

Flourishing Flower Empire

With Google mobile ads, 1-800-FLOWERS.COM® reached mobile users worldwide while helping customers never be “belated” again



At a Glance

Who they are:

- www.1800flowers.com
- Flowers and Gifts
- Carle Place, New York

What they needed to do:

- Enable flower and gift purchases on the go
- Drive mobile traffic to their site
- Increase clickthrough rates (CTRs) and conversions
- Create competitive advantage

What they did:

- Deployed mobile ads, an integral feature of AdWords, to deliver ads to customers searching from their mobile devices

What they accomplished:

- **Extended reach:** Received over 2 million mobile impressions since launch of mobile campaigns
- **Increased sales:** Drove traffic and incremental orders
- **Boosted CTRs and conversions:** Achieved CTRs 2-3 times higher on mobile than on desktop-based AdWords campaigns
- **Improved customer convenience:** Launched mobile site to enable customers to order flowers on the go
- **Scooped the competition:** While competitors are investigating mobile, 1-800-FLOWERS.COM is already there

A blossoming business

When Jim McCann, Founder and CEO of 1-800-FLOWERS.COM, opened his first retail store in 1976, little did he know that he would build not only a chain of flourishing flower shops in New York, but also an online empire. The company’s website (www.1800flowers.com), which welcomes thousands of unique visitors each day, has become synonymous with shopping for flowers and gifts online. Today, customers from around the world world can shop at a local store, call, or click 1-800-FLOWERS.COM 24 hours a day, seven days a week, for fresh flowers and a fine selection of plants, gift baskets, gourmet foods, confections, and plush stuffed animals perfect for every occasion.

For 1-800-FLOWERS.COM, growth is driven by superb service and quality – not to mention a forward-looking approach to business. The company often adopts new technologies as soon as they hit the market to stay several steps ahead of the competition.

“We pride ourselves on implementing new technologies that make it easier and more convenient for shoppers to do business with us,” says Michael Kildale, Director of Interactive Marketing for 1-800-FLOWERS.COM. “In the floral and gift business, it’s vital to give customers immediate ways to shop – especially for last-minute purchases.”

When timing is everything

To help customers order flowers and gifts on the go, the company launched a mobile site, the 1-800-FLOWERS.COM Mobile Flower & Gift Center, in 2007. Shoppers can log on to the site, browse through a number of popular flower selections, and complete purchases from a mobile device.

“We saw the mobile Internet as a natural extension of the Internet and wanted to reach users where they already were searching for flowers and gifts – not only on their computers, but also on their mobile phones,” says Kildale. “Part of what we want to do is help shoppers never be belated or miss an important event like an anniversary. With our mobile site, customers can order for same-day delivery, right from their mobile devices.”

Small screen, big opportunity

According to Internet research firm comScore, 63 million people in the U.S. (where 1-800-FLOWERS.COM does most of its advertising) use the mobile Internet – 35% on a daily basis. Recognizing the potential to reach mobile users, 1-800-FLOWERS.COM began using Google mobile ads to target this large and growing audience and drive prospects to the company’s mobile site. Google’s standard mobile ads connect users to a mobile web page or phone number; allow advertisers to



About Google AdWords

Google AdWords™ is a performance-based advertising program that enables businesses large and small to advertise on Google and its network of partner websites. Hundreds of thousands of businesses worldwide use AdWords for text, image, and video ads priced on a cost-per-click (CPC) and cost-per-impression (CPM) basis. Built on an auction-based system, AdWords is a highly quantifiable and cost-effective way to reach potential customers.

For more information visit:
<http://adwords.google.com>



track impressions, clicks, and conversions; and target users by country, language, and mobile carrier. Conveniently, the 1-800-FLOWERS.COM marketing team can also manage both online and mobile AdWords campaigns from one account.

"There's definitely value in having Google mobile ads up and running," says Kildale. "Mobile ads have resulted in incremental orders – and we're not even tracking all the people who browse on their phones and buy online later."

Bouquet of benefits

According to Kildale, it took very little effort to set up Google mobile ads. As seasoned and successful Google AdWords users, the company's marketers soon discovered that their AdWords expertise transferred well to the mobile environment. The ad text and keywords that made their desktop-based campaigns effective worked equally well on mobile platforms.

"We used the same core marketing messages, keywords, and ad text on mobile as we did on our desktop-based AdWords campaigns. With only minor adjustments, we achieved good baseline performance," says Kildale. "It greatly streamlined the process of moving to the mobile advertising environment."

Blooming returns

Based on the success of their standard mobile ads, 1-800-FLOWERS.COM opted in some of their desktop-based campaigns to show on iPhone, Android devices, as well as other mobile devices with full (HTML) Internet browsers. According to Kildale, it was easy to target these ads to high-end mobile devices. "By checking one box in our campaign settings, we were able to reach more interested users on additional platforms," he says. "We know that high-end mobile device owners search a lot - why wouldn't we want to capture this segment of the market?"

Mobile traffic volume for the company continues to grow: 1-800-FLOWERS.COM has received over 2 million total mobile impressions since adopting mobile ads. The marketing team has even noticed that customers from other platforms such as computers and TVs are now moving to mobile devices. Similar to its online campaigns, 1-800-FLOWERS.COM has seen strong clickthrough rates (CTRs) as well as spikes in traffic and conversions around holidays.

While mobile ads are becoming a more important part of the business all the time, 1-800-FLOWERS.COM is not giving up on its standard AdWords ads any time soon. The marketing team sees mobile ads as a low-cost, effective complement to traditional online advertising campaigns – and an effective competitive differentiator.

"For now, there are fewer advertisers on the mobile platform, which means less competition and lower prices for advertisers like us," says Kildale. "Google mobile ads have exceeded our expectations, because we are experiencing CTRs 2-3 times higher than our desktop-based campaigns. We believe that mobile is going to grow much larger in the future. We're testing out campaigns to see what works. Meanwhile, we're at an advantage. While others are learning about this emerging platform, we're already here."

