

# Account Consolidation Drives 228% ROAS Growth for an Online Floral Delivery Business

Industry: Retail

Channels: Google Ads



**Client Goal:** Reverse a steep ROAS decline and restore performance to a sustained 2+ ROAS across approximately 60 independent florist campaigns.

AdMax Local (AML) partnered with an **online floral delivery business** serving independent florists nationwide to manage Google Ads across approximately 60 individual florist accounts, advertising flower delivery services directly to consumers.

After years of stable performance, 2025 brought a sharp ROAS decline, dropping the combined account from a historical average near 3.0 to below 1.0 at its lowest point. AML identified a structural measurement problem at the root of the issue and implemented a consolidation strategy to fix it.



## The Challenge

Running a separate Google Ads account for each florist created a fragmentation problem that compounded as budgets remained small. With monthly Google Ads budgets ranging from \$180 to \$1,000 per florist, well below industry averages, individual accounts simply could not accumulate enough conversion data for Google's smart bidding algorithms to optimize effectively.



**ROAS fell from a ~3.0 historical average to a low of 0.87 in June 2025 (below breakeven)**



**~60 siloed accounts, each too small to trigger Google's smart bidding learning thresholds**



Monthly budgets of \$180–\$1,000 per florist far below what's needed to generate sufficient conversion signal



No mechanism to let high-performing florist data benefit lower-performing accounts



## Our Strategy

We redesigned the **account architecture from the ground up**, replacing isolated per-florist accounts with a **unified consolidation strategy** that let the entire network's conversion data work in service of every campaign.

### 1. Account Consolidation (April 2025)

All ~60 florist campaigns were merged into a single Google Ads account. The core insight: conversion data pooled across the full network would give Google's bidding algorithms the signal volume needed to optimize, even for florists whose individual budgets were too small to do so on their own.

### 2. Budget Reallocation: Search to Performance Max

Following consolidation, spend was shifted from traditional Search campaigns into Performance Max (PMAX), enabling Google's AI to optimize across all inventory types using the richer consolidated conversion data.

### 3. Creative Asset Refresh

Ad creative assets were updated across the account to align with seasonal demand patterns and provide PMAX campaigns with higher-quality inputs for asset group optimization.

### 4. Ongoing Search Query Management

Continuous search query reviews ensured spend was directed at high-intent, purchase-ready queries, protecting budget efficiency during and after the learning phase.



## Results

After Google's learning phase concluded, performance improved consistently every month. By Q4 2025, the account had far exceeded its original 2+ ROAS target, and that momentum carried directly into 2026.

### 2025 Full-Year Milestones

- 2.08 ROAS - goal of 2+ achieved in September 2025, first time since restructure
- 5.75 peak ROAS reached in December 2025, nearly 3x the target
- +87% revenue growth Q2 vs. Q1 (\$298K vs. \$159K) as consolidation compounded

### Q1 2026 vs. Q1 2025 (Year-over-Year)

- ROAS: +228% (4.04 vs. 1.23)
- Revenue: +139% (\$207,938 vs. \$87,030)
- Transactions: +145% (1,816 vs. 741)
- Spend: -27% (\$51,478 vs. \$70,655) - more results, less budget
- All ~60 independent florist campaigns elevated by shared conversion intelligence



## Key Takeaway

When individual campaign budgets are too small to fuel smart bidding on their own, structural consolidation can unlock the conversion data volume that algorithmic optimization requires. By treating ~60 florist campaigns as a single learning system, AML turned a fragmented, underperforming account into a compounding performance engine, achieving 228% ROAS growth year-over-year with less total spend.