Case Study

LING
NEW YORK

307% Increase in ROAS
in 30 days for a Skincare Brand

Company Name	Industry
Ling Skincare	**Skincare**

Context

Ling Skincare, founded by esteemed celebrity esthetician Ling Chan, epitomizes the pinnacle of anti-aging excellence in the USA, deeply rooted in the Asian traditions of meticulous exfoliation and hydration. Her products, renowned for their ability to balance and rejuvenate, seamlessly blend innovative science with traditional Asian botanicals, offering a comprehensive approach to preventative skincare.

Key Statistics

150%
Increase in Conversions

307%
Increase in ROAS

22.26%
Reduction in CPA

| Challenge	Objective
The main hurdle we faced was engaging our target demographic in a highly saturated skincare market, where customer acquisition is both challenging and costly. Despite experimenting with various campaign strategies, including Search and Shopping ads aimed at acquiring new customers, we found that the Return on Ad Spend (ROAS) remained disappointingly low, highlighting the need for a more effective approach in this competitive arena.	**Primary Objective**: Our main goal was to boost conversions and the return on ad spend (ROAS) from our campaign, while also keeping costs under control. **Secondary Objective:** Reduce the Cost per Acquisition (CPA).

Approach

The pMax campaign, designed as a comprehensive multi-channel strategy, leverages Machine Learning to boost its effectiveness. This sophisticated, automated approach seeks to amplify sales across Google's diverse platforms, in line with our strategic goals. For scalability and to maximize outreach, we customized an array of creative assets such as text, imagery, and video content. Additionally, capitalizing on November's holiday season, we presented irresistible offers to enhance the average order value of each transaction, aiming to not only attract but also retain a higher volume of customers.

Results
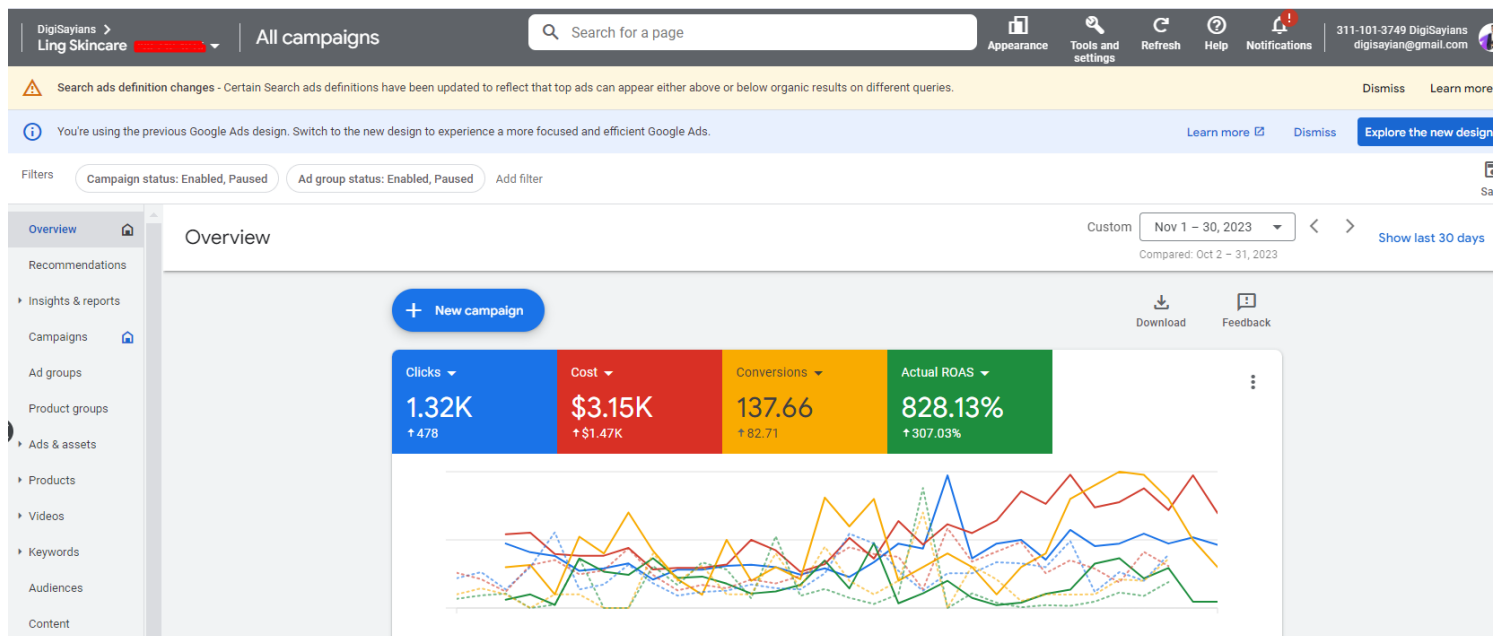
Testimonial

"Saurabh is just exceptional! His work is very outstanding and he never fails to make you feel that you and your business are well taken care of! Our business is in the US but despite the time difference with his side, he always makes sure he responds and provides all the help that we need. I definitely recommend Saurabh! 5 out of 5!!!"

-Tanya, Creative Director, Ling Skincare
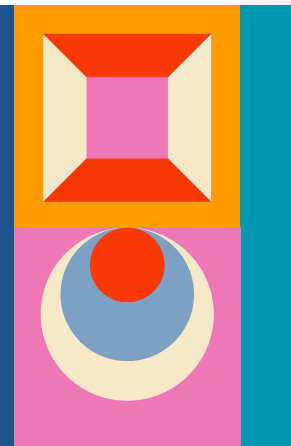
Key Takeaways

- **Machine Learning Efficiency:** Leveraging Machine Learning with the PMax campaign significantly boosted advertising effectiveness, leading to higher conversions and ROAS.
- **Conversions and ROAS Increase:** The campaign demonstrated the impact of cross-channel platforms in engaging audiences, resulting in increased conversions and return on ad spend.
- **Cost Per Conversion Decrease:** The reduction in cost per conversion underscores the campaign's success in optimizing budget use, highlighting the efficiency of targeted advertising.
- **Impact of Customized Creative Assets:** Tailoring creative content across various formats enhanced audience engagement and contributed to the campaign's scalability and success.
- **Benefits of Cross-Channel Marketing:** Utilizing a cross-channel approach maximized exposure and consistency across Google platforms, emphasizing the importance of a unified marketing strategy.

The case study emphasizes the advantages of integrating Machine Learning, customized content, and cross-channel strategies to achieve significant improvements in marketing efficiency and financial performance.