बلوسوم حضانة
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nursery

Unlocking the power of data for Blossom Nursery

ACQUISIT
DATA DRIVEN GROWTH

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PREMIER 2022

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Business Partner

amazon ads
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WITH 26 NURSERIES ACROSS THE UAE,

the Blossom Nursery is a well-known early childhood education provider and is part of the wider Babilou Family group which is present in 12 countries.

For over 10 years, Blossom has been recognized as the UAE's first eco-friendly nursery chain, dedicated to providing exceptional early childhood education at the highest level to children between the ages of 45 days to 5 years.

Blossom's approach is designed to cater to the individual needs of each child, ensuring the most suitable and stimulating environment for every child throughout their learning journey. Inspired by EYFS, Reggio Emilia and latest neurosciences research findings, their unique curriculum is delivered by a team of highly qualified and experienced experts who are passionate and committed to supporting children's growth and development. Each Blossom Nursery provides a safe and nurturing environment where children can explore, learn and grow naturally. The nurseries' facilities are equipped with state-of-the-art learning resources and materials, with a strong focus on nature, and are designed to promote hands-on learning and exploration opportunities.

With its commitment to excellence in early childhood education and its team of dedicated educators, the Blossom Nursery is a leader in the field and a trusted partner for parents across the UAE.

This case study highlights the Blossom Nursery team's innovative approach to fully digitalizing their sales processes and improving their KPIs and reporting mechanisms.

Acquisit has been a long-term client of Blossom Nursery, since 2019, with a main focus on optimizing its marketing strategies and performance through lead-generation paid campaigns. In 2022, the Blossom team was looking to build a more comprehensive dashboard that would provide complete visibility into their sales, marketing, and website performance metrics.

" In a very fast-paced environment, building strong foundations for our organization was a necessity, to support our growth while protecting first our people. We were reaching a critical size and our digital eco-system needed to support our human organization, continue to enhance our teams' motivation and efficiency, whilst optimizing our families' experiences. Creating one destination for all our digital, sales, and marketing KPIs, and increasing cross-data analysis opportunities, was our dream and together with Acquisit we did it! And that's just the beginning... "

- Elodie Bador, CMO, Marketing, Sales and Digital, Babilou Family MEA and India

Prior to this project the Blossom team only had access to their data across multiple platforms and sources, making it very time-consuming for them to consolidate all KPIs and link them together. The team had to manually fill a KPI tracker every month and to do this were collecting, aggregating, and cleaning data to analyze center-level performance. In addition, together with Acquisit, we had developed a performance marketing dashboard with paid advertising and web analytics data. However at this stage nothing was linked.

"We needed a complete picture of the parent journey from inquiry to enrollment, we used to manually have to piece it all together, and depending on the interaction we wouldn't always have a trace (phone calls, WhatsApp, etc)"

- Antony Doss, Digital Project Manager, Babilou Family MEA

 To address these challenges the Blossom team needed one dashboard with all information migrating to one source: the dashboard needed to be exhaustive, automated, easy to use and be able to provide well defined and accurate KPIs.

In 2021 they fully launched a new eco-system with a CRM and ERP. Funnel.io was identified and chosen to centralize all data and they chose Looker Studio (previously Google Data Studio) as a visualization tool, knowing that the team was already familiar with it.

Sample Dashboard

The project was divided into four phases:
- Identifying and defining metrics and dimensions
- Mapping data integration between the different original sources and visualization tools
- Configuring the Funnel account
- Defining and implementing the visualization format: create the dashboard

Sample Dashboard
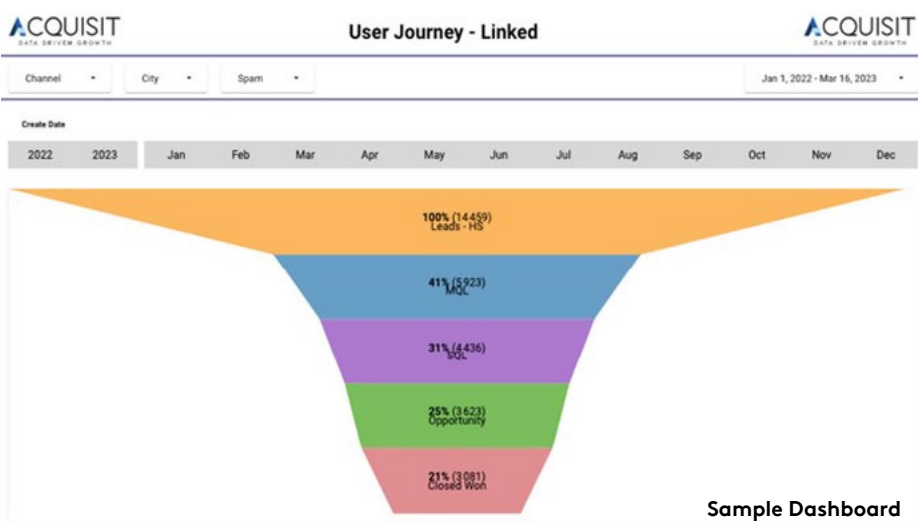
Over a period of 3 to 4 months, our experts and the Blossom team worked together, hand in hand, to push the limits of the systems and adapt to their specific needs.

The main goal has now finally been achieved: they are able to visualize the full Digital and Sales Funnel, whilst also looking at the level of investment, achievements, and identifying trends. It also helped them to rethink their own organization and optimize the flow and definition of each data stream, allowing them to create even more meaningful analyses.

The team has reduced their average time of consolidating data by 30%, and increased their time spent only on analysis by 30%, allowing them to make data-driven and factual decisions quickly and confidently.

If you're looking to streamline your data analysis processes and use data's intelligence to unlock your business potential, get in touch with us!
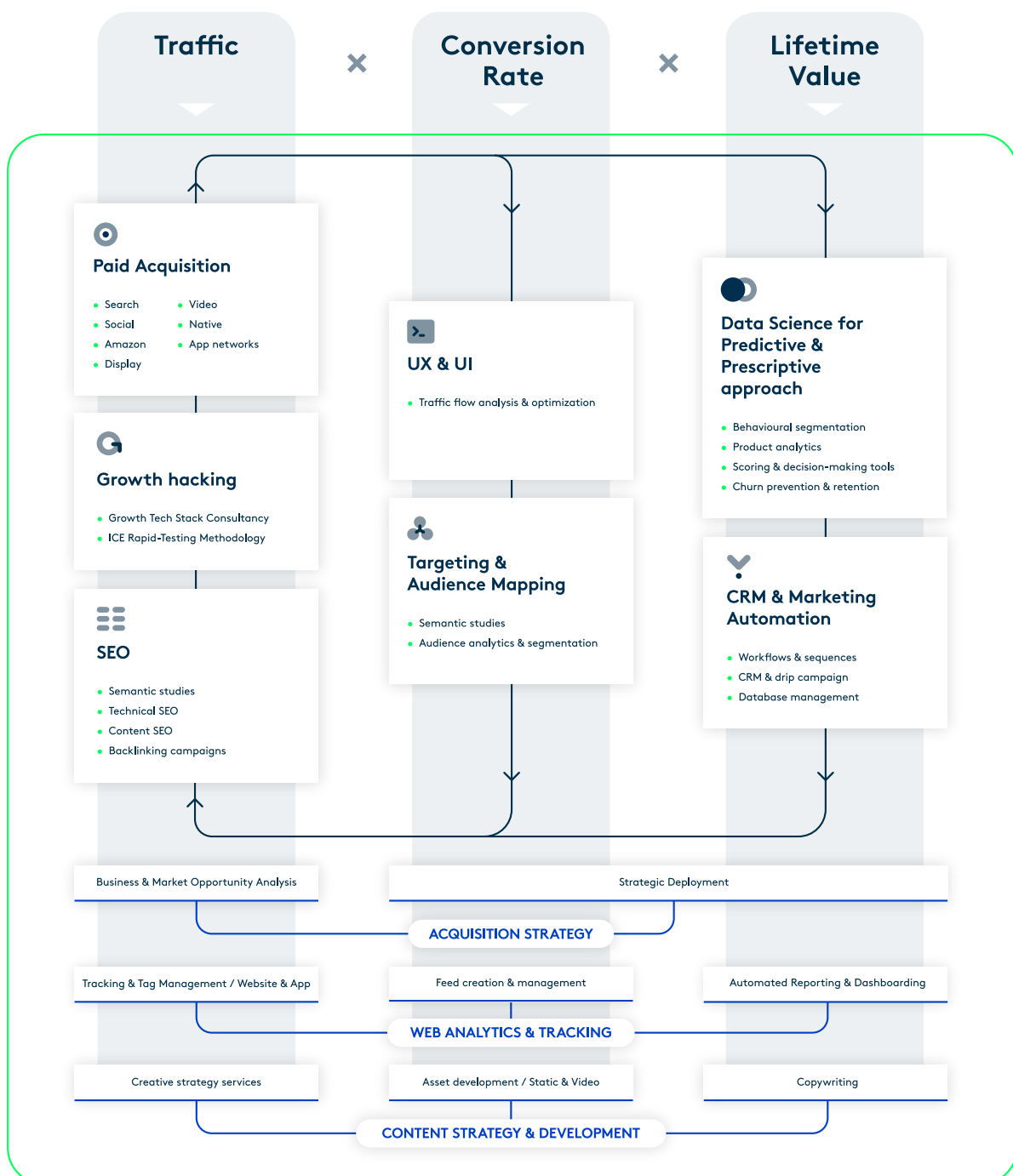
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Get to know more about us!

We are a team of **analysts, engineers and data scientists** who design, execute and monitor data driven growth strategies for start-ups and corporates.

Our scope of services

Revenue =

Traffic	×	Conversion Rate	×	Lifetime Value

Paid Acquisition
- Search
- Social
- Amazon
- Display
- Video
- Native
- App networks

Growth hacking
- Growth Tech Stack Consultancy
- ICE Rapid-Testing Methodology

SEO
- Semantic studies
- Technical SEO
- Content SEO
- Backlinking campaigns

UX & UI
- Traffic flow analysis & optimization

Targeting & Audience Mapping
- Semantic studies
- Audience analytics & segmentation

Data Science for Predictive & Prescriptive approach
- Behavioural segmentation
- Product analytics
- Scoring & decision-making tools
- Churn prevention & retention

CRM & Marketing Automation
- Workflows & sequences
- CRM & drip campaign
- Database management

Business & Market Opportunity Analysis	Strategic Deployment

ACQUISITION STRATEGY

Tracking & Tag Management / Website & App	Feed creation & management	Automated Reporting & Dashboarding

WEB ANALYTICS & TRACKING

| Creative strategy services	Asset development / Static & Video	Copywriting

CONTENT STRATEGY & DEVELOPMENT

Need help gearing your business for sustainable growth?

Acquisit is a digital growth company that helps businesses expand their online presence and achieve their goals through a variety of services.

We offer SEO services to improve a business' search engine rankings and visibility, Performance Marketing to drive more qualified traffic to a business' website, Conversion Rate Optimization to increase the number of website visitors that convert into customers, CRM to manage and nurture customer relationships, and Web Analytics to track and analyze website traffic and performance.

By combining these services, Acquisit can help businesses to drive growth, increase revenue, and improve performance in the digital space.

ACQUISIT

DATA DRIVEN GROWTH
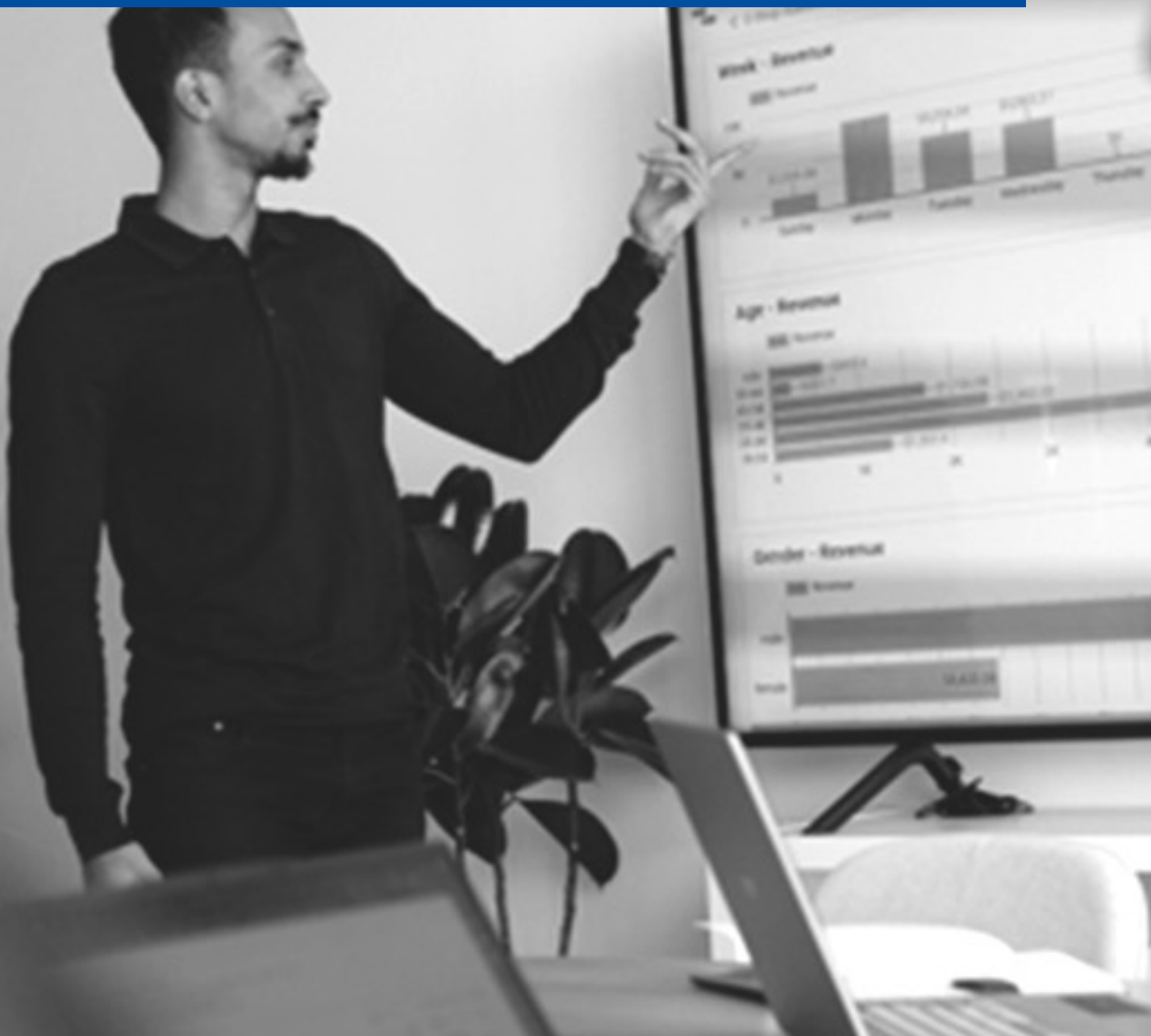
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