

How LVLY flourished with partnerships, achieving 2X year-over-year revenue growth



Situation

A blossoming business and customers wanted more

As a newcomer to the established Australian floral category, LVLY needed to set itself apart. Product innovation and an incredible same-day delivery, seven-days-a-week offering helped the company make a big splash. But LVLY wanted to reach more customers in more locations to achieve its growth goals. Enter partnerships.

LVLY understood that a partnerships program was essential to increased repeat purchase rates and customer loyalty — throughout both seasonal peaks and always-on campaigns.

The team also wanted to maintain a diverse partnerships portfolio, with a mix of partners that could maximize reach and engage customers at more touchpoints along the purchase journey.

About LVLY



LVLY (pronounced “lovely”) grew from Hannah Spilva and Verity Tuck’s desire to build a business that would keep loved ones connected and spread a bit of joy in the world. While living away from home and missing their friends and family, Han and Vez noticed a gap in the market: a way to send affordable flowers and gifts that weren’t the traditional red roses and fluffy teddy bears. They were on a mission to become Australia’s most loved and most used flower delivery service.

“The impact.com platform is easy to use and navigate and, most importantly, support is never far away. The impact.com team always responds quickly and efficiently. By utilizing custom reporting such as performance-by-publisher and comparing to previous periods, we’ve been able to focus on what we want to do more of, which is developing and fostering relationships with partners and providing the best outcome for every LVLV customer.”



Hannah Spilva
Cofounder
LVLV

Situation

(con’t)

Knowing there is no one-size-fits-all approach to partnerships, LVLV needed a way to individually work with and use each partner’s unique talents to optimize growth opportunities, reach a broader audience, and expand revenue. That either required a massive hiring spree or some great tools . . .



“The impact.com team is hands-on, and they check in regularly to make sure we’re happy with the program and getting what we want out of it. From the very onset, they asked us to define our goals and have helped us understand how we can work with our publishers to achieve stronger results.”



Soniya Cooper
Marketing Manager
LVLV

Solution

Weeding out manual work

The biggest challenge for the LVLV team was to track links, clicks, and conversions at scale in a centralized, efficient way. Tasks were much easier to manage once LVLV deployed impact.com, and the team had more time to pursue its affiliate marketing strategy.

Before using the impact.com platform, the team had no structured way to manage publishers, customize reports, or optimize conversions. Managing it all felt overwhelming. The team found the impact.com dashboard simple to use and could easily track growth by comparing performance against previous years.

The impact.com platform also made it easy to manage a diverse array of partnership types, with options to customize and individualize contracts and terms. LVLV could now pursue diverse partners, optimize each relationship, and automate many time-consuming tasks.

LVLV’s favorite impact.com feature? The impact.com team, which introduced LVLV to new publishers, helped foster new relationships, and provided advice and guidance.

127%

revenue growth
year over year

+80%

partner growth
year over year

1,019%

average return on
investment

Someone
thinks
you're
awesome.

LVLY™

Outcome

**Vigorous program
growth doubles
revenue year over
year**

From 2020 to 2021, LVLY:

- Increased the number of partners in its program by 80 percent
- Grew partnerships revenue 127 percent year over year
- Achieved more than 1,000 percent average yearly partnerships channel return on investment



Want to get results like LVLY? | Contact grow@impact.com