



# Case Study: **New Heights** for **Neal's Yard Remedies**

## Brand Overview

**Neal's Yard Remedies**, a renowned UK-based skincare brand, is celebrated for its organic and sustainable skincare solutions. With an expanding product line and a loyal customer base, the brand aimed to achieve record-breaking results by leveraging Meta Ads during a key promotional campaign.

## Campaign Overview

- **Objective:** Drive sales for the skincare product line, increase brand visibility, and achieve a ROAS of at least 5x.
- **Duration:** 30 Days
- **Total Ad Spend:** £4,707.87
- **Total Purchases:** 793
- **Total Revenue Generated:** £47,341.74
- **Average ROAS:** 10.06x

## Strategy Execution

### 1. Audience Targeting

- **Primary Audiences:**
  - Women aged 25–45 interested in organic skincare, sustainable beauty, and wellness.
  - Interests: “Natural skincare,” “Cruelty-free products,” “Luxury beauty brands.”
- **Custom Audiences:**
  - Existing customers from CRM data and website visitors.
  - Lookalike audiences based on high-value customers and repeat buyers.
- **Geographic Targeting:**
  - Targeted UK regions with high engagement in wellness and luxury skincare, focusing on London, Manchester, and Birmingham.

**Result:** Effective segmentation ensured precise targeting, maximizing engagement and conversions.

### 2. Ad Creative Strategy

- **Video Ads:**
  - Short videos featuring product application demos with captions like:
    - *“Transform Your Skin Naturally – Shop Our Bestsellers!”*
    - *“Radiance Starts Here – Discover the Power of Organic Skincare.”*
  - Testimonials from real customers highlighting the effectiveness of the products.
- **Carousel Ads:**
  - Highlighted bestsellers with “Before and After” transformations.
  - Each slide emphasized product benefits (e.g., “Hydrates deeply,” “Reduces fine lines”).
- **Static Ads:**
  - High-quality imagery of products with soothing pastel backgrounds and headlines like:
    - *“Glow Naturally – Limited Time Offer!”*
- **Messaging Themes:**
  - Focused on sustainability, natural ingredients, and visible results.
  - Call-to-actions: *“Shop Now,” “Try It Today,”* and *“Limited Stock Available!”*

**Result:** The combination of engaging visuals and customer-centric messaging drove a high CTR and strong purchase intent.

### 3. Budget Allocation

- **Top-of-Funnel (TOF): 50%**
  - Attracted new customers through interest-based and lookalike audience targeting.
- **Middle-of-Funnel (MOF): 30%**
  - Nurtured video viewers and website visitors to push them further down the funnel.
- **Bottom-of-Funnel (BOF): 20%**
  - Retargeted abandoned cart users and past website visitors with urgency-focused messaging.

**Result:** A well-distributed budget ensured steady traffic flow and optimized conversions across all funnel stages.

### Campaign Breakdown

#### Ad Spend Purchases Revenue ROAS

£1,169.35	181	£8,984.84	7.68
£486.96	73	£5,210.90	10.70
£486.63	70	£4,937.18	10.15
£119.95	21	£4,205.99	35.06
£487.10	75	£3,914.13	8.04
£487.06	80	£3,838.61	7.88
£299.04	57	£3,016.46	10.09
£299.02	33	£1,890.30	6.32
£82.39	32	£1,834.89	22.27
£197.91	37	£1,762.49	8.91
£198.04	28	£1,563.83	7.90

### Key Highlights

### 1. Top-Performing Campaigns:

- BOF campaigns targeting abandoned carts and previous website visitors achieved the highest ROAS, with some campaigns reaching **35.06x**
- TOF campaigns successfully attracted new customers, generating consistent traffic and conversions.

### 2. Creative Success:

- Video ads featuring real customer testimonials and application demos drove the highest engagement.
- Carousel ads showcasing "Before and After" transformations were highly effective for educating potential buyers.

### 3. Budget Efficiency:

- Strategic allocation across the funnel stages ensured a balanced approach to acquiring new customers and converting warm leads.

## Learnings & Takeaways

- **Warm Audiences are Gold:** Retargeting campaigns at the BOF stage delivered the highest ROAS, proving the importance of nurturing high-intent users.
- **Content Matters:** Videos and carousels that highlight product benefits and customer experiences resonate strongly in the skincare space.
- **Timely Offers Drive Conversions:** Limited-time promotions and urgency-focused messaging significantly improved CTR and conversion rates.

## Conclusion

The Meta Ads campaign for **Neal's Yard Remedies** exceeded all expectations, achieving a phenomenal **ROAS of 10.06x** and generating over **£47,000 in revenue** from just **£4,700 in ad spend**

This campaign highlights the effectiveness of tailored audience targeting, compelling creatives, and strategic budget allocation in elevating a brand's online sales. **Neal's Yard Remedies** is now well-positioned to replicate this success for future promotional campaigns.

Amount spent	Purchases	Purchases Conversion Value	Purchase ROAS (return on ad spend)
£1,169.35	181 [2]	£8,984.84 [2]	7.68 [2]
£486.96	73 [2]	£5,210.90 [2]	10.70 [2]
£486.63	70 [2]	£4,937.18 [2]	10.15 [2]
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<b>£4,707.87</b>	<b>793 [2]</b>	<b>£47,341.74 [2]</b>	<b>10.06 [2]</b>
Total Spent	Total	Total	Average