



Smart Display models stunning holiday ROAS makeover for AHAVA.

AHAVA

AHAVA
Lod, Israel • www.ahava.com



The challenge

AHAVA is a premium Israeli skincare company, manufacturing and selling luxury beauty products created from local Dead Sea ingredients. With holiday shopping season approaching, and their Shopping and branded campaigns already fully funded, AHAVA wanted to find a new avenue to drive further revenue while keeping return on ad spend (ROAS) above historical benchmarks. AHAVA analyzed their Google Ads settings and decided to optimize their campaigns with Smart Display.

The approach

With their Shopping and branded campaigns' tactics converting well, AHAVA shifted funding from their non-branded campaigns to test the sales-driving capabilities of Smart Display. By employing multiple logos, images, headlines, and descriptions, AHAVA utilized Smart Display's ability to deliver customized ads that drive conversions, based on audience signals. By learning what creative assets converted best over time, AHAVA was able to further optimize their approach.

Partnering with Stella Rising

Working with Stella Rising, a Google Premier Partner, AHAVA got the expert strategy they needed to unlock new revenue during the peak shopping season. Smart Display allowed Stella Rising to serve AHAVA's hyper-personalized ads to in-market shoppers through the assistance of automated bidding and customized ad creation. As a result, AHAVA's revenue, sales, and conversions increased without an increase in advertising costs.

The results

Since Stella Rising helped AHAVA take greater advantage of Smart Display, ROAS has jumped 126 percent, driven by a 54 percent drop in average cost per acquisition (CPA). During the first 30 days of the critical holiday shopping season, ROAS soared to 551 percent as cost per conversion fell by 56 percent. Smart Display's positive impact proved its value to AHAVA, which will continue to use the product going forward.

“Assisting in our strong EOY sales, Smart Display is a must-have tactic for our full-funnel approach in the coming year.”

—Austin Malcomb, Vice President, Global e-Commerce, AHAVA

54%

lower CPA

126%

increase in ROAS

56%

reduction in cost per conversion

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