



SHOWCASE

REAL WOOCOMMERCE STORES SUBMITTED BY THEIR MAKERS

Calyx Flowers



Calyx Flowers provides premium luxury flowers, plants, and gifts across the United States.

Established in 1988, they're best known for their **Year of Flowers** monthly flower subscription club.

Calyx Flowers have partnerships with premier growers from Colombia to Thailand for the world's most beautiful blooms. These global partnerships mean that they can offer farm-fresh **gerbera daisies** in December and fresh freesia in August. All blooms are shipped while they're still in bud, ensuring that they arrive fresh and last 5-10 days longer than most.

"Not only do we deliver beautiful bouquets, we deliver quality for your most important occasions to create something truly special."

The "Flower Lover's Flower Company" turned to WooExperts, **Hall**, to build their customized eCommerce store.

"The site relies on a robust **Google Analytics** deployment to understand user activity, conduct A/B tests of offers, and cart experience," says Hall. It also uses API integrations with CrossPeak WooCommerce Order Management System for "better internal management and reporting capabilities", as well as accounting, **email marketing**, shipping, and inventory management systems.

The Maine-based agency additionally created "a delivery date field within the WooCommerce cart in order to allow a per-product delivery date to be set on orders." This custom development helps calculate shipping costs and availability dates based on shippers' cutoff times.

Designers and developers worked together to improve the site's conversion process and make data-driven design decisions for cart, checkout, product pages, and site navigation. Built to compete against other online retailers, Hall has also leveraged paid search, display advertising, retargeting, abandoned cart, and email marketing programs to provide Calyx Flowers with in-depth performance data.

EXTENSIONS USED

- Mailchimp for WooCommerce
- WooCommerce Google Analytics Pro
- Order Delivery
- Conditional Shipping and Payments
- URL Coupons by SkyVerge
- Authorize.Net
- WooCommerce Subscriptions
- Smart Coupons
- Product CSV Import Suite

DEVELOPER



SITE DEVELOPED BY A WOOWEIGHT

CATEGORY

Retail

COUNTRY

United States (US)

VISIT WEBSITE

<https://www.calyxflowers.com>