

SPONSORED PRODUCT ADS

# HOW TO: INCREASE SALES WITHIN SPONSORED PRODUCT ADS

## ONSITE-CAMPAIGN ON SPONSORED PRODUCT ADS

In the past, it would have been enough for a large beauty brand to place its products in stores and online shops and let things take their course. In the meantime, due to the massively increasing selection of brands and products, it is clear: the competition is growing and with it the battle for the best placement and visibility on relevant marketplaces.

Douglas Marketing Solutions offers an effective and smart way to place the products visibly on the DOUGLAS online shop in all European core markets (Netherlands, Poland, Italy, Austria, Switzerland) and to advertise them in such a way that sales increase enormously. It doesn't matter whether the customer is a big player in the beauty industry or a smaller newcomer and a small brand.

We explain how this works using the case study of the beauty player "Coty".

## COTY CASE STUDY IN THE NETHERLANDS: ONE OF THE FIRST AND MOST SUCCESSFUL SPA CAMPAIGNS FROM DOUGLAS MARKETING SOLUTIONS

The Coty case was one of the first Dutch campaigns that Douglas Marketing Solutions carried out. Up to 20 products from four high-end brands with different budgets were supported through the use of sponsored product ads.

In the period of eight weeks from the beginning of November 2020 to the end of December 2020, product sales and conversions should be increased during Black Friday Week and in the run-up to Christmas. The campaign was so successful that the campaign goals were achieved faster than originally anticipated.

All brands - Chloé, Gucci, Hugo Boss and Marc Jacobs - were able to increase their sales to a total of € 106,078.45 with different marketing budgets and achieve an average ROAS of 8.8. In addition to an increase in sales for the important brands Hugo Boss and Gucci, however, an increase in the e-commerce market share on Douglas was also recorded.

Here is a closer look at each individual campaign and its successes.

## CHLOÉ

Chloé started with a relatively low budget of € 700. In the short period of eight weeks, however, they achieved almost 800,000 impressions. They generated a total of 3,300 clicks on their own products. The pay-per-click price was always between € 0.40 and a maximum of € 1.05.

By the end of the eight weeks, Chloé had 444 conversions worth almost € 27,800. The conversion rate was above average 13.45% and the return on advertising spend was also above average 13.55.



## **GUCCI**

Gucci entered the campaign with a budget of € 1,000 and achieved a staggering 1,888,545 impressions within eight weeks. With 6,511 clicks achieved, the average pay-per-click price was a low € 0.47.

With a conversion number of 413, the Gucci campaign achieved a conversion value of € 27,484 in eight weeks and thus reached a conversion rate of 6.43%. In addition, a very good ROAS of 9.04 was achieved.

## **HUGO BOSS**

The Coty case also contains the beauty products from Hugo Boss. The campaign started with the highest budget of € 2,600. At an average of € 0.63 for one click and for a total ad spend of € 5,905, Hugo Boss was able to generate almost 3 million impressions.

The conversion rate of Hugo Boss was 8.02% and achieved 750 conversions with an effective value of 45,132.20 € with the help of the campaign. Hugo Boss thus achieved a ROAS of 7.64 in the eight weeks measured.

## **MARC JACOBS**

The Marc Jacobs brand also entered the campaign with a relatively low budget of € 700 and achieved a ROAS of 4.98. Marc Jacobs' campaign generated 648,721 impressions in the measured period.

For a total of € 1,142.32 ad spend, the brand generated 2,288 clicks, with an average cost-per-click of € 0.50. Marc Jacobs reached 89 conversions and thus achieved a conversion rate of 3.89%. The conversion value totaled € 5,683.60.

## **SPONSORED PRODUCT ADS FOR YOUR OWN BRAND**

All four campaigns were rated to be a complete success, as the goals were exceeded by far, in a shorter time span than originally expected. Douglas Marketing Solutions is now starting to plan further always-on campaigns that will support the brands throughout the year.

To sell your own products - and they don't have to be beauty products - Douglas Marketing Solutions offers a perfect marketplace and a marketing strategy specially tailored to the customer. In addition to Sponsored Product Ads, DMS also offers audience ads.

The Douglas Beauty Tester Program could also be of interest for the presentation of your own products, as there is the opportunity to make use of genuinely positive ratings for your own product, which can demonstrably increase the conversion rate by 44%.

Get in touch with our experts from the Douglas Marketing Solutions team!