



Bing Ads helps Foliflora gain market share in competitive online flower sales

Since 2006, e-tailer **Foliflora** has established itself as an online leader in the delivery of flowers in France. Its proposition consists of having its own florists prepare bunches in its Rhône-Alpes headquarters based on the latest flower arrivals. As a result, Foliflora can deliver the flower bunches that customers order anywhere in France within 24 hours.

Foliflora is a relatively new entrant in a very mature market where competitors have been investing for years in their online presence. And since the market growth has now stabilized, Foliflora has opted for an aggressive strategy focused on gaining market share with a competitive offering as a differentiator.

Visibility, targeted traffic: two priorities for Foliflora

To win share from companies that have been developing their brands for years is a real challenge. To achieve it, Foliflora had to rapidly increase its brand visibility and drive targeted traffic to its e-commerce website.

The company is leveraging almost all web-marketing channels (search marketing, affiliation, email, display, etc.). Paid search is one of the most critical levers, and Foliflora adopted the Bing Network from its inception.

David Guillem, Foliflora president and co-founder, explains: "PPC offers immediate visibility in search results. This is an ideal solution for any company that is starting its business. It also allows you to target your audience by advertising on the keywords that best reflect your business and products."

Bings Ads to target ready-to-buy visitors

Foliflora campaigns on Bing Ads have been live for several years now. The company adapts them to reflect seasonal trends like Mother's Day and Valentine's Day. Campaign targeting is built upon consumer intents that are pointing ready-to-buy searchers to Foliflora.com. "Based on the selected keywords, we can define if searchers are looking to buy a product or service

Case Study



Client : Foliflora

foliflora.com

Social : 

Industry: Retail

Market : France



**Higher
conversion rate**



**Good return
on investment**

that we are offering ... and consequently to point them to our site," explains Guillem. The Bing Ads search terms report and conversion tracking are key assets to remain in tune with searcher intents and stay on top of the keywords that are driving conversions.

To maximize its investment in Bing Ads, Foliflora leverages several features and tools: "Bing Ads tools and reports are very simple to set up and use. They are very user-friendly. We particularly appreciate the Google AdWords import feature, and we are constantly using Bing Ads Editor to do campaign management in bulk," says Guillem. "On top of the significant timesaving that these tools provide us with, we benefit from a well-informed account manager who is regularly updating us on Bing Ads innovations that we can leverage to grow our business."

Bing Ads bringing profitability and ROI

To assess the targeted traffic coming to its site, Foliflora tracks two key indicators: click-through rates and conversion rates, which are at the core of any campaign profitability.

With regard to click-through rates, the e-commerce company focuses on controlling its cost. It may be a challenging task, especially with such aggressive competition. According to Guillem, "In an auction, costs per click tend to rise and can reach some unacceptable rate if not monitored. It is thus critical to remain vigilant on ROI to protect our margin."

In that regard, Bing Ads delivers very positive results: "Our Bing Ads campaigns are meeting all our objectives in terms of profitability and return on investment, two prevailing factors in how we invest in that platform," says Guillem. This testimony aligns perfectly with research from Marin Software that showed while annual click volumes from the Bing Network rose by a massive +88% in the second quarter of 2013, costs per click were at the same time declining by 32%.

The results: "With Bing Ads, our conversion rate is much higher than other channels," Guillem says. Now that the Bing Ads campaigns have been fully configured, Foliflora continues to see its performance steadily increase, through seasonal campaign optimizations and new feature adoption.

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Bing Network

Reach millions of unique searchers on the Bing Network¹ in France.



17 million
unique searchers²



391 million
monthly searches²

Connect    