

# LISTED AT DOUGLAS?

CREATE YOUR GLOW MOMENT - RIGHT WHERE PREMIUM BEAUTY SHOPPERS ARE READY TO BUY.

- ✓ Visibility & Conversions powered by high-precision targeting
- ✓ No setup fees & low entry budgets
- ✓ Go live in 15 minutes & track results in real-time
- ✓ No previous knowledge needed



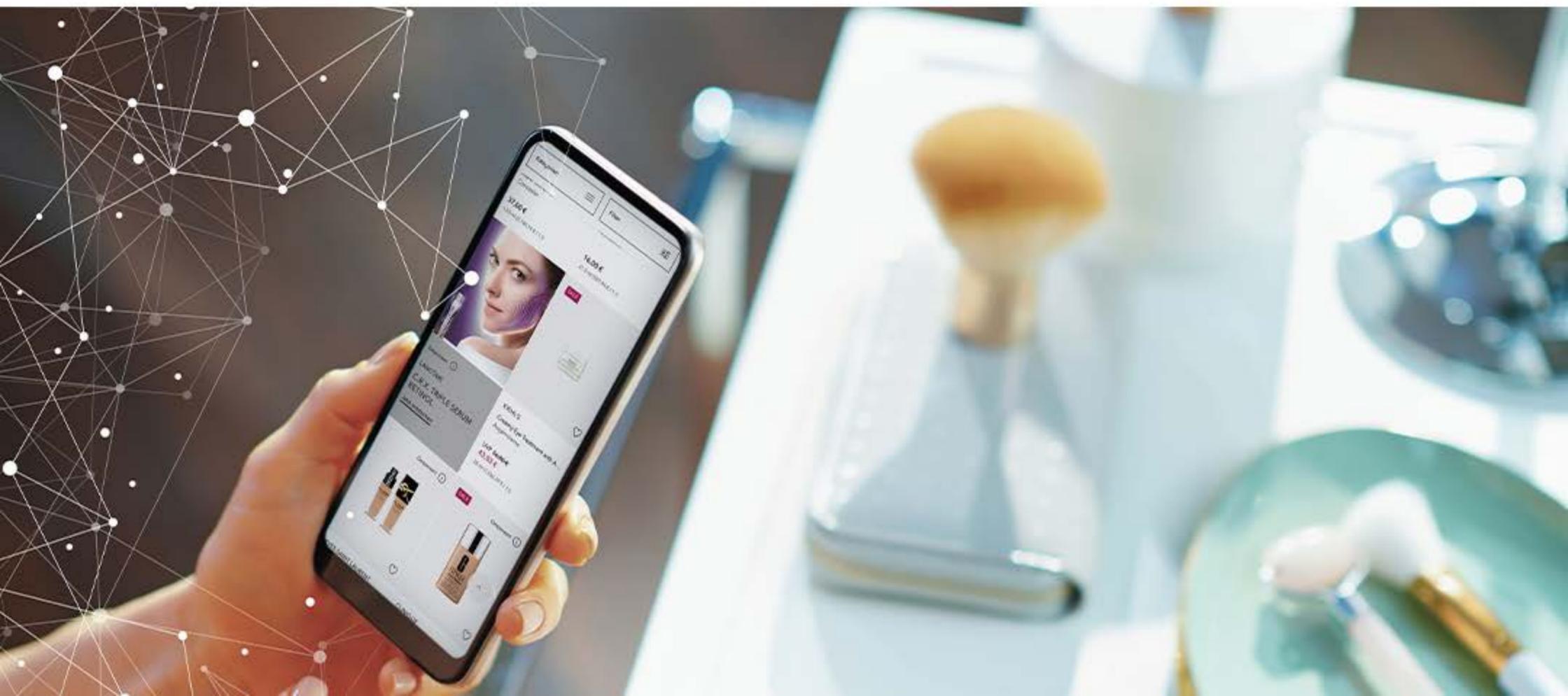
## LAUNCH YOUR FIRST AD CAMPAIGN ON DOUGLAS IN 15 MINUTES.

Stand out between thousands of products. Our Self-Service Platform gives emerging brands the access to Retail Media: Audience Ads light the spark - Sponsored Product Ads close the deal.

# DO YOU MAYBE STRUGGLE WITH..?

- ✗ Low visibility
- ✗ Insufficient customer insights
- ✗ Limited budgets
- ✗ Need for speed

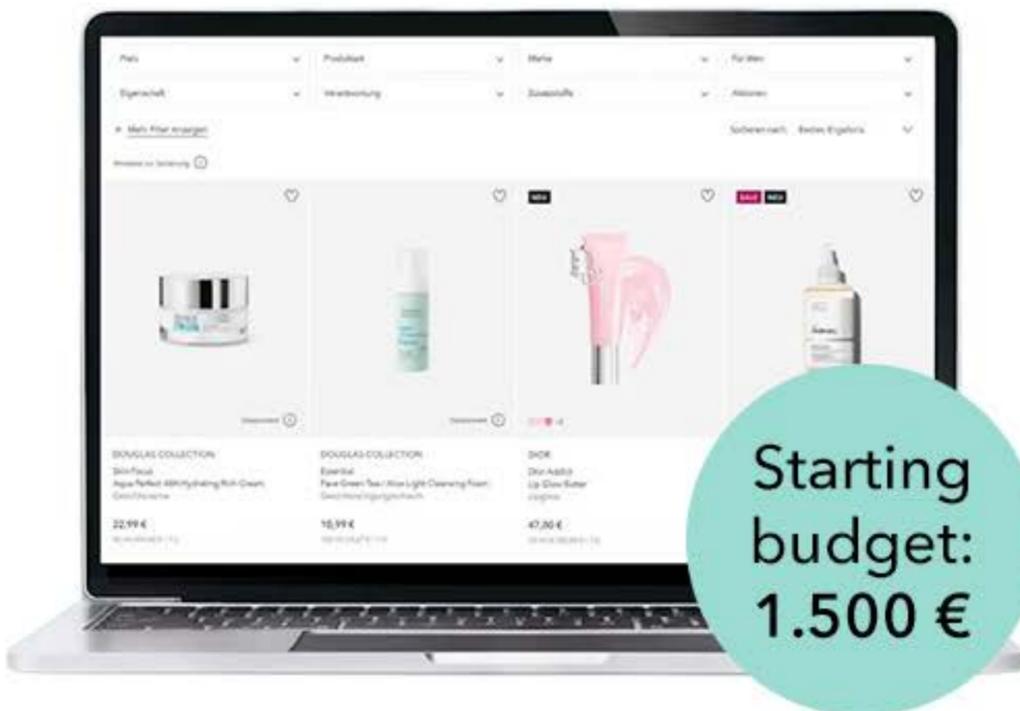
We see your challenges. What are you waiting for?  
Start now with ads on DOUGLAS with Self-Service.



# WHAT YOU CAN EXPECT FROM OUR **SELF-SERVICE PLATFORM**

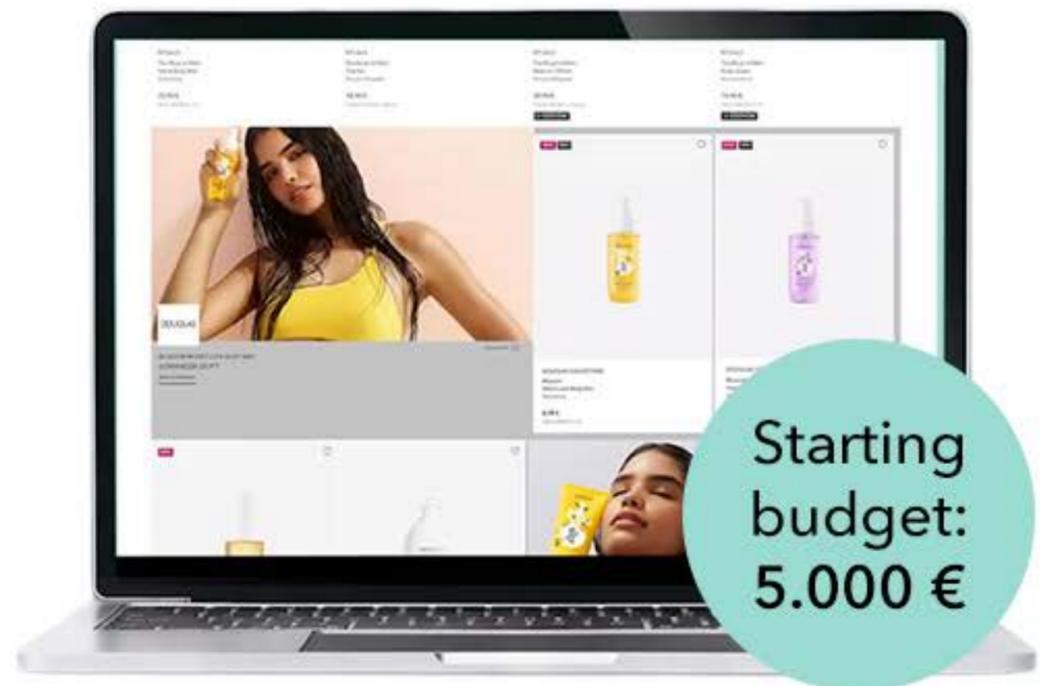
## **AVERAGE ROAS OVER 300%**

Boost product visibility, drive traffic and increase purchase intent - all measurable in real time and designed for all skill levels.



### **SPONSORED PRODUCT ADS**

Secure top positions on the digital shelf and reach your target audience through optimized presence in an environment with high shopping intent to boost your conversion rate.



### **AUDIENCE ADS**

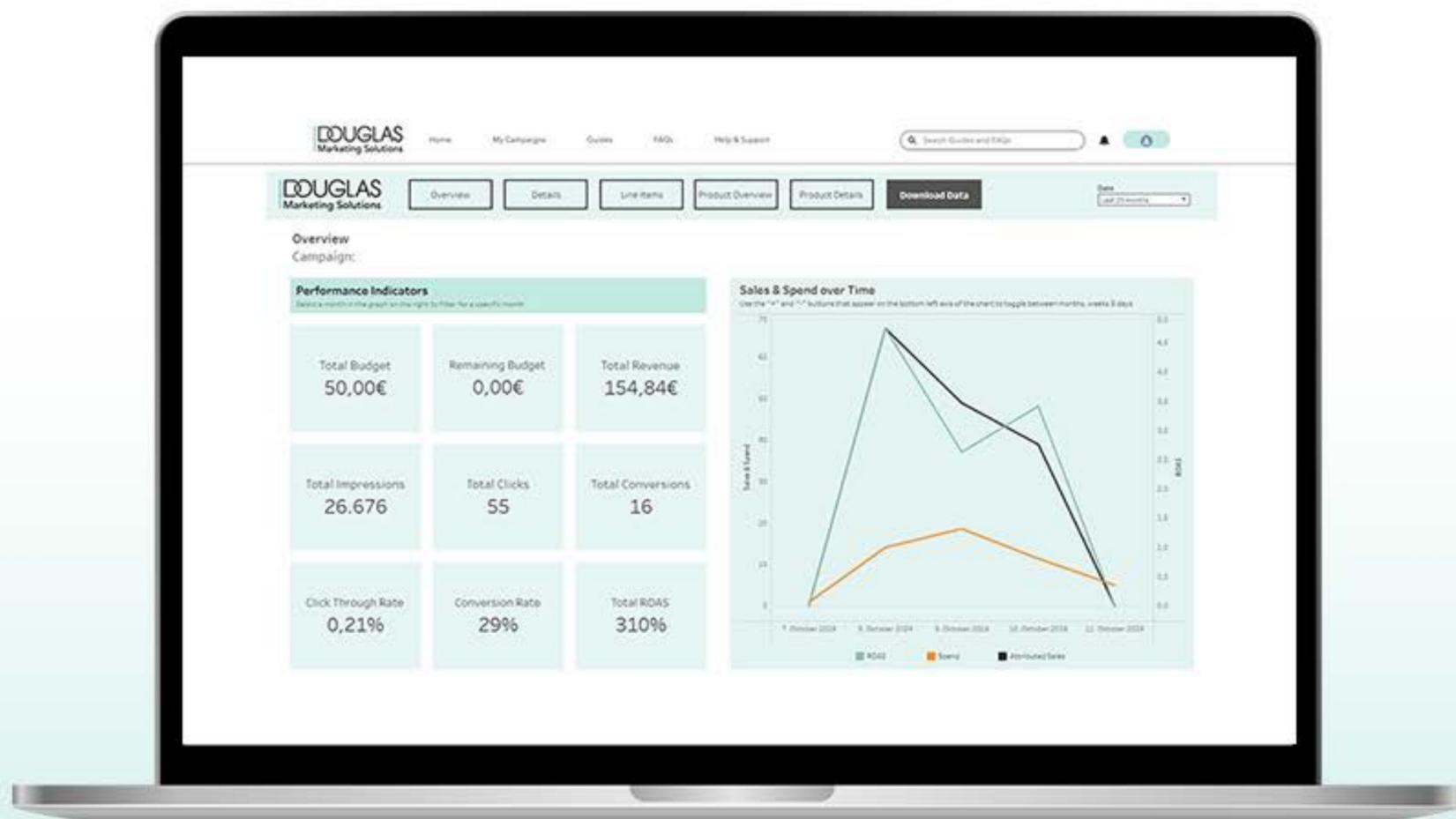
Maximize your brand visibility through onsite display formats and increase purchase intent with relevant audiences.

SWIPE AND UNLOCK THE CASE STUDY AND PRO TIPS →

# YOUR KEY TO SUCCESS

## STRATEGIES TO MAKE YOUR CAMPAIGN ON DOUGLAS SUCCESSFUL:

- ✓ Combine **emotional brand ads (AA)** with **performance placements (SPA)** that generate awareness and convert.
- ✓ Advertise as many products as you can within a **SPA campaign** & highlight key products with **Audience Ads**
- ✓ Cluster SPA campaigns in line items **per category or product type**



# OUR CASE STUDY WITH ANNEMARIE BÖRLIND

Skincare Brand BÖRLIND cleverly combined Sponsored Product Ads and Audience Ads into a powerful campaign in the DOUGLAS Self-Service Platform.



TOTAL CLICKS

**4,955**

So many users clicked on the promoted products.



SPA CVR

**47.52%**

Almost every second click lead to a purchase.



SPA ROAS

**23.84€**

For every 1€ spend on advertising, 23,84 € of revenue were generated.



# PRO TIPS TO A SUCCESSFUL SET-UP

## **Tip 01:**

### **Min. 30-50 SKUs**

Each Line Item should contain at least 30-50 SKUs, if applicable. The more SKUs, the better. It will help throughout the campaign to optimize on SKU level.

Tip: Add new launched products regularly.

## **Tip 02:**

### **Set budget Pacing**

Different options to enhance your campaigns budget pacing: Even, daily, uncapped

## **Tip 03:**

### **Competitive CPC**

Set a CPC that can compete with other campaigns. Start with 1€ and then lower or raise the CPC based on the results.

## **Tip 04:**

### **Don't adjust too frequently**

After starting the campaign wait at least 4 weeks to "develop" the algorithm. After each change the campaign/line items takes min. 1-2 weeks to adapt.



CHRISTOPHER HAUSCHILD Client Success Manager

# READY TO GROW YOUR BRAND WITH RETAIL MEDIA AT DOUGLAS?

REGISTER DIRECTLY FOR OUR SELF-SERVICE:

**DMS Portal**

OR CONTACT US AT

**selfservice@douglas.de!**



marketingsolutions@douglas.de



douglas-marketing-solutions.com



@douglasmarketingsolutions

