



Performance Marketing Case Study – Colorbar Cosmetics

Driving Higher Revenues From Brand Website

Colorbar Cosmetics

About The Brand

Established in 2004, Colorbar is one of the leading beauty brands and has a strong geographical footprint through 100+ exclusive stores, 1200+ multi brand outlets and numerous select partner chains. They adhere to the philosophy of being gender neutral and celebrating diversity across everyone who interacts with the brand. Holders of two Guinness World Records and being 3rd largest beauty brand in India, Colorbar proudly believes that change is the constant.

Objective

Colorbar was seeking to boost their ecommerce conversions through various digital channels and increasing revenue in the process. With an online presence, Ecommerce growth along with increased footfall on the website was their major objective.

Challenges

The website was new and also the search volumes on brand keywords were limited and we needed to reach out to newer audiences who were not familiar with the brand. The difficult part was to get revenue from the generic campaign/keywords as the bid was very high due to high search volume with high competition on these keywords. On Social we needed to increase the engagement, increase awareness and drive relevant and potential audiences to the website for conversions.

Campaign Strategy

Google Strategy:

- We used various tools to identify the top brand, generic, competitor and behavioural keywords aligned with our brand and products. We set up multiple campaigns and ad groups based on the keyword groups.
- We studied the buyer behaviour online and identified the top viewed products as well as best selling products.
- Multiple campaigns were created based on top products, top searches, user behaviour and top geographies.
- While we were running Paid Search campaigns for conversions and new product launches, we started Display and YouTube Discovery Ads to increase our audience pool which later on was used for remarketing to increase conversions.

Social Strategy:

- We ran multiple engagement campaigns to create a pool of potential customers which was used in conversion campaigns to drive lower funnel conversions.
- We used different set of creatives and copy for different target audiences to increase the conversion rate.
- Our key focus was to reach out to women who have a history of purchasing makeup/cosmetics, fashion and luxury products, we opted for multiple placements, promoting multiple product ranges through carousels, catalogue, videos and a different strategy with remarketing and lookalike audiences.
- We used the Brand ambassador assets to encourage and attract the ideal audience and reach out to new customers.
- We also used browser notification, customized SMS and exit intent for abandoned carts, new offers, sales and product launches.

Product Features Used

Google :

- Customer Match Data
- Remarketing Lists for Search Ads
- Display remarketing
- Search Ads Brand
- Smart Shopping Campaign, Smart display campaigns and Discovery Campaign
- Gmail Sponsored Ads
- Dynamic Remarketing

Social :

- Product and Region Specific Campaigns
- Catalogue, Collection and Carousel Ads
- Lookalike Audiences

Results

Jul 2019 to Mar 2020 Vs Oct 2018 to Jun 2019

- 105.67% increase in Revenue
- 98.86% increase in Online Transactions
- 63.79% increase in Website Visits
- 21.41% increase in Ecommerce Conversion Rate
- 48.32% increase in New Customers



Ad Screenshots

Facebook post from Colorbar (Sponsored by Lyxel Labs) dated 15 May. The post features two images: 'SINFUL MATTE LIP COLOR' and '#24REASONSTO SIN'. The text reads: 'Behold a Bold, Beautiful & Bewitching range of 24 sensual shades from our Sinful Matte Lip Color collection. Each shade is PETA-Certified and formulated in Italy with an opulent matte texture that is extremely smooth and lightweight. Apply it effortlessly in just one-stroke and get ready to Sin! Shop your sinful shade today.'

Below the images are two buttons: 'Shop Now' and 'Pick Your Shade Of Sin'. The right sidebar shows 'Friend Requests' for Orane Chd and 'People you may know' for Sammaan Saxena and Amit Maini.

Colorbar Sponsored post. Text: 'This festive season, shop from our Glitter Me All collection and get flat 30% off! It's time to put your festive look forward with the 3D glitter packaged matte, metallic & glitter formulations of this range. Shop now!'

The image shows two product displays. The left one is for 'FLAT 30% OFF ON GLITTER ME ALL COLLECTION' with a 'Shop Now' button. The right one is for 'Dreamland Eye Shadow Palet' with a 'Shop Now' button.

Melania shares video of Taj Mahal tour with Trump after India visit. Watch

ADVERTISEMENT for Colorbar. Text: 'Wish upon a star'. The image shows a woman and various makeup products. A 'SHOP NOW' button is visible.

Colorbar advertisement. Text: 'New Launch by Colorbar', 'A New Makeup Range for Face, Eyes & Lips', 'Colorbar Cosmetics'. The image shows a woman and makeup products with the slogan 'Wish upon a star'. A 'SHOP NOW' button and a right-pointing arrow are also present.

Colorbar Sponsored post. Text: 'Colorbar Black Friday Sale! Ladies, we have got something exciting for you! Shop for any 2 of your favorite ...see more'. The image features a red background with 'BUY 2 GET 1 FREE' and 'VALID ON 29th & 30th NOVEMBER, 2019 ONLY'. A 'SHOP NOW' button is at the bottom.

TRENDING VIDEOS section. The first video is 'Delhi Police forms 2 SITs to probe' with a duration of 02:12. The second video is 'Corona' with a duration of 00:58. A 'Read in App' button is overlaid on the first video.