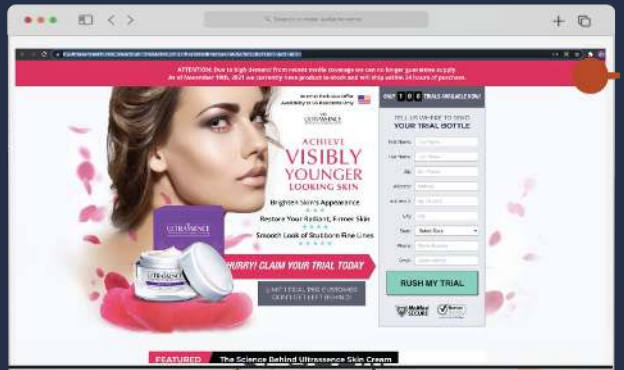
Case Study: Skin Care Provider

IMARAÏS

Advertiser Landing page



Creatives

Dataset

Who?

Imarais Beauty Skin care
Geo - USA
Target - Sales conversions

How?

Imarais Landing page was analysed by NinaData for keywords, phrases and sentiment.

Crawled 2m+ Page level article urls

Dataset of 45k page level URL's pushed to the DSP with >90% relevancy

Result?

700 Sales achieved.
Decreased CPC by **30%.**
Increase in CTR by **200%**
ROAS up by 40%