

SUCCESS STORY

Nature Love increases revenue by 60% YoY and ROAS by 26% YoY during Black Friday season with best-in-class creative assets in Performance Max campaigns



The challenge

Nature Love had set ambitious revenue growth and profitability targets for 2023. After successfully using a Performance Max campaign strategy for their sister brand *natural elements* in Q3, Nature Love focused on achieving significant revenue growth during Black Friday season. Their objective was to accomplish this while simultaneously enhancing the Return on Ad Spend (ROAS). Performance Max campaigns were a key part of their strategy.

Initially, Nature Love planned to switch all their Standard Shopping campaigns to Performance Max campaigns after Black Friday. However, a technical challenge on their systems gave them the chance to change all their campaigns and start using Performance Max 14 days before Black Friday. Considering the constrained time frame, embarking on such a task would necessitate careful consideration due to potential complexities. However, it was also an opportunity to improve efficiency and get better results during the important shopping season.



In close cooperation with our Google Shopping team, we managed to switch to Performance Max in a very short time - with complete success! This campaign format opens up more opportunities for us to achieve our corporate goals, which we intend to fully utilize in the future.



Julia Weiss,

Senior Performance Marketing Manager

The approach

In response to an unforeseen challenge, Nature Love transformed an internal technical issue into an opportunity. With a bold and proactive team spirit, they held strategic meetings with their Google Shopping Account Manager.

After thorough risk assessment and ensuring the implementation of asset quality best practices, the Nature Love team swiftly embraced the opportunity to implement a Performance Max campaign strategy 14 days ahead of Black Friday.

Their plan aimed to expand reach and profitability beyond typical online channels, optimizing effectiveness across platforms. They focused on utilizing high-quality creative assets as a key differentiator.

This involved carefully crafting a diverse range of assets, including text, images, and videos, to enhance the overall campaign performance. The strategy was developed based on insights gained from the successful relaunch of the *natural elements* brand, where the quality of the brand's assets played a pivotal role.

Some of the best practices that contributed to the successful implementation of their strategy included:

- Adding professionally designed marketing creatives
- Tailoring creatives for each relevant campaign
- Maintaining consistency in the use of their logo or text overlays
- Incorporating the recommended amount of all asset types (images, text, and video assets)





The results

Nature Love's strategic decision to quickly launch their Performance Max campaigns yielded outstanding results. Despite the short timeframe leading up to Black Friday, the company achieved notable success across various metrics:

- **Revenue and Return on Ad Spend (ROAS):** Nature Love outperformed its goals, achieving a remarkable 60% YoY increase in revenue while simultaneously improving ROAS by 26% YoY.
- **Creative assets impact:** The inclusion of new creative assets in Performance Max campaigns was instrumental to drive incremental sales, contributing approximately 20% of Black Friday season revenue.
- **Impression Share:** Nature Love recorded the highest impression share for its Performance Max campaigns during Black Friday season, surpassing larger competitors in their market.

60%

YoY increase
in revenue

26%

YoY increase
in ROAS

Looking forward

Working closely with the Google Shopping team, Nature Love's vision for 2024 is to position its brand even more strongly in the highly competitive dietary supplement industry. The German brand is constantly striving to improve campaign performance by reaching new customers and increasing revenue through a best-in-class campaign structure and high-quality creative assets. In doing so, it can particularly build on its strong positioning on natural products.

About Natsana

With *natural elements*, Nature Love and Feel Natural, Natsana unites three of the most successful and fastest-growing German brands in the supplement sector under one roof. We believe that a healthy state of well-being always stems from a natural origin. Therefore, wherever possible, our brands rely on high-quality raw materials and ingredients from nature. Because nature knows what is valuable for us and our bodies.

What is Google Shopping?

Google Shopping is Google's CSS and a Premium CSS Partner that helps businesses grow by selling more and better across Europe, delivering outstanding Google quality service. A Comparison Shopping Service (CSS) is a website that collects product offers from online retailers and then sends users to the retailers' websites to make a purchase. Merchants need to work with at least one CSS to begin placing shopping ads.