



Tell Your Story

...Where It Matters Most

Shopping Media on 1-800-FLOWERS.COM is the latest innovation from RichRelevance, the leading provider of dynamic e-commerce personalization. Building on 1-800-FLOWERS.COM's cutting-edge design and merchandising, RichRelevance's advertising vehicles enable brands to contextually target consumers deep inside the purchase funnel—across premium real estate on 1-800-FLOWERS.COM—**when** and **where** consumers are making purchase decisions.



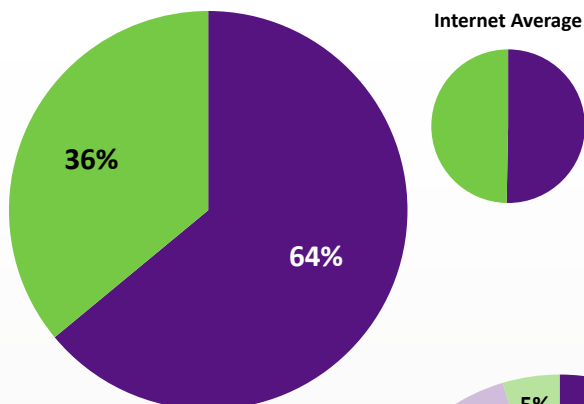
1-800-FLOWERS.COM Advertising Profile

1-800-FLOWERS.COM, Inc. is the world's largest florist and gift shop, with revenues approaching \$1 billion.

Shopper Info

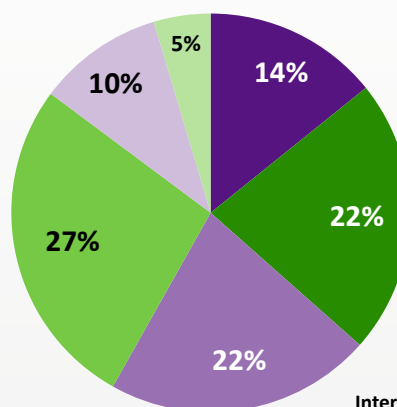
Gender

- Female
- Male



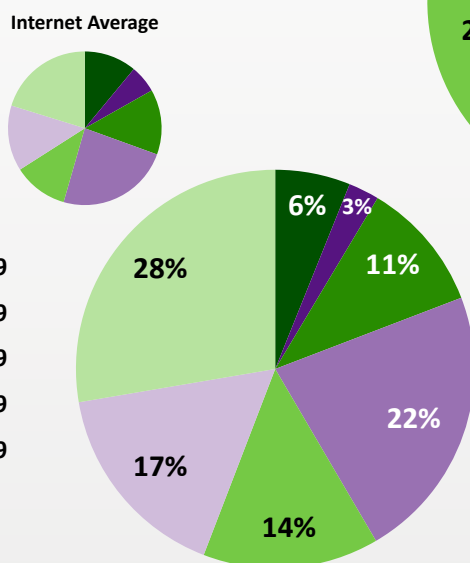
Age Range

- Under 25
- 25–34
- 35–44
- 45–54
- 55–64
- Over 64

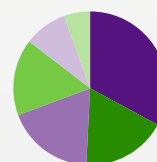


Household Income

- Under \$15,000
- \$15,000–\$24,999
- \$25,000–\$39,999
- \$40,000–\$59,999
- \$60,000–\$74,999
- \$75,000–\$99,999
- \$100,000+



Internet Average



Traffic during peak periods:*

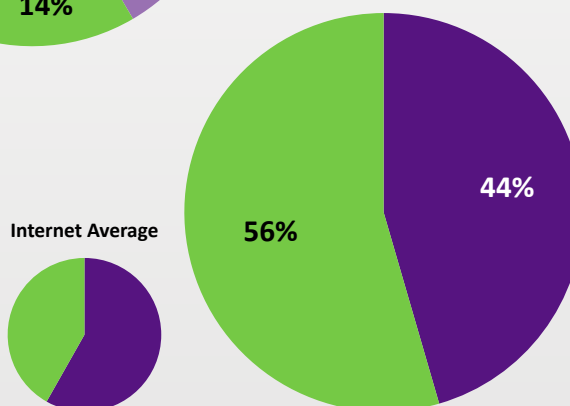
3.7 Million
Monthly Uniques

46 Million
Monthly Page Views

*Placements sold at a premium during peak periods, including December, Mother's Day, Valentine's Day, etc.

Children in the Home

- Have children
- Do not have children



Comscore, March 2012

Advertising Vehicles

Targeted Banner Ads

Contextually targeted banner ads that reach shoppers while they're making purchase decisions

This placement is offered in 160x600-pixel, "wide skyscraper" size. Based on investment levels, RichRelevance can be commissioned to create custom banner ad units.

Placement is available on most category/collection pages. Please contact RichRelevance for a full list of available categories.

The image displays two screenshots of the 1800flowers.com website, illustrating the placement of targeted banner ads. The left screenshot shows a 'Birthday Flowers & Gifts' page with a banner for L'Oréal Youth Code. The right screenshot shows a 'Flower Arrangements' page with a banner for Miracle-Gro Moisture Control. Both banners are 160x600 pixels and feature a 'LEARN MORE' button. The website interface includes a navigation bar, a search bar, and a grid of product listings.

Reach consumers with the content and offers they want—
right when they want them.

Learn More

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