

MEDIAFORCE CASE STUDY:





CANADA FLOWERS NEEDED TO DRIVE TRAFFIC TO THE PAGE THROUGH SEARCH ENGINE OPTIMIZATION METHODS.

THE COMPANY

Canada Flowers is an online flower delivery service with over 50 years in the floral business. They offer 1500 exclusive custom-designed floral arrangements, bouquets, indoor plants, and fruit and gourmet gift baskets, serving Canada nation-wide.



Canada Flowers was already using online paid search campaigns but it wasn't delivering the results they needed.



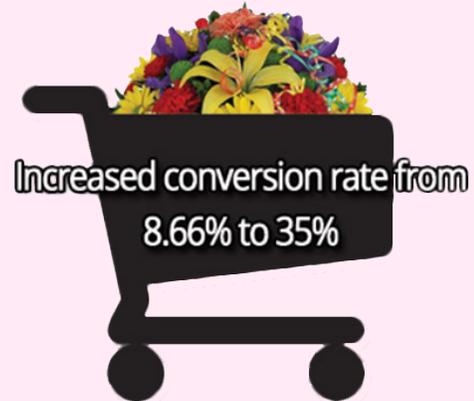
IMPLEMENTING & EXECUTING SOLUTIONS

Through the optimization of various online marketing tactics, Mediaforce sought to boost online conversions while reducing cost per acquisition. Focusing in on ad copy optimization, Mediaforce created a tighter alignment between the ad copy and the website. As well, onsite design optimization aided the shopping cart funnel, through using linear progressive disclosure. Users filling out an order form were not overwhelmed by the overload of information to be filled out; instead, the most important content showed to take them through the process in a step-by-step fashion. Finally, retargeting efforts were directed at users that abandoned the conversion funnel. By segmenting these behaviours and retargeting these users with better promotions through email marketing and coupons, Canada Flowers would be able to recapture more leads and generate more conversions.



RESULTS

- ◆ Increased conversion rate from 8.66% to 35%
- ◆ Decreased abandonment rate by 32%



As a result of Mediaforce's online marketing efforts, the Canada Flowers site saw a reduction of paid visitors while the conversion rate was increased. This optimized the cost per acquisition, creating a more cost-effective online marketing strategy. The overall cart abandonment rate also decreased by 32%: a significant amount of users that had been taken through the payment process progressively would convert instead of abandoning their purchases. In an industry where the cart abandonment rate is 98%, this is a significant achievement. Overall, Canada Flowers benefited from a site that was able to attract organic viewers and through a progressive shopping cart funnel, was able to create more conversions.



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