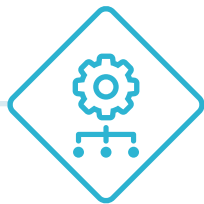


# Retail / Service

## Lubliner Florist - Portland, OR



### Reviews:

**110% increase** in reviews generated across social channels

### Feedback:

**86** feedback messages received from customers

### Loyalty:

**12** loyalty offers claimed, driving repeat business

### Texts:

**23** customers opted in to be contacted via SMS



*"Signpost has simplified my life! I used to fret about not staying in touch with my clients, but now I feel good about my decision to put Signpost in my corner. What a relief... I get to go back to doing what I'm amazing at, buying and selling fantastic fresh flowers, while Signpost takes care of what I'm not so amazing at."*

- Mardee Malarkey, Lubliner Florist



### Generated New Customers

- ◇ Built customer profiles from call and email data and created nearly 500 opt-in contacts for email and SMS remarketing
- ◇ Automatically generated reviews to improve business listing, which drove online traffic into in-store traffic
- ◇ Encouraged new referrals by sending existing customers offers to share



### Engaged Current Customers

- ◇ Automatically sent loyalty emails and SMS campaigns with the right messaging at the right time.
- ◇ Used special loyalty offers to convert interested consumers to new customers
- ◇ Garnered valuable insights from customer feedback via automated remarketing