Experiment: How FlexiSpot turned pandemic uncertainty into certain growth

What we set out to test
Canneters unlock incremental quality traffic and increase online revenue more efficiently with Discovery ads and Search ads?

The background
FlexiSpot is a brand under Loctek, a leading China-based manufacturer of home office desks. In the past, the brand relied on Search and Smart Shopping Campaigns to drive its sales online, and to establish itself as the go-to place for quality home office furniture.

COVID-19 brought unprecedented change, complexity, and uncertainty. As work from home became the new norm, demand for FlexiSpot’s height adjustable standing desks and other ergonomic solutions spiked. Search queries ranged between +20% to 140% MoM from March to May 2020.

To capitalize on this momentum, FlexiSpot was eager to see how it could boost discoverability, drive more quality website traffic, and convert new potentials to customers.

How we set the experiment up
FlexiSpot used a controlled pre-post analysis test in the U.S., which ran for four weeks with 2.6x budgets. This followed a pre-phase test over a comparable four-week period:

• Pre: Generic Search ads only
• Post: Generic Search ads + Discovery ads*

*Optimized to maximize online add-to-cart beyond just purchases to capture valuable mid-funnel actions as well.

Solutions we used
• Discovery ads
• Target CPA bidding

Flexispots’s creative showcased how customers could easily adjust its desks at home to suit their needs.

In addition, the campaign unlocked cross-channel synergies through improved Search performance during the test period:

- 2.7X conversions (add to cart & purchases)
- 17X website traffic
- 85% cost per click

-18% cost per click
-8% cost per conversions

Inspired by the results (compared to pre-experiment Search ads only), FlexiSpot has adopted always-on Discovery ads to keep attracting new customers. Having realized the importance of upper-funnel campaigns, FlexiSpot will continue to experiment with other digital strategies and solutions to increase consumer penetration and market share.

“Thanks for Google’s support. We find that Discovery ads are very cost-effective in driving new customers. Looking forward to more new products from Google.” – Ted Kang, Marketing Team Lead, Loctek

This case study is part of the Experiment with Google Ads Program.