



# Case Study



## 1-800-FLOWERS.COM

### The Brief

1-800-FLOWERS.COM, one of the largest chains of owned and franchised flower and gift retailers in the nation, wanted to generate increased Mothers' Day sales by driving customers to its Web site, 1-800-FLOWERS.COM. The relatively modest average transaction value demanded a low CPA.

### The Approach

1-800-FLOWERS.COM is a narrowly focused business. Its Web site only attracts visitors who are interested in ordering flowers and related products, and attracts these visitors in significant numbers. We decided, therefore, that we could achieve the most productive combination of reach and precision by 'retargeting' visitors to the 1-800-FLOWERS.COM Web site.

Over the course of the two weeks leading up to Mothers' Day, all visitors to the 1-800-FLOWERS site were served a cookie. This identifier enabled us to retarget the users with 1-800-FLOWERS creatives whenever they visited another site within the 24/7 Web Alliance network. The 60-day online campaign mixed 120x600, 160x600, 300x250, 468x60 and 728x90 creative units.

### The Results

The campaign resulted in a massive 270% increase in click to sale conversions over 1-800-FLOWERS.COM's average rate while lowering the CPA by 50% from an already aggressive goal.

### The Meaning of the Results

When an e-commerce Web site is narrowly focused with an established volume of traffic, retargeting its recent visitors across a large network can be an extremely efficient way of driving sales, particularly at times of seasonal demand. As visitors to 1-800-FLOWERS.COM are there to purchase flowers or a gift, targeting those who had done so achieved levels of precision and reach that would most likely have been unattainable by any other method.

*"24/7 Real Media's behavioral re-targeting campaign is an ideal way for any eCommerce marketer to utilize banner advertising to cost efficiently drive acquisitions."*

*- Renee Soulliard*

*Vice President of Interactive Marketing*

### About 1-800-FLOWERS.COM

With one of the most recognized brands in gift retailing, 1-800-FLOWERS.COM provides a broad range of thoughtful gift products including flowers, plants, gourmet foods, candies, gift baskets and other unique gifts to customers around the world via: the Internet at ([www.1800flowers.com](http://www.1800flowers.com)) ; by calling 1-800-FLOWERS® (1-800-356-9377) 24 hours a day; or by visiting one of its Company- operated or franchised stores. The Company's gift product line is extended by the merchandise sold under its complimentary brands, including home décor and garden merchandise under Plow & Hearth® (phone: 1-800-627-1712 and web: [www.plowandhearth.com](http://www.plowandhearth.com)), premium popcorn and other food gifts under The Popcorn Factory® (phone: 1-800-541-2676 and web: [www.thepopcornfactory.com](http://www.thepopcornfactory.com)), gourmet food products under GreatFood.com® ([www.greatfood.com](http://www.greatfood.com)), and children's gifts under HearthSong® ([www.hearthsong.com](http://www.hearthsong.com)) and Magic Cabin Dolls® ([www.magiccabin dolls.com](http://www.magiccabin dolls.com)). 1-800-FLOWERS.COM currently maintains strategic online relationships with AOL Time Warner (AOL keyword: 1800flowers), Yahoo!, and Microsoft Corporation (MSN) among others. The Company's Class A common stock is listed on the NASDAQ National Market (ticker symbol "FLWS").

### About 24/7 Real Media, Inc.

24/7 Real Media, a pioneer in interactive marketing and technology, targets and delivers audiences for publishers and marketers. Our customers generate increased revenue and profits through media and search services, coupled with one seamless platform of serving, targeting, tracking and analytics technologies. The company is headquartered in New York, with offices in other major U.S. cities, Canada, Europe and Asia. For more information, please visit [www.247realmedia.com](http://www.247realmedia.com).  
24/7 Real Media: Delivering Today, Defining Tomorrow.

