

## SUCCESS STORIES

## Flower Chimp

Retail

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2.4x Increase in RoAS

231% Increase in total conversation rates

## Audience Ads | Search ads

How Flower Chimp achieved a 231% increase in total conversion rates with Microsoft Advertising

## The goal

Flower Chimp is an online florist that delivers fresh flowers and gifts across Southeast Asia. The brand wanted to reach more customers who were searching for their products online.

The marketing team observed that a significant percentage of its targeting audience prefers Microsoft's search engine. This is why the company leveraged the Microsoft Advertising network to enhance its brand visibility and expand its customer base.

## The solution

Flower Chimp used a combination of powerful features from Microsoft Advertising, such as Multimedia ads, Dynamic Remarketing, Search ads, and Shopping ads to engage with existing and new customers in the Southeast Asian region and to showcase their products through rich media ads.

"Thanks to Microsoft Advertising, we strengthened brand awareness and our market position. We understand that any Microsoft Advertising campaign consistently yields a superior result compared to other search engine campaigns."

**Niklas Frassa**Founder & COO  
Limitless Technology Group

## The results

The results were impressive.

Flower Chimp's Microsoft Advertising campaigns achieved a 2.4x increase in RoAS, a 231% increase in total conversion rates, and a significant 5-7% of its order revenue attributed to Microsoft Advertising.

5-7%

Of order revenue  
attributed to  
Microsoft Advertising

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