With ROAS up by 120%, Dermstore Unlocks Ongoing Opportunity on Google Shopping

Data-driven decision making is the mantra in the marketing department at Dermstore, thesecond largest skincare and beauty e-commerce site in the U.S.

This Target subsidiary has no shortage of e-commerce data for its broad product catalog. The challenge is understanding that data and being able to use it to optimize Google Shopping ROI at scale. That's why Dermstore sought a new partner—Quartile—to turn Google Shopping into a time-saving and cost-efficient revenue driver.

Maximizing Returns with Deep Data Insights

Dermstore worked with its dedicated customer strategy team at Quartile to discuss its business goals, historical performance, and competitive landscape. The partners defined a new Google Shopping approach that would allow Dermstore to capitalize on its swaths of e-commerce data to meet aggressive return goals for Google Shopping.

The team implemented Quartile's platform to manage Google Shopping campaigns. The machine learning technology is designed to ingest multiple and varied datasets unique to the retailer—its product data, user location, search query trends, device performance, and audience behavior.

This data fuels the algorithms' bidding decisions for each of Dermstore's products, every day. As this data accrues, Quartile deepens its understanding of the retailer's catalog, performance trends, and search behavior surrounding its products. The result is even more customized algorithms that continually grow in their ability to make decisions personalized to Dermstore's business.
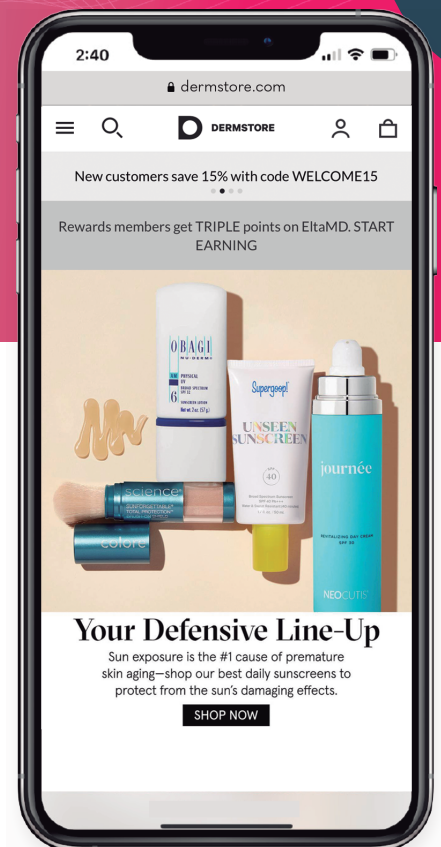
"We saw an immediate lift in desktop and mobile performance with Quartile. After just the first week, Quartile improved the ROAS of our desktop Google Shopping ads by 108%. ROAS of mobile ads improved by 212%."

Bumsoo Kim, Director of Marketing at Dermstore

Quartile also recommended Dermstore prioritize search queries in its Google Shopping strategy—an approach aimed at driving another major goal for the retailer: increased ROI. Quartile's team created campaigns for traffic originating from branded search terms. This traffic tends to be more likely to convert, and as a result, is often worth higher bids.

The Results: Ongoing Opportunities

Dermstore saw significant performance gains in the first six and nine months working with Quartile.

31X
mobile revenue growth in six months

120%
ROAS growth in sixth months

4X
revenue growth in 9 months

156%
ROAS growth in 9 months

"Quartile occupies very little of our team's time. Its machine learning engine is highly sophisticated. We can just put in our main KPI—return on ad spend—and know the technology will work efficiently to meet our goals."

Joshua Lane, Senior SEM Manager at Dermstore

Director of Marketing at Dermstore Bumsoo Kim summed up the partnership with Quartile: "Not only are we seeing great performance, but we have so much more to look forward to with Quartile, as a partner and

Quartile

Quartile is a global leader in e-commerce advertising. We help brands and agencies optimize e-commerce advertising, expand market reach, and drive revenues upward. Quartile's proprietary advertising technology uses cutting-edge artificial intelligence and machine learning to make decisions based on real data for improved performance and growth.