

Case Study: Skin care provider

Who?

- Imarais Beauty - Skin care www.imaraisbeauty.com
- 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 URLs pushed to the DSP with >90% relevancy

Result

SALES ACHIEVED		700
CTR	increased by	200%
CPC	reduced by	30%
ROAS	increased by	40%

Advertiser landing page

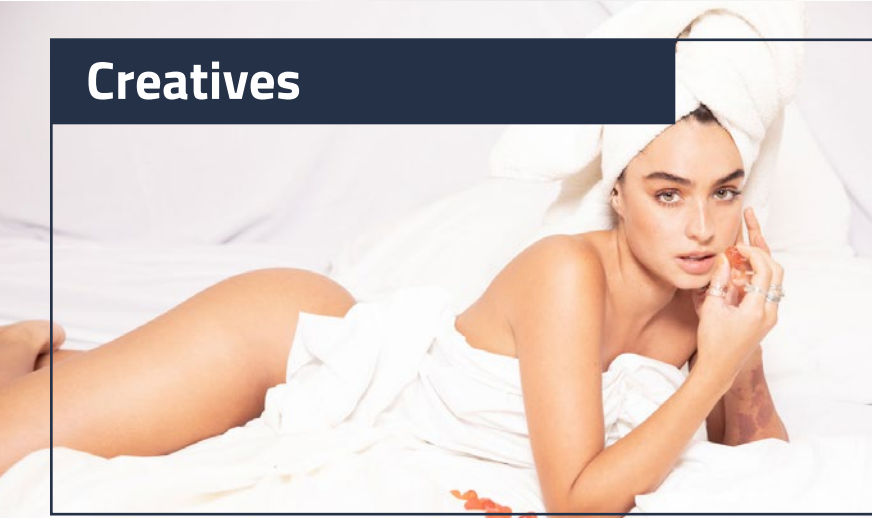



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60 SKIN CARE GUMMIES
DIETARY SUPPLEMENT

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Creatives

Dataset

instafeed-4.5.0.css	instafeed.nfcube.com	css
fonts.shopifycdn.com	woff2	
fonts.gstatic.com	woff2	
analytics.tiktok.com	js	
www.googletagmanager.com	js	
cdn.shopify.com	jpg	
sc-static.net	js	
cdn.shopify.com	js	
sc-static.net	js	
cdn.shopify.com	woff2	
imarais-beauty.myshopify.com.js	app.sealsubscriptions.com	js
identify.js	analytics.tiktok.com	js
shopify-boomerang-1.0.0.min.js	cdn.shopify.com	js
tracking_page.js	widgets.automizely.com	js
klaviyo.js	static.klaviyo.com	js
toppng.com-jun-22-wwd-logo-sv-1862x552_400x.png	cdn.shopify.com	webp
trekkie.storefront.14a2a604dac04b548cd8c6bdfd85448fc1df7da9.min.js	cdn.shopify.com	js
currencies.js	cdn.shopify.com	js
Artboard1copy8_200x200.png	cdn.shopify.com	webp
sealsubscriptions-main.js	cdn-app.sealsubscriptions.com	js

