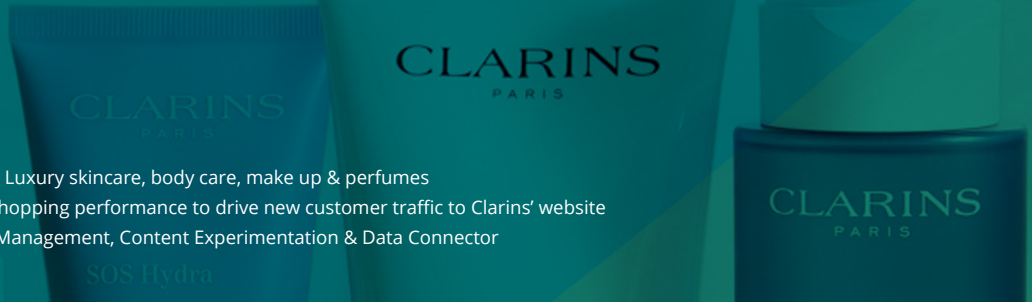


CLARINS CLEANSE THEIR FEED AND BOOST IMPRESSIONS BY 185%

SUMMARY:

- **SECTOR:** Beauty
- **MARKET:** UK
- **PRODUCT CATEGORIES:** Luxury skincare, body care, make up & perfumes
- **GOALS:** Improve Google Shopping performance to drive new customer traffic to Clarins' website
- **MODULES:** Product Data Management, Content Experimentation & Data Connector



CHALLENGE:

CLARINS WANTED TO BOOST THEIR GOOGLE SHOPPING PERFORMANCE, BUT:

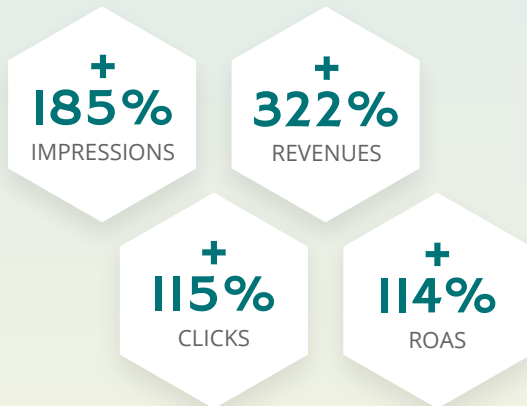
- Poor product data caused **limited clicks and impressions, and a poor ROAS**
- Had a **slow reactiveness** to fix data issues
- Digital Marketing team had **little control** over their product data
- **Limited agility** in spotting and fixing feed errors at scale



OUTCOME:

NOW THEY HAVE BETTER CONTROL, MORE CLICKS & IMPRESSIONS

• **Google Standard Shopping Ads YoY Results***



*Data Source: Google Ads

• **How Clarins Did It With Intelligent Reach**

- **Quick & easy integration** into their live Google Shopping & Facebook feeds
- **Better feed control and insight** to quickly spot and fix errors themselves
- **Freeing up their time** for a better optimisation strategy
- **Unlimited experiments** to drive product exposure even further

THIS COULD BE YOU ...

UNLEASH YOUR POTENTIAL!

THE PROBLEM

- **Clarins struggled to pinpoint and fix feed errors**

This limited their Google Shopping impressions and clicks, and in turn fewer visits to their website.

- **Little agility for effective product data optimisation**

Clarins didn't have the internal resources and time capacity, to keep their feeds flawless. This made it slow to make essential feeds changes.

HOW WE HELPED

- **Flawless onboarding and fast channel integration**



“ On the IR side it was very smooth from the meetings we had, the kick-off, everything was clear. **We saw that they really know what they were doing.** ”

Louise Petillon, Online Acquisitions Manager

Having worked with a few feed providers in the past, Clarins were pleased with our **seamless onboarding** and integration process.

Centralising their different partner feeds in one place gave them a clear picture over product performance per channel.

- **Freeing up time to get more productive**

Clarins set automations to **cut out repetitive tasks**, created rules to organise products, and had continuous support from our Customer Success Team.

They used our **Label Manager** to build, label and manage sophisticated dynamic product groups allowing them to automate optimisation actions.

For instance, “Product Type = Face + Performance Metric: High Conversions” are labelled as “Face Bestsellers.” Clarins can then **increase the promotion** of these products in paid media platforms like Google or Facebook (bids, modifiers, dedicated Ad Groups etc).

- **Giving some TLC to their feeds**



“ I find Intelligent Reach easy to use. **When ads aren't showing, we can identify in our data feeds, and fix the issue.** ”

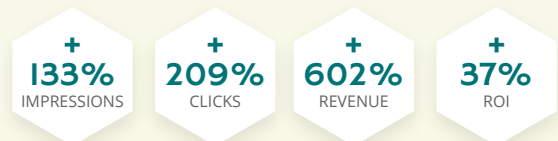
Our **easy training and support** helped Clarins to become experts in managing their feeds and ensuring their product level ads are visible.

Our Data Visualiser and Product viewer combined to give Clarins unrivalled visibility of the entire product flow from them to the channels where their customers are discovering their products. The Clarins team could then **quickly identify and fix any issues** to ensure maximum visibility and performance at all times.

- **Unlocking continuous A/B testing**

Clarins knew that A/B Testing would show them what changes **maximise impressions and product exposure**, but they had no way to do this at scale and continuously. We supported their use of our **Experiment Module** to identify and launch a series of experiments to make their products shine!

For example, Clarins added 'Best' and 'Product' to the end of their product types e.g., Group A: Gifts For Her vs Group B: Gifts For Her Best Double Serum. **The results:**



THE FUTURE:

CLARINS ARE RADIANTLY GLOWING ONLINE

Clarins' demand and revenue has significantly increased. To strengthen their momentum, they are continuing to test and learn with Google Standard Shopping and Smart Shopping campaigns to expand even further.



EXPLORE OUR AWARD-WINNING PLATFORM,
LOVED BY OUR CUSTOMERS...



THIS COULD BE YOU ...

UNLEASH YOUR POTENTIAL!