



# Case Study Performance Marketing Strategy

**Client:** Leading Korean Skincare Marketplace in India

**Agency:** Digital Supremacy

# Objective

## Objective: Drive Scalable Revenue Growth

- Position the client as India's **#1 Korean skincare destination**.
- Maximize returns from paid performance channels.
- Identify and scale core product offerings.
- Create a system for **sustainable D2C growth**.

# #1 Korean Skincare in india










# Problem Statement

## Key Challenges

- Managed 10+ brands with **no primary product focus**.
- All products were available on external marketplaces at **lower prices**, reducing D2C traction.
- Fragmented ad account structure = **inefficient spend & poor optimization**.
- No defined **hero product** or winning offer to scale profitably.

# Strategic Diagnosis

## Audit Insights & Gap Analysis

-  Top 20% of products drove 80% of revenue – but not prioritized.
-  Budget scattered across underperforming SKUs.
-  No unified creative testing loop.
-  Missing acquisition-focused product bundles.
-  Offers were generic, lacking urgency or high perceived value.

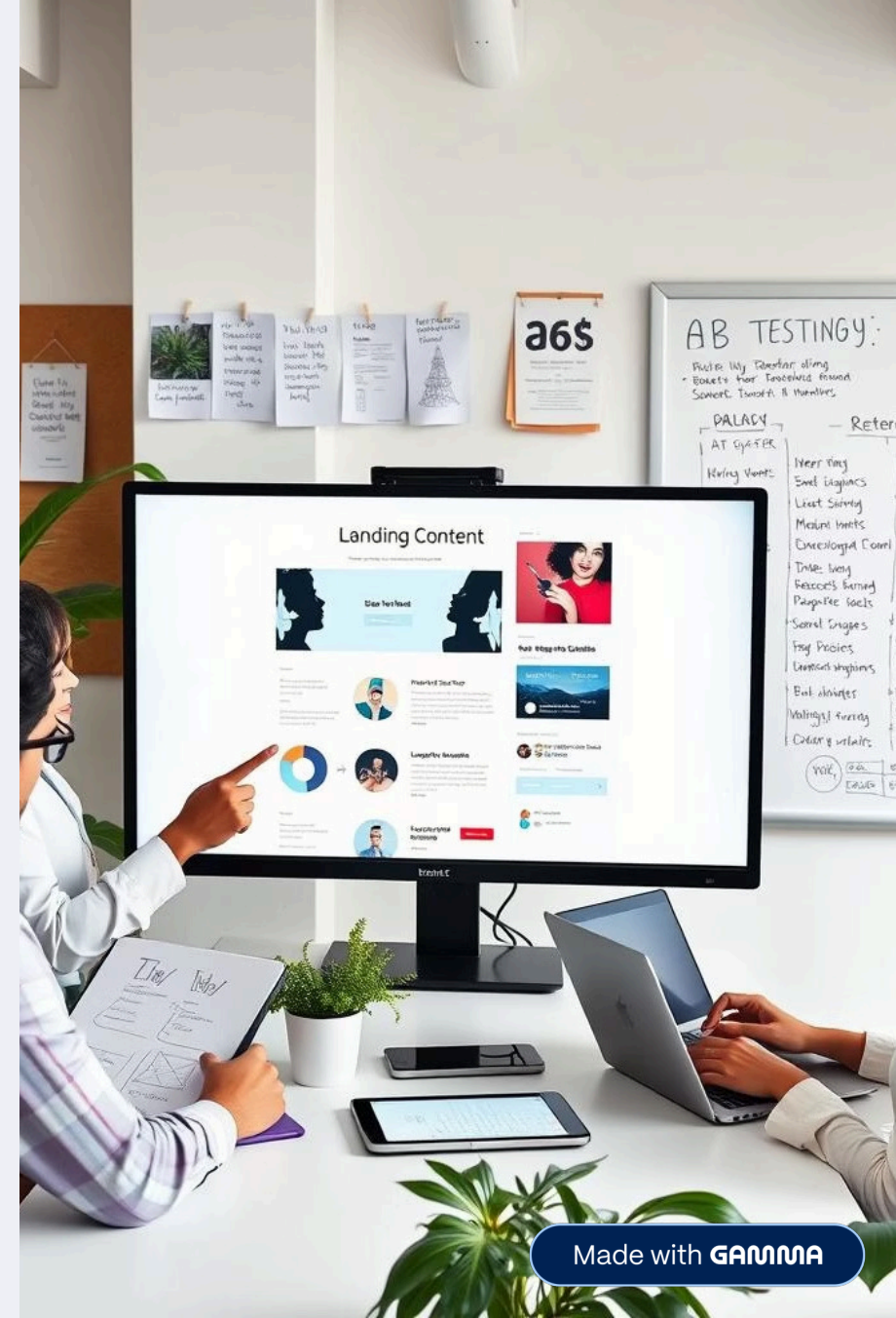
# Our Solution Framework

## Digital Supremacy's 5-Pillar Approach

1. **Data-Driven Product Selection** – Identified top 5-8 SKUs.
2. **Optimized Budget Allocation** – Shifted spend to high-ROAS winners.
3. **Creative Testing Engine** – Launched variants weekly (hooks, angles, formats).
4. **Evergreen Offers & Combos** – Introduced bundles to boost AOV & CR%.
5. **Real-Time Account Optimization** – Weekly audits, audience refresh, funnel tuning.

# Implementation Breakdown

- Built product-focused landing pages with CRO best practices.
- Integrated UGC, testimonial, and education-led creatives.
- Created scarcity-driven campaigns for primary SKU.
- Installed pixel-based retargeting & loyalty flows.
- Ran **A/B tests on offers, copy, creatives, and targeting.**



# Platforms Used

## Performance Marketing Mix

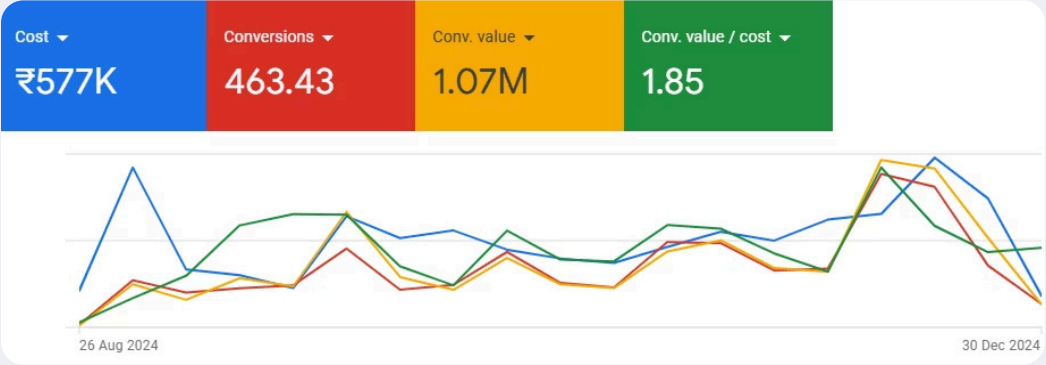
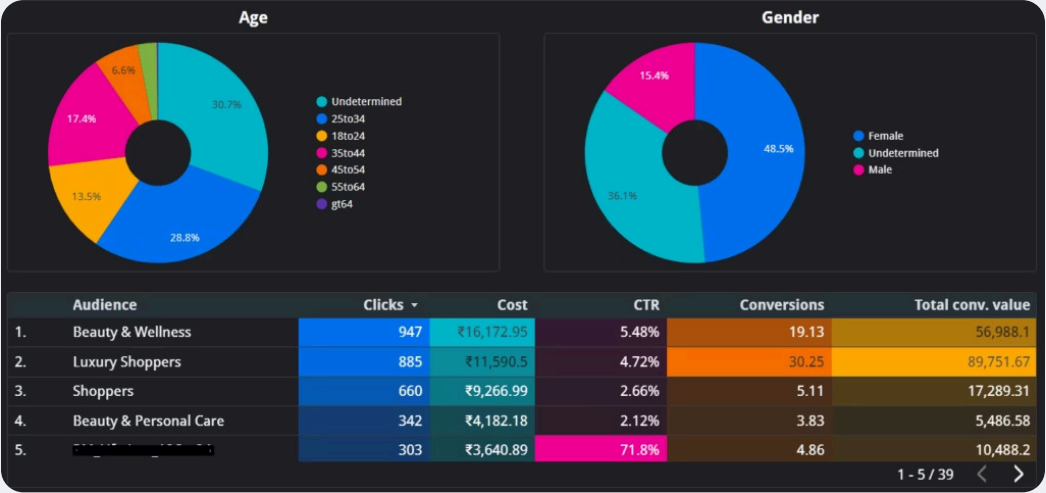
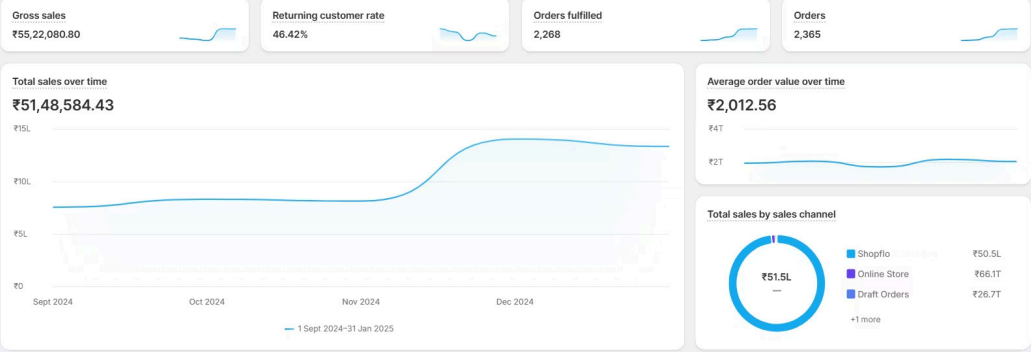
- 📌 Meta Ads (FB + IG) – Acquisition & Retargeting
- 📌 Google Ads – Branded Search, Shopping & Display
- 📌 Klaviyo – Email Automation & Offer Recovery
- 📌 Website – Shopify with bundled upsells
- 📌 GHL CRM – Tracking & Offer Testing

# Performance Metrics

## Growth Highlights

- Hero Product ROAS: ↑ **3.5x**
- Revenue from D2C: ↑ **162% YoY**
- AOV: ↑ **22%** via strategic combos
- Offer CTRs: ↑ **55%** after evergreen launch
- CAC ↓ **30%** with precise funnel segmentation





Campaign	Budge	Stai	↓ Cost	Conversions	Conv. value	Conv. value / cost
: Campaigns in your current view ⓘ						
			₹577,182.53	463.43	1,067,377.64	1.85
September 2024			₹122,985.42	70.64	161,270.50	1.31
October 2024			₹138,006.92	102.25	240,449.42	1.74
November 2024			₹121,140.34	108.52	225,999.98	1.87
December 2024			₹195,049.85	182.03	439,657.74	2.25

# Final Outcome

## Digital Supremacy Impact

- Delivered **record-breaking backend revenue**
- Grew their D2C business into a **core revenue driver**
- Created a **scalable paid ads ecosystem**
- Transitioned from a cluttered brand to a **category leader** in Korean skincare