

# Focused PPC Strategy Leads to Huge Increase in Sales and Revenue: MS Glamour Cosmetics

**Client Name:** MS Glamour

**Industry:** Beauty & Cosmetics

**Business Model:** E-commerce

**Website Platform:** Shopify

**Website Domain:** <https://msglamourofficial.com/>

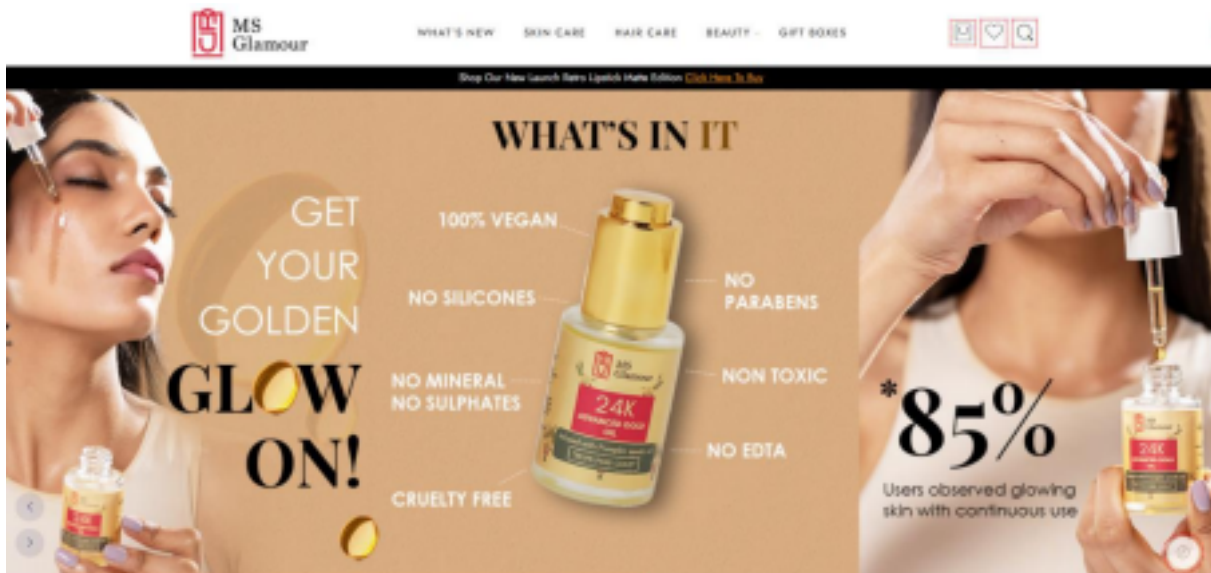
**Marketing Approach:** Google PPC or Shopping Ad

## About MS Glamour Cosmetics

**MS Glamour** is an inclusive line of cosmetics that endeavours to help the women with ethnic skin tones feel confident and beautiful in their own skin.

For the longest time, the beauty world has been plagued with brands that have not been catering to the needs of ethnic women. Being a woman of color herself, Client understands the importance of feeling and looking your best.

*The client hired **TDH - Online Agency** to perform PPC (Pay-Per-Click) services to increase revenues for their online store.*



## Our Approach

We conducted a thorough, in-depth audit of 's account, remedied its inefficiencies, and then started getting the new campaigns live. During this time, we undertook the following tasks:

### Account Restructure

- Campaigns were restructured according to trademark brand, designer brands, best selling products, and lowest-selling products.
- Ad groups were segmented by gender and age.

This new, more granular PPC account structure gave us greater insight into campaign performance. More importantly, it gave us more control over spending and optimisation. It allowed us to paint a clearer picture of the interest, intent, and demographics of our client's audience, which then continuously informed our campaigns.

## Conversion Tracking

During our initial audit, we noted that not all high-value customer engagements were being tracked. Inaccurate or incomplete conversion tracking is something we often spot in our clients' accounts during our first audit of their site. The biggest problem with it is that campaigns informed by such data will simply not perform efficiently.

As a result, we made sure that all conversions – from customer calls to email address/customer service contact clicks – were tracked. Full conversion coverage then fuelled Google's machine learning algorithms and optimisation.

## New Campaign Types

Before we began managing their accounts, *MS Glamour Cosmetics* was only running outdated "Standard Shopping" campaigns. **We launched "Smart Shopping" campaigns and they generated more traffic at a lower cost, more sales, as well as higher revenue and ROI.**

A large reason for the success of our PPC strategy was the severe emphasis we placed on Google Shopping campaigns. **We even worked with a feed management provider to optimise the client's shopping feed** and get the best results possible. But more on that later...

We also launched upper funnel campaigns to grow the company's brand awareness. This included:

- Dynamic search ads
- Display ads
- Discovery ads

## Ad Copy Updates & Optimisations

We carried out frequent ad copy updates and optimisations based on seasonality, sales, events, and popular fashion trends and styles within each designer brand. We also experimented with audience-specific ad copy updates (different ad copy based on audience segments).

N (new) users were targeted with ad copy that aimed to educate them on the client's offerings, USPs, and trust points. Conversely, R (returning) users saw ad copy that was more transaction-focused. We found that ad copy that emphasised the ease of buying resonated particularly well with returning users.

## An Emphasis on Google Shopping

We recruited FeedSpark, a product feed management and optimisation provider, to help fine tune MS Glamour Cosmetics shopping feed and drive Shopping campaign performance. This collaboration allowed us to optimise the client's Shopping campaigns in the following ways:



## Missing GTINs

**Around 40% of products were disapproved due to missing or invalid GTINs when we took over the account.** Whilst we were waiting for the client to add GTIN to their products in Magento – and there were thousands! – **Feedspark purchased new GTINs and applied them to products with missing identifiers via their enriched shopping feed.** This acted as an initial, temporary fix.

## Product Range Completion

FeedSpark enabled us to exclude products with “low range completion”. If a product was available in 10 different variations yet only 2 were available, the range completion would be 20%. This would count as a “low range completion”.

When product availability for certain sizes, or colours is low, we have observed low conversion rates when working with previous clients. With this in mind, we excluded products with low range completion and, in turn, improved spend efficiency and noted an overall uplift in ROI.

## Product Category Fixes

Google was pulling through adult Cosmetics and accessory categories across a number of the client's products. Therefore, products were remapped to baby/infant/children/teen categories to prevent them from showing for adult/generic searches.

## Product Title Optimisation

We experimented with various product titles and descriptions. During this process, we chose to embed the top-converting keywords in titles to increase the likelihood of products matching to the most relevant and conversion-friendly searches. This helped to increase the CTR (click through rate) of these ads.

## The Results

Our new-and-improved PPC campaigns yielded the following results:

A sixth-month period from January to June vs. that same period the previous year

Impressions	Clicks	Sales	Revenue	ROAS
Percentage (805%)	Percentage 386%	Percentage 323%	Percentage 290%	Percentage 245%
Impressions (9,659,171 vs. 77,742,781)	Clicks (253,915 vs. 981,005)	Sales (1,959 vs. 6,322)	Revenue (\$236,748 vs. \$686,185)	ROAS (\$144,001 vs. \$352,566)

When we look at performance over the first 6 months working with MS Glamour vs. that same period the previous year, we scaled advertising spend from \$92,747 to \$333,618. This rather dramatic 260% jump in costs was justified by a 245% ROAS increase (\$144,001 vs. \$352,566) that followed as a result of more aggressive (but focused) spending.

This meant that our PPC campaigns generated \$208,565 more profit for MS Glamour Cosmetics than the campaigns over the same period during the previous year did!

## Google Shopping Results

The dramatic improvement in campaign performance is even more impressive when we focus solely on the numbers from the new-and-improved Google Shopping campaigns we launched:

A sixth-month period from January to June vs. that same period the previous year

Campaign Performance	Impressions	Clicks	Sales	Revenue	ROAS
Percentage	1,043%	782%	711%	771%	631%
Compare with previous	(1,569,028 vs. 17,940,775)	(16,224 vs. 143,057)	(111 vs. 900)	(\$12,139 to \$105,715)	(\$9,130 vs. \$66,712)

As you can see, the effort we put into optimising MS Glamour Cosmetics Shopping campaigns certainly paid off. Although we spent an additional \$35,994 (\$3,009 vs. \$39,003) on Shopping campaigns compared to the same 6-month period the previous year, this approach led to a \$93,396 year-on-year revenue increase (\$12,139 vs. \$105,715).

That equals a **profit increase of \$57,582 (\$9,130 vs. \$66,712), which is over a quarter of the total increase in profit from our PPC campaigns!**

# The Challenges We Faced

Whilst the results from this period certainly look the part, managing such a demanding and high-spending PPC account was not without difficulty. Retail eCommerce has many moving parts. It is a perpetual juggling act where you have to plan for a multitude of seasonal events and sales, as well as media impact.

During our time with MS Glamour Cosmetics, we managed:

- Black Friday and Cyber Monday
- Regular sales: sitewide and across select brands.

There were, however, some obstacles that we had to overcome throughout. For example...

## **Problem: Stock Issues**

As is often the case for fast-growing eCommerce stores, the high growth of MS Glamour Cosmetics led to stock issues. Our new, more targeted PPC campaigns meant that products were flying off the shelves at a much quicker rate than they had done previously.

In turn, many popular products were out of stock in most, if not all, sizes, colours, Products expiry dates or Seasonal products like for winters or for oily skin. This affected conversions and so – despite the overall success of the business – we saw this as a missed opportunity.

## **Solution: UX Improvements to Convert Out-of-stock Customers**

As mentioned earlier, one way we combatted this issue was to exclude products with “low range completion” from the shopping feed. Although this did help to improve spend efficiency on Shopping campaigns, people could still arrive on the site (not via a shopping ad) to find that the item they wanted was out-of-stock. What could we do about these customers?

We suggested user experience (UX) improvements to their product page to help try and convert “out-of-stock” customers. Namely, we suggested they should use a “live” stock count and then provide alternative product options that were available in the relevant size.

## New Launches

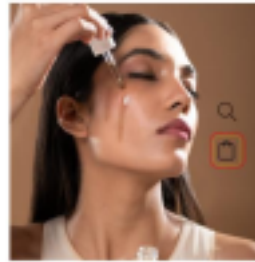
Explore the hottest new launches on MS Glamour



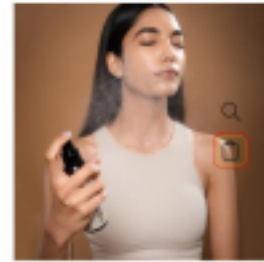
Retro Lipstick Edition –  
ZEENAT  
₹800.00



Retro Lipstick Edition –  
REKHA  
₹800.00



MS Glamour 24k  
Advanced Gold Oil  
₹1,500.00



Makeup Setting Spray  
₹999.00

## Best Sellers

Loved & Picked by 1 lac+ Customers



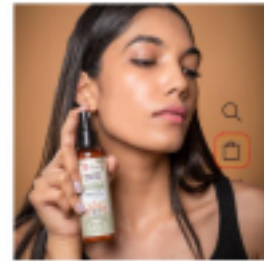
Hypoallergenic Beauty  
Blender  
₹320.00



Pure Wild Rose Water  
₹499.00



MS Glamour Ultimate  
Glow Kit | Face  
Highlighter | Glow Kit  
Highlighter | Highlighter  
Palette  
₹1,488.00



Sunscreen Spray  
₹750.00

At the very least, we suggested capturing these users' contact information through, for example, a CTA button that said: "Contact me when back in stock". This would allow them to be targeted via email marketing at a later date.

Whilst most PPC agencies would have deemed such on-page improvements outside the remit of their responsibility, we take a more holistic approach to digital marketing. Given that we also specialise in UI & UX design services, we will always naturally look at a website through the lens of user-friendliness.

**Thanks for reading,**

**TDH Team**