



COCUNAT



€13.5Mil+
Revenue
Growth

58k+ New
Customers

8.2x
ROAS

Cocunat, a Spain-based beauty, cosmetics, and personal care brand, stands as one of the biggest players in Europe's market



THE CHALLENGE

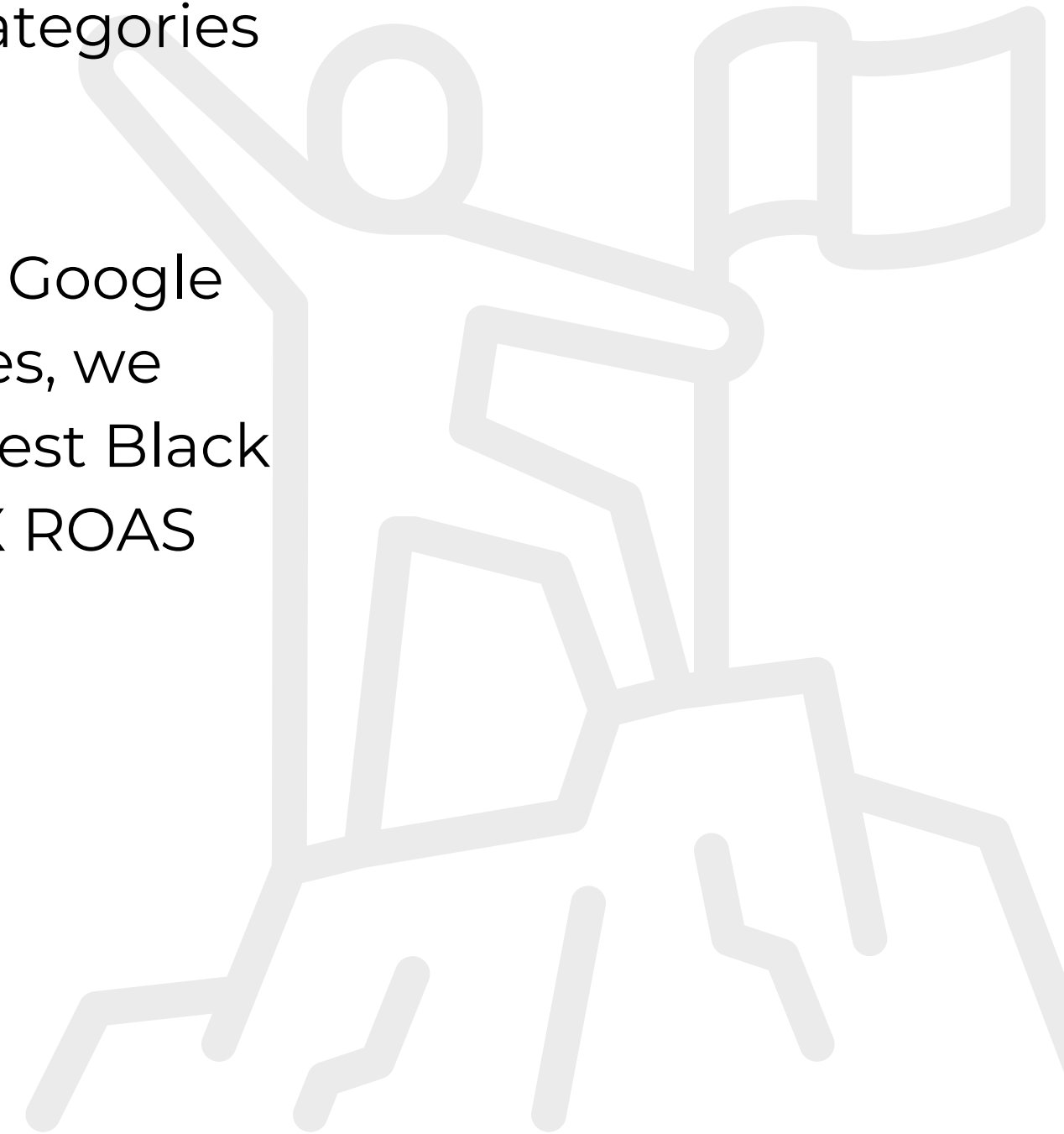
When they partnered with LDX in October 2022, they faced a significant challenge with their Google account structure. The Google account structure was not optimized for their goals. Their primary aim was to boost returns on investment (ROI) and later focus on acquiring new customers. However, the existing setup lacked non-brand or top-of-the-funnel campaigns essential for capturing new, high-intent traffic.

The account primarily ran brand campaigns, which although successful, did not target the desired new customer segments effectively. With Black Friday approaching, Cocunat knew they needed a strategic overhaul to make the most of this crucial event.



THE SOLUTION:

- ▶ We cut down on most of their brand campaigns and added search non-brand campaigns based on the different product categories so that we could capture high-intent cold traffic.
- ▶ By refining their image creatives and preparing suitable Google campaigns for the event, focusing on new cold audiences, we managed to scale the account and have one of the biggest Black Friday revenues in their history of over: €1.1Mil+ with 5.8X ROAS (return of investment) for November the same year.





THE RESULTS:

As we restructured the campaigns and shifted our focus in the right direction just within a month we saw a 14% improvement in the new customers acquisition.

To sum up, we've managed to generate over 58K+ new customers, increasing the ROAS target to 8X and the total revenue made with us reached EUR13.5Mil+ (Year to date data).

Year over year comparison before and after they joined LDX looks like: 337% more conversions, 807% jump in the revenue, 61% higher ROAS and bringing their desired Customer Acquisition Cost down with 20%.

