



Blooms Today: Higher Keyword Conversions Increase Profits Fivefold

COMPANY OVERVIEW

Sprouting from family-owned roots, Blooms Today offers a wide variety of flowers and gifts, many with same-day delivery, and every order carries a 100-percent money back guarantee. An industry leader, the company leverages memberships with the Society of American Florists, 1-800 Flowers, FTD and Teleflora networks to expand its business worldwide and exceed customers' expectations with quality, value and extraordinary service. Blooms Today continues the customer focus that began back in the 1950s with Karin's Florist, a family-owned floral shop that is still operating today.

SITUATION

Blooms Today's paid search efforts needed to undergo a growth spurt. But to get there, Heather Gniazdowski, vice president of e-commerce at Blooms Today, needed more insight into how customers were searching for her company's products so she could expand the keyword base and increase conversion rates.

For almost a year, the online retailer was using a competitor's keyword research tool that identified search terms that drive traffic to Blooms Today's competitors' sites. But the tool produced results slowly and the suggestions often weren't relevant or cost-effective. Gniazdowski had entered into the contract with high expectations, but the tool was not generating enough high-converting keywords to justify the expense.

Three months after Blooms Today started using ChannelAdvisor's Paid Search solutions to manage its paid search campaigns, the contract for the industry-leading keyword research tool came up for renewal. Paid Search's Broad Match Analyzer amazed Gniazdowski with its ability to analyze user queries gathered from purchased keywords to identify more relevant, higher-converting terms. In contrast to the industry-leading keyword research tool, Broad Match Analyzer isolated the search queries that resulted in actual sales and produced extraordinary results. Was the industry-leading keyword research tool worth the additional thousands of dollars she was paying every month? Was it adding value over Broach Match Analyzer? Gniazdowski decided to test both keyword research solutions side-by-side and answer her questions based on the results.



Location: Haymarket, VA
 URL: www.bloomstoday.com
 Industry: Floral Arrangements and Gifts

“Because Broad Match Analyzer focuses on keywords that actually drive orders, it exceeds the industry-leading keyword research tool's results with flying colors. The money we've saved and the higher conversion rates we've achieved are incredible.”

- Heather Gniazdowski
 Vice President, E-Commerce
 Blooms Today

SOLUTION

Blooms Today started the test in early December 2007 and extended it over 30 days. The contrast between the tools was remarkable. The industry-leading keyword research tool took a broad stroke approach by analyzing keywords and search terms that had successfully driven traffic to a website or industry. Then the keyword suggestions had to be manually entered into Blooms Today's search campaigns. Paid Search's Broad Match Analyzer, however, focused on search queries for Blooms Today, both organic and paid, and matched them to order activity. If the query differed from terms Blooms Today was bidding on, it was automatically added to the company's portfolio, not only offering opportunities for keyword expansion, but resulting in lower cost-per-click (CPC) rates and higher conversion rates.

RESULTS

Broad Match Analyzer brought in almost five times the revenue – and more qualified buyers. Broad Match Analyzer also provided results in less than half the time compared with the industry-leading keyword research tool.

"I trusted ChannelAdvisor to give me the best advice, but they went the extra mile and showed me proven results," said Gniazdowski. "Because Broad Match Analyzer focuses on keywords that actually drive orders, it exceeds the industry-leading keyword research tool's results with flying colors. The money we've saved and the higher conversion rates we've achieved are incredible. Needless to say, we've discontinued the other keyword research tool and have chosen to spend that money elsewhere," Gniazdowski added.

ChannelAdvisor Solutions

Paid Search

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