

How Google's AI-powered Advertising Tools are Helping Karen's Flower Shop Bloom

Challenge

With a 58-year legacy in the floral industry, Karen's Flower Shop is a multi-generational family business that has grown from selling their flower arrangements to other shops to selling directly to customers. Mason Nowak, who grew up working in the store, is now bringing the business into its fourth generation. "We're in a very quickly growing community in Milton and we always want to reach people that are new to our community!" says Mason Nowak, of their growth plans. Looking to reach new customers, but faced with fixed budgets, Mason was looking for ways to bring incremental reach without spending more money than he was already investing.

Solution & Partner

Leaning into Performance Max, Google's AI-powered advertising tool, Karen's Flower Shop was able to experiment with new campaigns, gain insights into how their business was performing, and speed up workflows in smart, responsive ways. With Performance Max, Mason is able to access all of Google Ads inventory within a single campaign and let AI automatically optimize ads so they reach the right customer at the right time. By using these tools, Karen's Flower Shop was able to connect with people most likely to be interested in their floral arrangements, driving higher quality leads and increased conversion rates. Performance Max helped Mason reach the right demographic, expand into new delivery areas, reach new audiences, and focus on securing higher priced orders.

Impact

With the improved campaign performance, Karen's Flower Shop has seen a +30% higher return on ad spend (ROAS) and year-over-year revenue growth of over 10%. Performance Max streamlined campaign creation by identifying new customers and connecting Karen's Flower Shop with more people looking to send and purchase floral arrangements. "With the improved performance, we've seen those customers purchasing larger and higher value orders." says Mason. Leveraging AI to optimize their advertising efforts, Mason and his team have been able to grow their business and stay competitive, despite their fixed costs.



"Google's AI-powered advertising tools, like Performance Max, opened new opportunities by reaching audiences more efficiently. They allowed us to scale our campaigns – using AI – for quicker ad generation and strategic recommendations."

Mason Nowak
Owner of Karen's Flower Shop



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