

From You Flowers: mandatory growth, mandatory fun



From You Flowers sells and delivers flowers for occasions ranging from Mother's Day to Valentine's Day. The company hangs its hat on being the best-value florist, giving customers the best quality for the lowest price.

- **Industry:** Retail
- **Market:** U.S.
- **Target Customers:** Gift buyers
- **Product Used:** Bing Shopping Campaigns

The challenge

How could From You Flowers' vice president of marketing use direct marketing channels to drive the company's growth?

The solutions

Bing Shopping Campaigns helps advertisers manage Product Ads — ads that showcase products in a larger format with:



- **Images**
- **Pricing**
- **Promotional Text**

Sitelink Extensions: additional links advertisers can include in their ads that take customers directly to specific pages on their websites



Sitelink Extensions can boost click-through rates (CTR) by up to 30%

When VP of Marketing Michael Sabia joined From You Flowers, Bing Ads was "a very small piece of the pie." That changed. The numbers tell the story:



In 2015, Bing Ads orders were **603%** greater than in 2011.



Bing Ads orders grew **118%** from 2014 to 2015.



Share of PPC orders from Bing Ads in 2015: **18%**



Valentine's Day orders grew **90%** from 2015-2016.

The results

"In Bing Ads, the click-through rate is such a strong indicator of success with Bing Shopping Campaigns — users are literally voting on an image of a product and a price that will suit them."

Michael Sabia
VP of Marketing
From You Flowers

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