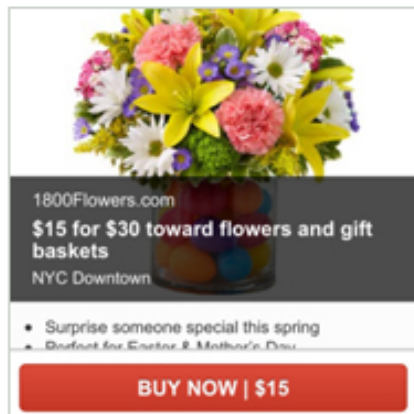


## 1800Flowers taps Google Offers to bolster time-sensitive deal



1800Flowers is promoting its flowers and gift baskets via Google Offers to help consumers celebrate upcoming holidays such as Easter and Mother's Day.

Google Offers promoted the offer to its email database last week. Consumers are able to buy the deal via online or

through their mobile devices.

"1800Flowers and Google are top brands," said Rick Singer, CEO of GreatApps.com, New York.

"Over the past few years, 1800Flowers has been expanding their retail locations," he said. "Excluding holidays and special occasions, giving flowers can be a very impulsive purchase.

"It makes people feel good when they give to others."

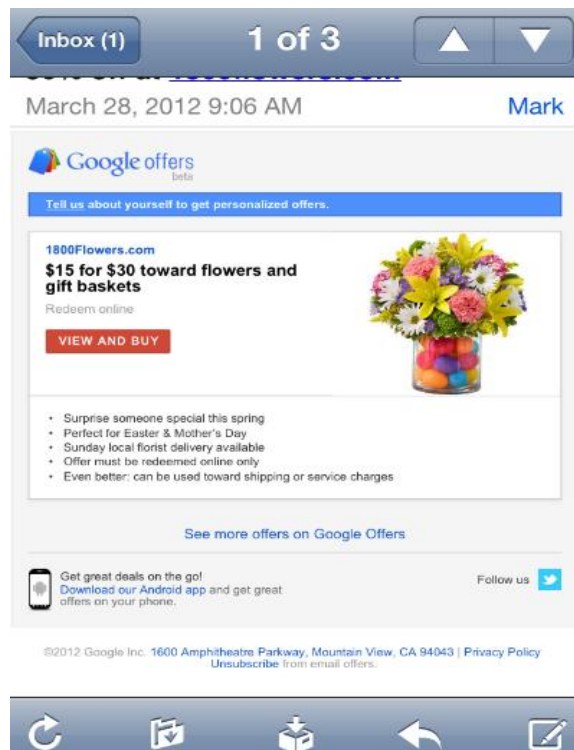
Mr. Singer is not affiliated with 1800Flowers. He commented based on his expertise on the subject.

1800Flowers did not respond to press inquiries.

[1800Flowers](http://1800Flowers.com) provides consumers with fresh flowers and a selection of plants, gift baskets, gourmet foods, confections, balloons and plush stuffed animals perfect for every occasion.

### Deal of the day

When consumers click on the Google Offers email from their mobile device, they are redirected to an optimized landing page where they can browse and buy the deal.



1800Flowers is offering consumers a \$15 for \$30 toward flowers and gift baskets deal.

When consumers are ready to purchase the deal, they are prompted to log-in to their Google account.

Additionally, consumers are able to redeem the deal through the company's Web site and mobile site until April 28.

A deal such as this is a great way to remind consumers that the holidays are coming up and that they should not forget about their loved ones.

Partnering with Google Offers also helps 1800Flowers reach a broad audience.

### **Past efforts**

1800Flowers has been realizing the potential of mobile over the last few years.

Last year, the company implemented PayPal's mobile express checkout to its mobile site and apps with the goal of making it easy for consumers to buy products and reducing fraud.

The company claims that the faster checkout mechanism helps improve sales and simplify the checkout process. The PayPal mobile express checkout feature is part of Digby's mobile commerce software platform ([see story](#)).

Most recently, 1800Flowers revamped its mobile site to increase

holiday conversions ([see story](#)).

"Consumers want their purchases to go as smooth and fast as possible," Mr. Singer said. "A relationship between Google and 1800flowers can make that happen."