



CASE STUDY

About

CanadaFlowers.com

Canada Flowers is an award-winning Canadian florist offering same-day flower delivery across the country. With a vast selection of over 1500 beautiful flower arrangements and original bouquets designed by the best FTD® and Teleflora florists in Canada, customers can find the perfect bouquet for any occasion. Each product is professionally crafted and hand-delivered by a Canadian florist, ensuring freshness and quality. Having been in the floral business for over 50 years, Canada Flowers provides a reliable online flower delivery service nationwide.



In addition to floral arrangements, they offer indoor plants, fruit baskets, and gourmet gift baskets. With a commitment to excellence and customer satisfaction, Canada Flowers continues to be a trusted choice for sending flowers and gifts across Canada.

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1 challenges

Canada Flowers aimed to increase website traffic through search engine optimization strategies, as their existing paid search campaigns were not yielding desired results. With Mediaforce's assistance, they focused on optimizing various online marketing tactics to enhance online conversions and lower the cost per acquisition. This involved refining ad copy to better align with the website and improving onsite design to streamline the shopping cart funnel using linear progressive disclosure techniques.



before Mediaforce

- **Canada Flowers was using online paid search campaigns but it wasn't delivering the results they needed.**
- **Canada Flowers needed to drive traffic to the page through search engine optimization methods.**

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CASE STUDY

key metrics

2

Canada Flowers's case study assesses vital metrics including conversion rate, cost per acquisition and abandonment rate. These metrics offer comprehensive insights into the efficacy and efficiency of Canada Flowers's approach. The study seeks to highlight enhancements in these metrics and the overall return on investment achieved through Mediaforce's services.



after Mediaforce



35% conversion rate

Increased from 8.66%



32% decrease in
abandonment rate

Overall, this strategy optimized the cost per acquisition, creating a more cost-effective online marketing strategy.

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.