



DOVES FARM FOODS REAPS HUGE BENEFITS WITH MAPP CLOUD

Established in 1978, Doves Farm Foods is an award-winning specialist flour miller and food manufacturer, producing a range of organic flours and free from foods. Its products are made for people who care about the quality and healthfulness of the food they eat and the world we live in. Doves Farm Foods operate two separate brands; Doves Farm is the home of the UK's #1 organic flour brand; FREEE is a leading brand in the gluten free market with a range of breakfast cereals, pasta, cookies, oat bars and a bestselling gluten free flour line up.

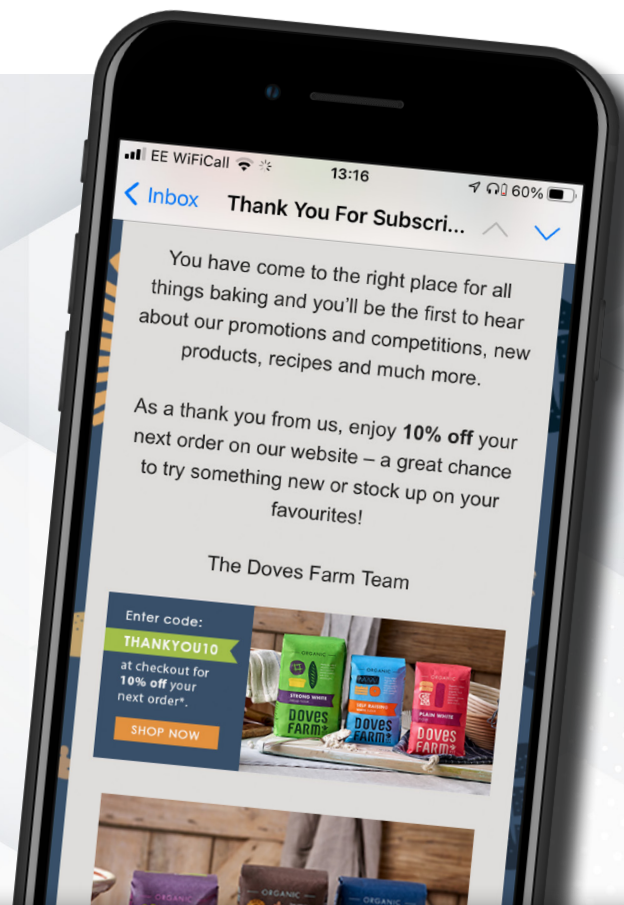


Doves Farm Foods has seen strong underlying growth over the last couple of years, which was further boosted by the pandemic, as the nation spent more time at home and in the kitchen increasing demand for their flours, baking essentials and free from foods. Online sales were also a major growth driver as more customers opted to buy direct rather than going through a third-party retailer.

After outgrowing their previous solution, Doves Farm Foods decided it was time to take a step up and find a marketing automation platform to fully support them with their business goals going forward. Predominately, they were looking for a solution, which would allow for a better integration across their digital marketing efforts for both Doves Farm and FREEE in order to grow their online sales.

Through a partnership and with hands-on support from Mapp, Doves Farm Foods will be able to strengthen their current and future customer relationships by personalising every touchpoint and sending relevant and engaging content to drive acquisition, as well as retention.

With Mapp's assistance, they will be redesigning their customer engagement programme. This will involve a refresh of all communications with new designs, better segmentation of their customer lists and optimising send outs and other digital marketing activities. They will also be initiating automated journeys, which will allow the team to focus more on the strategic direction of the business.



THOMAS BARKHOLT, HEAD OF MARKETING AT DOVES FARM FOODS COMMENTED:

“ We chose Mapp as our marketing automation platform because we needed a strong partner to help us get to that next level. This partnership will enable us to focus on each of the different brands under the Doves Farm Foods portfolio, better integrate and utilise different sources of data about our customers, make our communication more relevant and ultimately, help us grow the business. We can't wait to see what the future brings for Doves Farm Foods and Mapp together. ”