

Industry:

Flower Industry

Service:

Premium Flower Arrangements, Preserved Blooms & Event Gifting

Location:

Singapore



About Client

The client is a Singapore-based luxury floral brand specializing in preserved flower arrangements designed for long-lasting gifting experiences. Their products cater to both personal milestones—like anniversaries, birthdays, and proposals—as well as premium corporate gifting.

Their goal was to drive consistent online sales and expand brand awareness, especially around seasonal gifting moments. However, they were competing in a saturated market where lower-priced alternatives often drew attention through aggressive promotions. The challenge was to increase conversions while maintaining the brand's premium positioning.

Goals & Challenges

- Increase online orders without diluting brand value
- Stand out in a highly competitive local floral market
- Align messaging with premium aesthetics and emotional gifting moments
- Make the most of seasonal demand (Valentine's Day, Mother's Day, etc.)

Solution & Strategic Adjustments

We started by building a structured ad strategy across Google that matched both the brand's tone and audience expectations.

- **Google Ads:**

Our approach centered on high-intent search terms like “luxury flower box Singapore” and “preserved rose gift.” We used Performance Max and Shopping campaigns to showcase product variety and drive high-converting traffic.

Google ads

Before (August)

Google Ads interface showing a table of campaign performance data for August 2025. The table includes columns for Cost, Purchases, Conversion value, Conversion value (current model, by conv. time), Conversion value / cost, Conversion value (by time) / Cost, Conversion rate, Cost / conversion, Phone calls, and Purchases conversion. The 'Total: Account' row shows a cost of \$7,828.82, 115.21 purchases, 41,225.38 conversion value, and a conversion rate of 5.27%.

	Cost	Purcha:	↓ Conv. value	Conv. value (current model, by conv. time)	Conv. value / cost	Conv Value (by time) / Cost	Conv. rate	Cost / conv.	Phone calls	Purcha: conversion	Optim
Drafts in progress: 2											
	\$3,431.37	61.13	22,218.88	20,710.66	6.48	6.04	1.74%	\$56.13	83	61.13	
	\$2,385.77	21.84	7,916.60	8,489.46	3.32	3.56	3.03%	\$109.23	27	21.84	
Total: All enabled campaigns	\$5,817.14	82.97	30,135.48	29,200.12	5.18	5.02	1.96%	\$70.11	110	82.97	
Total: Account	\$7,828.82	115.21	41,225.38	37,093.65	5.27	4.74	1.91%	\$67.95	127	115.21	

Google ads

After (September)

The screenshot displays the Google Ads 'Campaigns' page for the period of Sep 1 - 30, 2025. The interface includes a search bar, navigation menu, and a table of campaign performance metrics. The table is filtered to show 'All campaigns' and includes columns for Cost, Purchases, Conversion Value, Conversion Value (current model, by conv. time), Conversion Value / Cost, Conversion Rate, Cost / Conversion, Phone Calls, and Purchases / Conversion. The 'Total: Account' row shows a conversion value of \$45,738.97 and a ROAS of 10.06, both highlighted with red boxes. The 'Total: All enabled campaigns...' row shows a conversion value of \$45,738.97 and a ROAS of 10.06, also highlighted with red boxes. The 'Total: Account' row shows a conversion value of \$45,738.97 and a ROAS of 10.06, both highlighted with red boxes.

	Cost	Purcha:	↓ Conv. value	Conv. value (current model, by conv. time)	Conv. value / cost	Conv Value (by time) / Cost	Conv. rate	Cost / conv.	Phone calls	Purcha: conversion	Opti
Campaign											
Drafts in progress: 2											
	\$3,381.27	73.22	42,078.50	44,078.60	12.44	13.04	1.15%	\$46.18	112	73.22	
	\$1,165.30	14.00	3,660.47	6,609.02	3.14	5.67	3.43%	\$83.24	26	14.00	
Total: All enabled campaigns...	\$4,546.57	87.22	45,738.97	50,687.62	10.06	11.15	1.29%	\$52.13	138	87.22	
Total: Account	\$4,546.57	87.22	45,738.97	51,086.64	10.06	11.24	1.29%	\$52.13	138	87.22	

In August, the brand ran Google Ads but received poor returns (ROAS 5.7). After we optimized the campaigns, September achieved a higher \$45,739 conversion value and ROAS doubled to 10.06. This overhaul made their online flower sales much more profitable.

Thank

You