



"The shopping campaign has driven us 2X ROI. With the Smart shopping ad capabilities, we could drive the user's attention towards the product and increase sales. With the best combination of smart segmentation, campaign optimizations, and the shopping campaign, we could continue the momentum in sales even during the pandemic and amplify the conversions during the festive season.."

- Jitender Gyani, Senior Manager Performance Marketing,
Ferns N Petals



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CUSTOMER STORY](#)

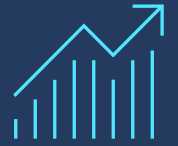
2X increase in the
number of visitors

4X increase in ROI
during festive season



**Highest click-through
rate (CTR) achieved**

2.2%



Creating memorable moments

With a wide spectrum of choices, the finest quality of personalized gifts, value for money, and reliability of service, [Ferns N Petals](#) is among the most trusted gifting brand in India. For over two decades, they have revolutionized the way individuals choose gifts by crafting them according to one's choice, delivered just in the way one likes it. Intending to provide continued services despite the pandemic, Ferns N Petals partnered with Microsoft Advertising.

Focusing on the essential things

Microsoft curated category and product-specific campaigns for flowers, cakes, personalized gifts, and occasion-specific gifts such as birthdays and anniversaries, etc. This category-wise targeting enabled Ferns N Petals to identify top-performing and least performing categories and refocus budgets to the best performing campaigns.

Spreading joy during festive season

To further ramp up the ROAS, the brand launched [shopping campaigns](#). Regular addition of negative keywords to the shopping campaign delivered higher control on optimizing ad spend. The brand launched a search for a branding campaign to leverage the search capabilities during high-demand festivals like Diwali and occasions like Valentine's day. Regular keyword scrubbing, bid automation, and optimization of syndicate sites drove phenomenal results for the campaign.

Impact

Through this partnership with Microsoft Advertising, Ferns N Petals drove impeccable results. The campaign witnessed a 2X increase in the number of visitors while driving the highest CTR of 2.2%. The campaign delivered a 4X ROI during festivals and occasions while maintaining a consistent 2.5X ROI during the non-festive season.

Source: Ferns N Petals Internal Data, 2020

Microsoft Advertising. Intelligent Connections.