

# NetFlorist

## Netflorist's mobile advertising delivers a return on investment of 199%

### About NetFlorist

- Global online florist and flower delivery site
- Based in South Africa
- [www.netflorist.co.za](http://www.netflorist.co.za)

### Goals

- Develop a better understanding of the full value of mobile
- Drive online advertising performance

### Approach

- Used Google's Full Value of Mobile Calculator
- Uploaded data from AdWords and mobile website

### Results

- Total value of mobile had been under-represented by a factor of 14
- Cross-device customers produced 53% more revenue per user with 10% to 30% higher conversion rates
- Increased investment in mobile produced 38 times more cross-device conversions

NetFlorist is a leading online florist and flower delivery site based in South Africa. The company delivers flowers, floral hampers and gifts anywhere in South Africa, with an international reach that stretches as far as the UK, US, Australia and the rest of the globe. Because NetFlorist is a performance advertiser with the majority of traffic coming from mobile, the company wanted to develop a better understanding of the effect of mobile advertising on the business through all different channels.

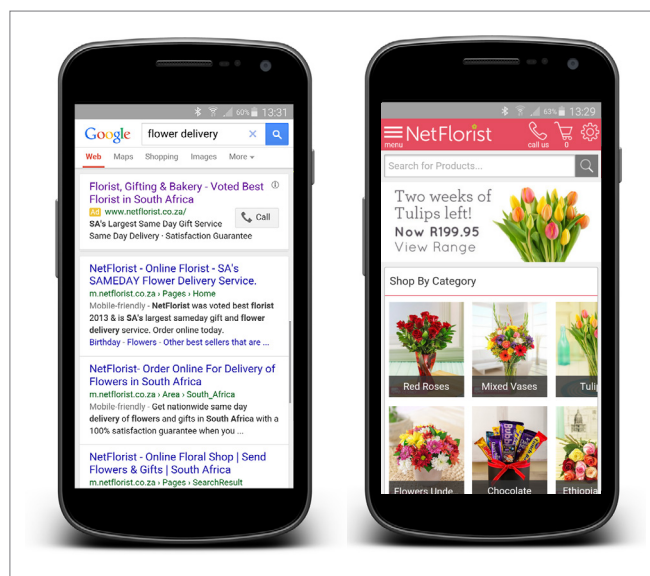
NetFlorist used Google's Full Value of Mobile Calculator to help estimate the value that mobile drives through calls and apps, as well as cross-device and mobile conversions. Following the step-by-step wizard, NetFlorist uploaded data from AdWords and the brand's mobile website. The calculator then measured this data against benchmarks and produced insights into mobile's real contribution to the overall business.

The findings were significant. First, the calculator revealed that the total value of mobile had previously been under-represented by a factor of 14. Click-to-call was found to be an especially powerful driver of business. The analysis also found that cross-device customers produced 53% more revenue per user with 10% to 30% higher conversion rates.

NetFlorist discovered that mobile had the most influence when combined with research on other devices. Users often tried switching to desktop, which suggested the user experience could be improved. Desktop and tablet performed similarly as both research and purchase channels, while mobile served primarily as a purchase channel. This could be the result of its handiness in making last minute or emergency purchases, with earlier research having been done already on other devices such as desktop.

*"Mobile is becoming more and more important in our NetFlorist channel strategy and its weighting is only going to get stronger in the years to come. We needed a way to fully understand the revenue our mobile platform was generating outside of last-click conversion stats on analytics. This tool is giving us the answers we need to better understand the holistic value mobile is bringing to our business by allowing us to monitor our click-to-call conversion."*

**– Ryan Bacher, Managing Director, Netflorist**



*As a performance advertiser with the majority of traffic coming from mobile, NetFlorist wanted to develop a better understanding of the effect of mobile advertising on the business.*

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*"The Full Value of Mobile Calculator gives us more insight into customer behaviour in terms of the movement of our customers between our mobile and call centre platforms. With the data we're currently getting, it's clear that we can afford to spend more on pay per click with regards to mobile search, as we are seeing a higher attribution value to call-to-order conversions."*

**– Ryan Bacher, Managing Director,  
Netflorist**

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While previously NetFlorist had been able to assess mobile ROI only on the basis of conversions on the mobile site itself, this new approach made it possible to incorporate the impact of mobile on click-to-call and cross-device conversions, too. According to the new calculation, NetFlorist's return on investment from mobile advertising (ROAS) is 199%. The company used these learnings to improve performance by optimising for cross-device conversions, initially increasing the bid modifier by 100%, then later adjusting it again to an increase of 250% to 300% for most campaigns.

Monthly cross-device conversions have more than doubled since 2014, and continue to increase each month. The mobile call extensions conversion rate outperforms the account conversion rate by approximately 42%, and click-to-call extensions are bringing in about 29% more conversions. When measuring cross-device conversions on brand keywords, the cost per acquisition has declined by 20% and on generic keywords by 16%. After increasing the mobile bids, the results were staggering. Not only did the cross-device conversions increase by a factor of 36, but also the last click conversions increased by a factor of 38 while the overall cost per acquisition dropped by 6.5%.