



# How a Premium Beauty Brand Scaled Beyond the Channel to Lead Its Category

**STRAIGHT UP GROWTH**

a

case  
study

# Overview

We aimed to drive profitable growth for this established beauty brand while outpacing category expansion. To achieve this, we implemented a strategic, data-driven approach focused on maximizing efficiency and performance.

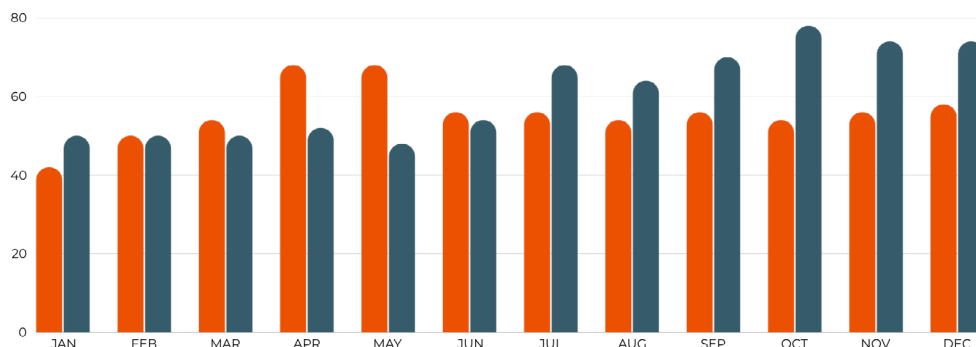
## Objective

Outpace category growth with an established premium beauty brand while simultaneously increasing profit. SUG leverages five key tools and areas of expertise to deliver these results, ensuring sustainable, scalable success in a competitive market.

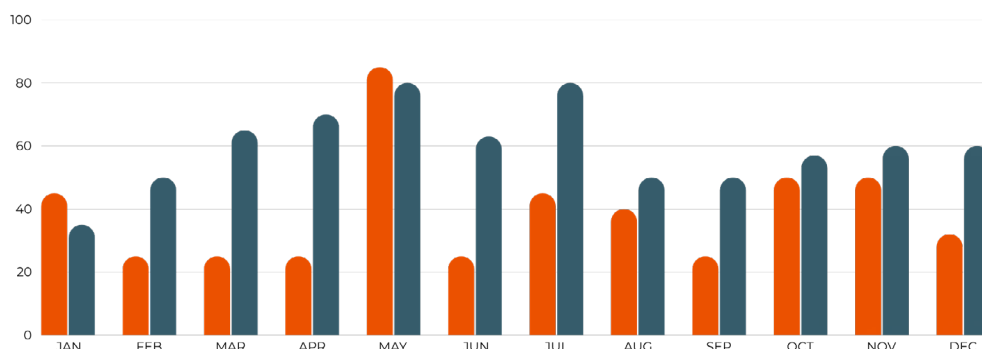
<b><i>Tools &amp; Capabilities</i></b>	<b><i>Key Performance Indicators</i></b>
Ranking Strategies	Organic Keyword Ranking
DSP & AMC	TACoS
SUG Performance Index	Wasted Ad Spend
Decrease Paid Sales	Organic Sales
Qualified Traffic Isolation	Conversion Rate

# The Results

## % ORGANIC REVENUE



## REVENUE GROWTH



201%

Increase in  
Topline Revenue since  
joining SUG

166%

Increase in  
Traffic YoY

116%

Increase in  
Organic Revenue over  
24 Months

76%

Increase in  
Contribution Margin

18%

Increase in  
New To Brand  
Customers

15%

Increase in Repeat  
Purchase Rate

# So...How'd We Do It?

*When this premium beauty brand aimed to shift from a topline growth plan to a more profitable approach while still outpacing category growth, we developed a multi-layered strategy to achieve its goals.*

## Outline Ranking Strategy

We started with our **SPI** (SUG Performance Index) for the top relevant keywords in their category. The SPI is a proprietary calculation SUG uses to estimate the costs associated with a term and item to drive page one placement organically. We review the CPCs, CVR, CTR, and current ad spend to determine the feasibility of whether or not the product/brand can rank for a specific term.

## DSP & AMC

Leveraging AMC audiences through DSP, especially in the beauty category, can result in 2 key pieces that increase the odds of success. First, we can drive up our CVR through remarketing and retargeting past customers and shoppers who viewed but did not purchase. Second, we can drive traffic at a much lower cost than the CPC for the category on top terms in Sponsored Ads.

## Reducing Paid Revenue Reliance

Before the shift toward profit for this brand, they were hyper-focused on topline growth year-over-year. Through the SPI and DSP tactics listed above, we carved out the most qualified traffic for this brand, further increasing the overall traffic and New-To-Brand customers.

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