

## Guided by MoreVisibility, NeoStrata uses a custom mix of Google marketing solutions to grow consideration and drive online sales.



---

### About NeoStrata Company, Inc.

- [www.neostrata.com](http://www.neostrata.com)
- Princeton, NJ
- Dermatologist-developed skin care

---

### About MoreVisibility

- [www.morevisibility.com](http://www.morevisibility.com)
- Boca Raton, FL
- Google Certified Partner specializing in search, design and interactive marketing

---

### Goals

- Create brand awareness in crowded marketplace
- Evolve B-to-C activity, drive conversions
- Get expert help to maximize AdWords results

---

### Approach

- Work with MoreVisibility, a Google Certified Partner
- Use Google's Display Network for branding, complement to search
- Use Remarketing to retarget, drive conversions, create loyalty
- Build branded search campaigns
- Enhance search campaigns with Product Listing Ads, product extensions

---

### Results

- With 2% of budget, Remarketing returned 93% of view-through conversions
  - Cost-effectively achieved 3.43% higher conversion rate with PLAs
  - 18.12% CTR, 11.54% conversion rate with product extensions
- 

Founded by two physicians in 1988, NeoStrata Company, Inc. develops and markets a comprehensive range of clinically proven, dermatologist-developed skin care. As the company expanded over the years, NeoStrata began selling its Exuviance brand directly to U.S. consumers in brick-and-mortar retail stores and online. To evolve its B-to-C activity and build brand awareness, NeoStrata decided to grow its online marketing efforts with Google AdWords.

### Scaling impact with an experienced partner

Seeking expert help to make the most of AdWords and effectively reach its target audience of women in their 30s to 60s, NeoStrata used Google's Partner Search Engine at <http://adwords.google.com/partnersearch> to find MoreVisibility, whose areas of expertise closely matched NeoStrata's requirements. As a Google Certified Partner, MoreVisibility has proven an in-depth understanding of Google AdWords and account management by passing Google certification and demonstrating digital expertise. "If you have a small, lean e-Commerce group like ours, it helps to partner with someone who understands your goals and will help you cull through products and technologies to find the right solutions," says Michelle Mooney, NeoStrata's director of e-Commerce.

### Influencing consideration & favorability with Google's Display Network

NeoStrata needed to showcase its skin care products and differentiate its brand in a crowded market with ample competition. To do this, MoreVisibility built granular campaigns based on specific "hero" products and the skin concerns they address, and created keyword-contextually targeted campaigns on Google's Display Network to broaden the brand's reach on relevant pages. For example, NeoStrata contextually targeted ads for its Exuviance Brightening Bionic Eye Creme to pages featuring content related to anti-wrinkle and dark circle eye creams to expose users to the brand and product within a highly relevant context.

### Measuring impact on brand & product search volumes

Complementarily to these display campaigns, NeoStrata invests more than half of its Google budget in search and uses product-focused campaigns featuring branded terms to capture customers close to conversion who are actively searching for specific NeoStrata products. To further complement display and drive more sales, NeoStrata invested a portion of its 2012 Google budget in Product Listing Ads, which are search ads featuring richer product information like price, product image and merchant name. "Product Listing Ads have such an impact on growing brand favorability, familiarity and recognition. Their visual nature helps drive web traffic and increase conversions," says Michelle, citing an increase in conversion rate of 3.43% in 2012. "They also help our traditional brick-and-mortar retail sales because customers make the connection with what they see online and what they see in the stores," she adds.

## Case Study | Google AdWords

To increase traffic to NeoStrata's website and boost direct conversions, MoreVisibility also uses additional search campaign features, like product extensions, that enhance text ads. In 2012, product extensions achieved an impressive 18.12% CTR and a conversion rate of 11.54%.

### A suite of solutions drives synergies, 7.23% of transactions

NeoStrata uses Remarketing to boost sales and create synergies between search and display. With Remarketing, NeoStrata reconnects with interested users who visited the site without making a purchase. As they browse other sites across Google's Display Network, these users see NeoStrata's ads encouraging them to come back to the site and complete their purchase. NeoStrata also builds loyalty by targeting customers who converted in the last 30 days with ads featuring special offers. "For an online sale, some people need repeat contact, which we can initiate with Remarketing," says Michelle. While NeoStrata's Remarketing campaigns received just 2% of its total Google budget in 2012, they drove 93% of NeoStrata's total view-through conversions, with a strong conversion rate increase of 26%.

As a result of maximizing impact across both Google search and display, NeoStrata efficiently drives sales with Google campaigns. "Everything we're doing through Google is up – all of these efforts combined are having a positive effect on our search marketing," says Michelle. She also highlights the importance of connecting with today's on-the-go consumers wherever they are via mobile ads and a mobile-optimized site: "Having a multi-channel approach makes our brand accessible everywhere on the web, and allows us to target different prospects in a variety of ways, depending on how they choose to access the Internet."

### An effective regimen for business growth

Michelle says NeoStrata's holistic marketing approach is key to its growth, and the company will continue to count on MoreVisibility and Google for effective solutions on both branding and sales fronts. "Google does a great job in helping us find tools to grow our business," says Michelle. "They make it fairly simple to get these programs up and running quickly, which is a great service for customers with limited time and resources."

The screenshot shows a Google search for "neostrata eye cream". The search results page includes a "Sponsored" section with five product listings. The first listing, "NeoStrata Eye Cream PHA 4" from NeoStrata.com, is highlighted with a red box. The other listings are from SkinMedix, eBay, AskDerm.com, and Skin-One.

Product Name	Price	Source
NeoStrata Eye Cream PHA 4	\$42.00	NeoStrata.com
NeoStrata Bionic Eye Cr...	\$44.00	SkinMedix
Neostrata Eye Cream Pha 4...	\$26.99	eBay
Neostrata Eye Cream PHA 4...	\$42.00	AskDerm.com
NeoStrata Eye Cream - PHA...	\$42.00	Skin-One

