

A leading skincare brand, partnered with Utopiads to enhance their digital marketing performance. The goal was to attract new customers, increase online purchases, and drive traffic to their Sephora brand site through a comprehensive, multi-phase digital strategy.



## 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 thorough audit of existing digital campaigns
- Implemented advanced conversion tracking systems
- Developed customized omni-channel dashboards to monitor KPIs
- Partnered with Measured for incrementality testing and reporting
- Optimized ad campaigns across Google and Meta platforms
- Enhanced product feeds and targeted high-performing products

## Conclusion

Through a strategic, data-driven approach, Utopiads significantly improved their 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.

**17.1x**

ROAS

**\$1.37M**

in revenue generated

**39K+**

new users attracted to the website

**72%**

Increase in Traffic to Sephora  
Brand Site

## Challenges

- Difficulty acquiring new customers unfamiliar with the brand
- Highly competitive beauty and skincare industry requiring advanced digital strategies
- Need for agile campaign execution to align with fast-paced promotions and product launches
- Complex performance evaluation due to varied KPIs and product-specific goals