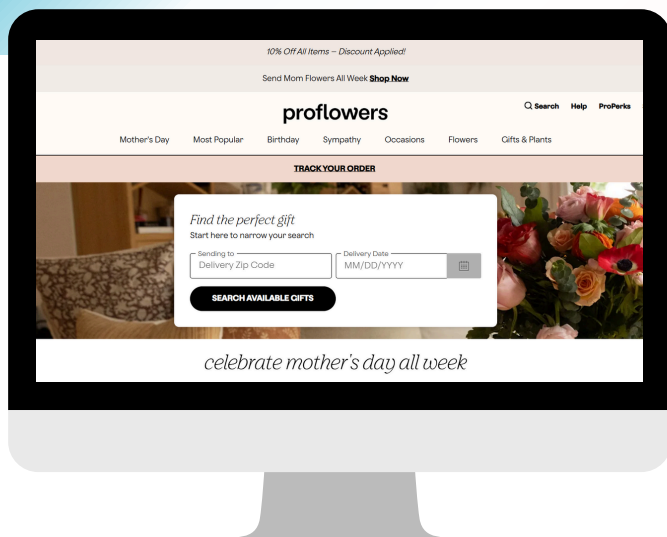


proflowers CASE STUDY



Rebuilding Bloom by Bloom:

How **Young With Solutions** Helped **ProFlowers** Reignite TikTok and Achieve  **6x ROAS** with a Creative-First Influencer Strategy



COMPANY: PROFLOWERS

ProFlowers is a go-to brand for flower delivery and thoughtful gifts for every occasion.

But after struggling to build traction on TikTok, they needed a fresh approach to stay relevant in a fast-moving digital space.

That's when **ProFlowers** partnered with **Young With Solutions** — not just to boost social performance, but to build a high-impact, creator-led strategy with staying power.

CHALLENGES

Before working with Young With Solutions, ProFlowers was a trusted name in gifting — but their presence on TikTok was flat, and past attempts to scale content on social hadn't stuck. Seasonal spikes drove demand, but the brand lacked a content engine that could perform year-round or keep up with changing trends.



Seasonal Pressure



Stagnant Social Growth



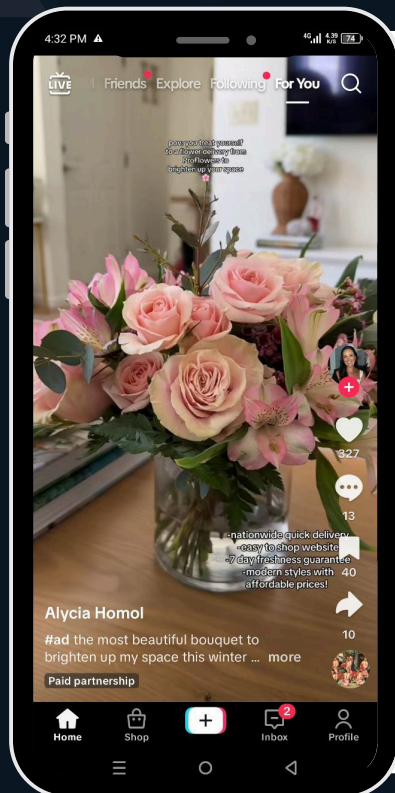
Creative Fatigue



Lack of Organic Momentum

THE PETAL-TO-PLATFORM STRATEGY

Young With Solutions engineered a high-impact, influencer-driven content strategy focused on long-term collaboration, creative testing, and platform diversity:



EVERGREEN TO SEASONAL FLOW



Started with evergreen content, then evolved it to **match seasonal events** without losing brand consistency.

STRATEGIC COLLABS



Built **meaningful partnerships** with creators who could connect personally with the brand.

CREATIVE VALIDATION FIRST



Prioritized **testing content organically** before launching paid campaigns, ensuring only high-performing assets were scaled.

FROM BOUQUETS TO BREAKTHROUGHS

Validated Performance: TikTok Ads

TikTok Ads Manager						
Dashboard Campaign Tools Analytics GMV Max Proflowers Ad Account						
Get started on TikTok for Business by completing our modules. Learn to create compliant ads and hit campaign goals.						
Search & filter (/) Tips: Multi-keyword search is supported						
<input type="checkbox"/>	On/off	Name	Payments completed (website)	Cost ↓	Payment completion ROAS (website)	CPC (destination)
<input type="checkbox"/>	<input checked="" type="checkbox"/>	YWS	29	323.37 USD	9.53	0.66 USD
<input type="checkbox"/>	<input checked="" type="checkbox"/>	YWS	12	242.52 USD	5.73	1.23 USD
<input type="checkbox"/>	<input checked="" type="checkbox"/>	YWS	5	223.64 USD	1.98	0.78 USD
<input type="checkbox"/>	<input checked="" type="checkbox"/>	YWS	8	134.55 USD	5.38	2.86 USD
<input type="checkbox"/>	<input checked="" type="checkbox"/>	YWS	10	121.87 USD	9.86	2.71 USD
<input type="checkbox"/>	<input type="checkbox"/>	YWS	2	54.37 USD	3.18	1.39 USD
<input type="checkbox"/>	<input type="checkbox"/>	YWS	0	49.73 USD	0.00	0.64 USD
Total of 7 ad groups			66	1,150.05 USD	6.10	0.97 USD

66
PAYMENTS

6.10
ROAS



TikTok Ads Performance:
6.1x ROAS from \$1.1K spend across 66 purchases

Seasonal Sync:

Influencer posts rolled out across key seasonal moments including:

Valentine's Day

International Women Day

Birthday

Evergreen

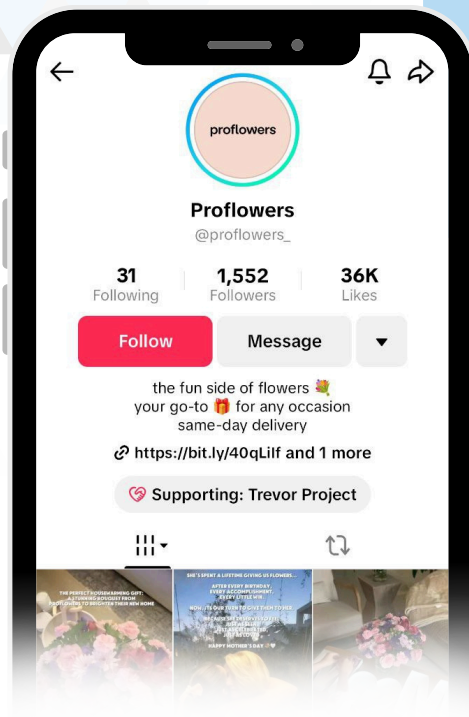
St Patrick's Day

Easter Day

Mother's Day

PROFLOWERS

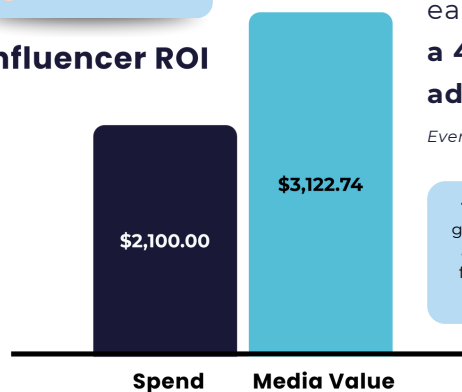
Performance in Full Bloom



"This partnership meant a lot to me personally. My dad used to send me ProFlowers every year on my birthday. Working on this campaign brought back beautiful memories and gave me a meaningful way to honor him."

INFLUENCER COLLABORATOR TESTIMONIAL

 **49%**
Influencer ROI



A \$2.1K invested in creators earned \$3.1K in value — **a 49% return before paid ads launched.**

Every \$1 spent delivered \$1.49 in earned exposure.

Total Media Value (TMV) is the estimated cost to get the same reach and engagement through paid ads. It puts a dollar value on the exposure earned from influencer content, helping brands measure ROI more clearly.

 **6x ROAS**

 **66 PURCHASES**

 **7 SEASONAL MOMENTS**

IMPACT



SEASONAL SHIFTS, CONSISTENT WINS

Adapted strategy across seasonal campaigns while staying true to the brand — proving flexibility fuels consistency.

FROM STALLED TO SCALABLE

Re-established TikTok as a viable and scalable growth channel after years of underperformance.

A BLOOM-WORTHY PARTNERSHIP



ProFlowers' partnership with *Young With Solutions* is proof that even legacy brands can find fresh momentum in the creator economy.

After past struggles on TikTok, they didn't just return — they redefined how a gifting brand shows up online. By building authentic creator relationships, testing content before scaling, and staying true to their voice, ProFlowers turned seasonal moments into lasting impact.

They didn't just show up — they scaled up and made social strategy bloom.