

Hoerr Solutions worked with Calyx Flowers to sell over **850 products** with a **1,269% ROI**

▼ Purchases/Sales	▼ Actual ROAS	▼ Conv. value	▼ Cost
853.26	1,269.92%	120K	\$9.45K



# Case Study: E-Commerce Sales Growth

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**Objective:** Online flower retailer Calyx Flowers needed to increase their sales during the holiday months and worked Hoerr Solutions to improve their campaign ROI.

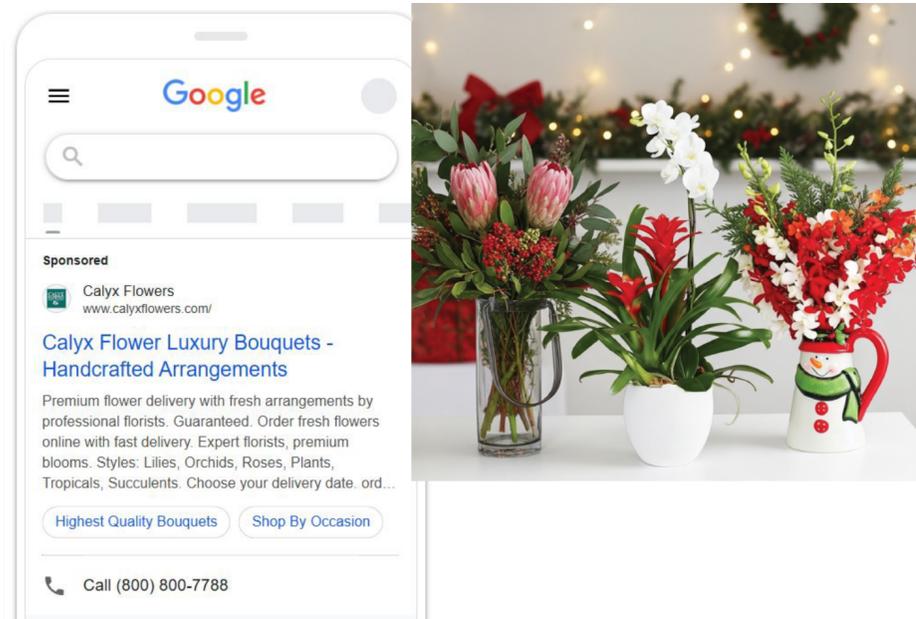
**Strategy:** Hoerr Solutions set Calyx Flowers up for success by troubleshooting and fixing ad account issues, compiled first-party audience lists and strategized a campaign objective to improve their campaign ROAS.

**Execution:** Through the use of Google Ads and Meta Ads, Hoerr Solutions launched a remarketing campaign with Calyx's first part audience combined with a large-scale new customer campaign.



# Ads: Segmentation & Execution

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**Placements:** Ad creative was designed and launched on Meta properties and Google product feed placements.

**Audiences:** Using first and third party audiences, we reached over 72,000 high-intent buyers with interests in home decor, luxury flower delivery and various retail audiences. This help create a focused and effective audience mix.



# Results: YoY Increase in Sales

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The campaign for Calyx Flowers sold over 850 products, increasing their search impression share and lowered CPA creating a YoY improvement in product sales and revenue.

**Ad Spend**  
\$13,150

**Products Sold**  
879

**CPA**  
\$14.96

**ROAS**  
1,269%

