

## About

Founded in 2017, Floward is an online flowers and gifting company; we pride ourselves in creating a seamless experience for our customers and making sending flowers and gifts as enjoyable as receiving them. \*

## Objective

Driving awareness for FLOWAED Mother's Day collection, and ultimately driving sales.

## Target Audience

Females and males across GCC.

## Markets

GCC.

## Solution

- Published **SEO article** on Layalina **Gift Guide section**, in order to raise awareness about FLOWAED Mother's Day collection.
- Launched an **Editorial snap** on Layalina discover channel.
- Launched **Advertising Campaign** across Layalina, focusing on the new Mother's Day collection, and targeting audience in GCC.
- Launched **Social media post** over Layalina Instagram.
- **Influencer collaboration**, posted 5 stories about FLOWARD Mother's Day collection, and how users can shop online from the website and app.

## Results

### Editorial Snap

**+344K**

Topsnap Views

**+315K**

Unique Viewers

### Advertising Campaign

**3.5%**

CTR

**+5K**

Clicks

**+143K**

Impressions

### Article

**+16K**

PV

**+12K**

UV

### Social Media Post

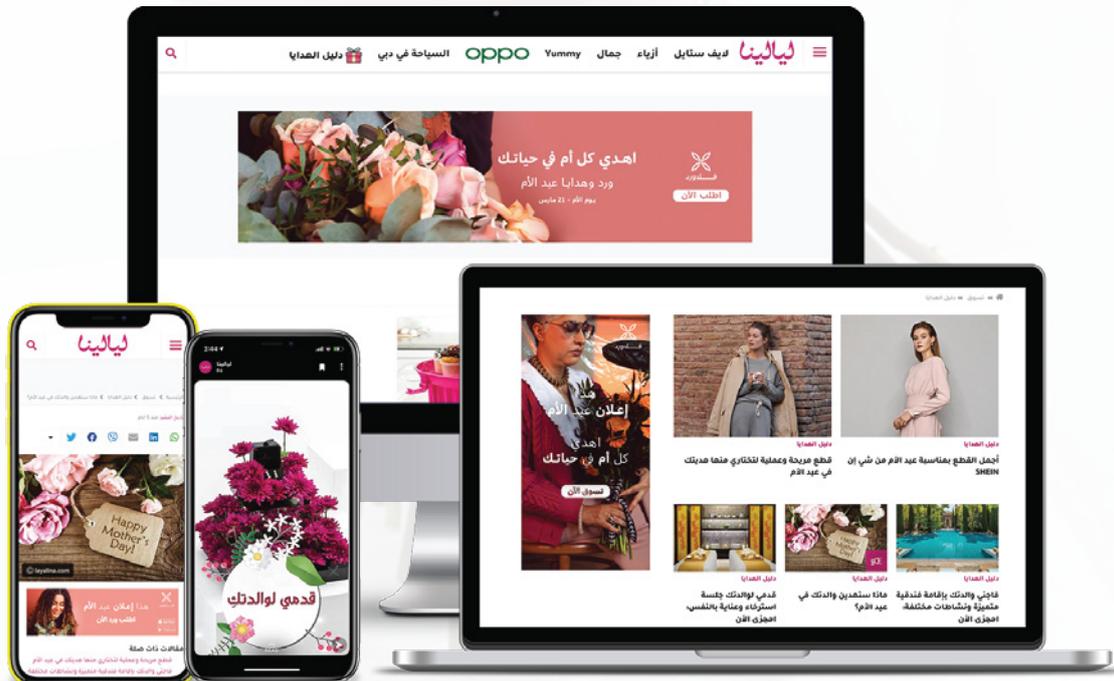
**+28K**

Post Engagement

### Influencer's Stories

**+4.5M**

Views



Source:

- <https://corporate.floward.com>
- Google Ad Manager, Google analytics.
- Snapchat, and Instagram.

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