

# Case Study - Luxury Skin Care Brand



A California-based clean luxury skincare brand. They faced challenges in establishing a distinct identity separate from its sister brand and breaking into the competitive clean beauty market, they partnered with Utopiads to enhance their digital marketing strategy and drive eCommerce growth.



## Solutions

- Streamlined ad account structures for efficiency
- Launched Performance Max campaigns to broaden ad reach
- Improved product visibility through optimized feeds
- Expanded market reach by targeting new geographic areas and customer segments

## Strategy / Approach

- Conducted a comprehensive audit to identify underperforming campaigns
- Established revenue and call conversion tracking systems
- Restructured ad account by consolidating similar-themed keywords and products
- Reallocated budgets to better-performing campaigns, focusing on Shopping campaigns
- Launched Performance Max campaigns to broaden ad reach
- Improved product feeds by addressing missing GTINs and enhancing product attributes
- Created separate campaigns for best-selling items and seasonal products
- Expanded strategy to target select U.S. states and implemented Demand Gen Prospecting campaigns

OVER 12 MONTHS

Revenue Generated

**\$1.9M**

ROAS

**5.7x**

Purchases

**13.7K**

Clicks

**114K**

## Conclusion

Through a strategic, data-driven approach, Utopiads significantly improved Dermalogica's digital marketing performance. The collaboration led to substantial growth in revenue, increased customer engagement, and enhanced brand presence in the competitive beauty and skincare market.

## Challenges

- Entering a saturated clean beauty market with established competitors
- Establishing a distinct brand identity separate from its sister brand
- Building brand awareness from scratch to attract new customers
- Overcoming strong customer loyalty towards established competitors

