



FoodSaver® and Holmes® Launch in Record Time and Show Immediate Double-Digit Growth



SNAPSHOT

- **26%**
FoodSaver
Month-over-Month
Subscription
Growth
- **23%**
Holmes
Month-over-Month
Subscription
Growth

COMPANY

FoodSaver® and Holmes® Products are well-known consumer brands with dozens of replenishable products under each brand's umbrella.

CHALLENGE

The product marketing teams wanted to grow subscription-based sales for two of their major brands: FoodSaver and Holmes. Each already had a loyal customer base, but the team sought to enhance those relationships by offering subscription-based programs to drive adherence, engagement and provide greater value. They also needed a subscription platform that would scale across multiple domains, and provide access to real-time data — also a key requirement.

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“Ordergroove has a ‘can do’ attitude; they meet and exceed deliverables and deadlines.”

Digital Director for Consumer Solutions

SOLUTION

The brands partnered with Ordergroove to design and manage two unique subscription services and both were launched in record time. Working with FoodSaver and Holmes internal Direct-to-Consumer eCommerce division, Ordergroove quickly formed a dedicated team to develop, integrate and launch the multi-brand programs within a tight timeframe. Ordergroove's experience

with effective and creative collaboration across complex organizations enabled the team to apply just the right mix of best practices, subject matter expertise and innovation to deliver a subscriber experience that exceeded everyone's expectations.

In just six months, Ordergroove moved from discovery phases to the launch of two well-known brands' unique programs. In fact, the second program was up and running in a remarkable 53 days. Positive ROI was immediately evident: month-over-month subscriptions for FoodSaver grew 26% and Holmes subscriptions were bumped up by 23%.

RESULTS

Partnerships & Integrations

Ordergroove's deep understanding and experience as a Salesforce Commerce Cloud (formerly Demandware) LINK partner, simplified the entire implementation process. The launch went on a fast track when the team created a new reference app ("ref app") that significantly reduced development work.

True to its commitment for ongoing post-launch support, Ordergroove integrated with Salesforce Marketing Cloud to provide full transactional email support. This is one of many third-party software integrations that Ordergroove provides to its clients, as part of continuous innovation and upgrades to its subscription platform.

Subscription Marketing & Analytics

Access to subscription data is a priority for both brands and one of the key reasons Ordergroove was selected as a partner. Ordergroove collects a robust set of metrics across the entire subscriber lifecycle, which is accessible via a dynamic online dashboard that includes recurring revenue, conversion and retention metrics.

Additionally, the Ordergroove Client Success team constantly monitors the performance of all programs and provides executive-ready reports along with actionable recommendations. All this adds up to making better-informed business decisions.



Learn more about turning one-time transactions into profitable relationships.

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