that Commission MONSTER provided to Teleflora.
- Strategies were worked out to capture market share from Teleflora's competitors.
- The banners provided to Commission MONSTER affiliates were very attractive and appealing.
- Commission MONSTER provided Teleflora with high profile affiliates that are willing to aggressively promote them.
- The products advertised are highly diversified that enable customers to choose a wide range of flowers.

"We had heard about the great results Commission Monster was getting and since joining ourselves, we have been able to quickly demonstrate a proven ROI and 'substantially' increase our online sales. Commission Monster has introduced significant alliances to our company. There is no hype – just accountable results."

Bruce Grey, CEO –
Teleflora

Conclusion

Having joined Commission MONSTER, Teleflora are now in a position to achieve the following.

- Significant increase in online flower sales.
- Increase in traffic and membership to Teleflora website.
- Growing affiliate program as more and more new affiliates join Commission MONSTER.
- Reduce the cost of new client acquisition while, at the same time, increase their brand awareness.
- A solid ROI.



Contact Sales

Please call/email us to arrange a meeting and demonstration on how we can fulfil your online business solution needs

Matt Bateman

sales@commissionmonster.com.au

Viva9 Pty Ltd
Level 3, 120 Clarence Street
Sydney NSW 2000
AUSTRALIA

Phone: +61 2 9262 2726
Fax: +61 2 9299 0689

Contact PR

Please call/email us to arrange a meeting and demonstration on how we can fulfil your online business solution needs.

Jacob O'Shaughnessy

pr@viva9.com

Viva 9 Pty Ltd
Level 3, 120 Clarence Street
Sydney NSW 2000
AUSTRALIA

Phone: +61 2 9262 2726
Fax: +61 2 9299 0689