

BLOOMTHIS

BloomThis Malaysia
bloomthis.co

From zero to profitable, how BloomThis spurred growth in times of crisis

BloomThis is a premier online floral and gifting company in Malaysia. Their services include individual and subscription based flower arrangements, live plants and other personalised gifts.

The challenge

Despite a steady growth in Malaysia and Singapore over the years, the implementation of the Movement Control Order (MCO) in March caused BloomThis to suffer a drastic hit to their business as they were unable to import flowers from any country which affected 80% of their products. Within just a week, their revenue fell to zero, prompting the need for an effective way to engage with their customers online while remaining relevant to their needs.

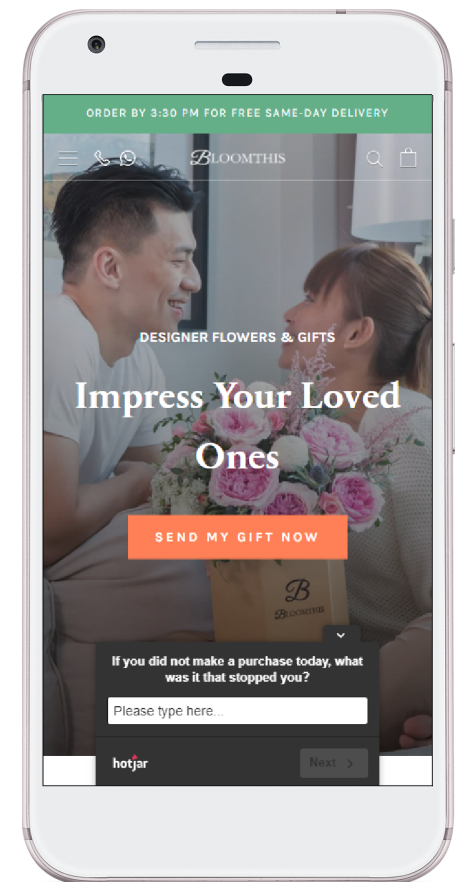
The approach

Staying relevant with new product offerings

To manoeuvre around the operational challenges of the MCO, BloomThis expanded their product offerings beyond flowers and created new gifting bundles to meet current consumer demands. Based on past experiences, the team decided to use [Google Shopping Ads](#) to promote their products and drive brand awareness, as the visually appealing product images that appear first when searched would be able to quickly attract new customers.

Keeping customers up to date with important information

BloomThis also took active steps to engage with their customers through Google My Business, ensuring their customers would remain up to date on the launch of their latest products, business operating hours, and any ongoing promotions. At present, their [COVID-19 update](#) remains one of their most viewed posts the past couple of weeks.



The results

From March to May 2020 (MCO period) compared to the same period in the previous year, BloomThis managed to increase their sales revenue by 155%, gaining returns of up to 158% per ad spend at a reduced cost of -62% per lead. The team found that they were able to significantly grow their profits by selecting the right Google solutions for their specific needs.

+155%

increase in sales
despite MCO

+158%

increase in return
on ad spend (ROAS)

-68%

decrease in cost per
acquisition (CPA) vs
similar period



Our ads on Google, specifically Shopping Ads quickly became the primary driver of our business, substantially contributing to our growth and doubling our online sales in this challenging time.

Giden Lim, CEO, BloomThis

