



## DermWarehouse – Cosmetics PPC Case Study

### Who are DermWarehouse?

DermWarehouse is a dermatologist-owned and operated skin care and beauty website, serving customers across the United States. Founded by board-certified dermatologist, Dr. Alan J. Parks, DermWarehouse offers high-quality, professional-strength skin care, makeup, and hair care products as well as expert advice,

### DermWarehouse's Goals

When DermWarehouse first approached Cliteq their main objective was to improve the ROAS of their Adwords campaigns.

### Our Solution

To improve the performance of DermWarehouse's PPC campaigns we consulted with them to improve their strategy across Google Search and Shopping.

### Shopping Strategy

The first part of our strategy was to segment the shopping feed by product ID. This allowed DermWarehouse to set a bid for each product and add negative keywords at product level. This allowed

them to both improve their bidding strategy and reduce wasted spend more effectively.

To improve their bidding strategy we suggested layering a custom intraday bidding script, which changed, bids hourly, with location & device based bidding and RLSA for each different stage in the buying cycle (bids were increased more when people were later in the buying cycle – E.g. they had abandoned the checkout and less when they were earlier in the buying cycle – E.g. they had just been on Derm Warehouse's homepage).

### Search Strategy

Cliteq suggested a total restructure of the account based on Single Keyword ad groups to improve the relevance between what users on Google were searching for and DermWarehouse's adverts. The subsequent quality improvement due to improved relevancy of the ads being displayed has led to an increase in Quality score and a reduction in cost per sale.

### The Results

After 3 months when comparing the performance of the new campaigns against the old ones we saw the following increase in performance.

- **29% increase in ROAS**
- **39% increase in conversion rate**
- **37% decrease in cost per sale**

### What the Client Said:

*"Working with Wesley and Cliteq has been a pleasure. They have generated measurable results and have gone out of their way to help us grow. I would recommend Cliteq without hesitation".*

- Stefanie Parks – Managing Director