



VIDEO CAMPAIGN OPTIMIZATION FOR A COSMETICS BRAND

Wame

KEY DISCUSSION POINTS

Client Overview

Challenges

Strategy

Results

Insights and Recommendations

Conclusion



CLIENT OVERVIEW

Our client is a well-known cosmetics brand in the USA. One of their bestsellers accounts for more than 50% of their total sales. Due to the high share of branded traffic, it was challenging to find new potential customers through traditional channels. As a result, the decision was made to focus on video campaigns to expand reach.



CHALLENGES

The high share of branded traffic in the account made it difficult to find an effective way to attract new users. Additionally, it was necessary to tailor the video content to an audience more likely to convert.



STRATEGY

We decided to work with the Shorts video format for several reasons:

1. Top Traffic Source: Our top revenue source is TikTok, where short video formats are extremely popular.
2. Historical Data: Previous results showed that the Shorts video format had the highest conversion rate due to its native feel and the fact that it appears as a recommendation from a blogger, which increases user trust.

To improve results, we divided the original video campaign into three separate campaigns:

- Remarketing Video Campaign: Targeted users who had already interacted with the brand.
- Remarketing Video Campaign with Optimized Targeting: Utilized additional algorithms to enhance targeting.
- Cold Video Campaign with a Combined Audience: Combined in-market audiences that had previously converted with a custom audience based on converting search queries.

RESULTS

Comparing the results before and after optimization showed significant improvements:

Before Optimization (May 18 - June 16, 2024):

Cost: \$25,529.11

ROAS: 0.38

Revenue: \$9,714.20

After Optimization (June 17 - July 16, 2024):

Cost: \$2,844.40

ROAS: 1.30

Revenue: \$3,684.03

INSIGHTS

This case underscores the critical role of audience segmentation and platform-specific content optimization in driving successful video campaigns. By leveraging the Shorts video format, which resonates strongly with TikTok's user base, we were able to significantly enhance the conversion rate, particularly in a highly competitive and brand-saturated market. The move from a single, broad campaign to multiple targeted campaigns allowed us to better manage budget allocation and focus on high-intent audiences, resulting in a more efficient use of advertising spend and a marked improvement in ROAS.

This approach highlights the importance of understanding where your audience is most active and tailoring your advertising strategy to fit the nuances of that platform. The success of this campaign demonstrates that even for well-established brands with high branded traffic, there is significant value in refining targeting strategies to discover and convert new prospects effectively.

CONCLUSION

Shifting to a more segmented strategy significantly improved campaign effectiveness. By utilizing the Shorts video format, we capitalized on TikTok's popularity and increased the conversion rate, which is crucial for such a well-known brand with a high share of branded traffic. As a result, we drastically reduced costs, increased ROAS, and ensured steady revenue growth.

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