

## Global Health & Beauty brand increased Clicks by 20% with 33% less Ad Spend

Global Health & Beauty brand is known for excellent makeup and high-performance beauty products that are eco-friendly, easy to use, and cruelty-free. The Health & Beauty space is saturated with other well-known brands and omni-channel retailers and to drive growth and differentiate in the landscape, Global Health & Beauty brand uses an aggressive promotional strategy to stay ahead. To help optimize Paid Search strategy during promotional periods, the Global Health & Beauty Agency Partner Team leaned on GrowByData to help provide data, insights and recommendations to stay ahead of the competition.



### The Challenges

As the Global Health & Beauty brand team continued to aggressively promote during promotional periods, they continued to notice record highs in Ad Spend and CPC with each new promotion. To support the increase in Ad Spend, the account team wanted data to support the incremental benefit of these budget increases. With tools previously available to them, this was a question they couldn't answer.



**33%**

Reduction in Ad Spend



**20%**

Increase in Clicks



**\$52,000**

Estimated Savings to Reallocate

### The Solutions

By combining GrowByData powerful marketing intelligence with Professional Services, GrowByData and the Global Health & Beauty brand account team put together a custom analysis which aggregated Share of Voice by incremental CPC compared to non-promotional periods. The data showed that once CPC's were increased by more than 2X, Share of Voice plateaued and even dropped in some cases.

This analysis showed that they could continue increasing their CPC and paying more for each click, but they didn't get any more Clicks or Impressions! By capping their incremental bidding strategy during promotional periods to 2X the non-promotional bid level, the Agency partner team for Global Health & Beauty brand will reduce ad spend by 33% which can allow them to better allocate approximately \$52K in ad spend to other periods that will drive more profitability or visibility.