



# Scaling a Category- Leading Foot Care Brand



Kerasal is a leading foot care brand specializing in products for fungal nail repair, intensive foot repair, and specialized treatments. Their product line includes solutions for various foot care needs, from nail treatments to moisturizing products.

See A Visible Difference  
**Kerasal**®



FUNGUS NAIL DAMAGE?

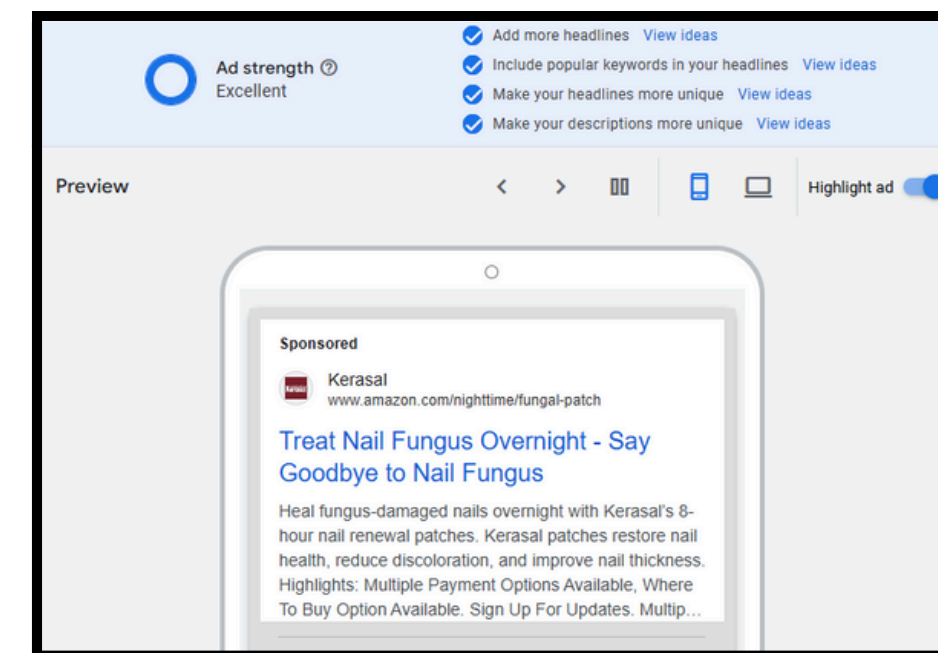
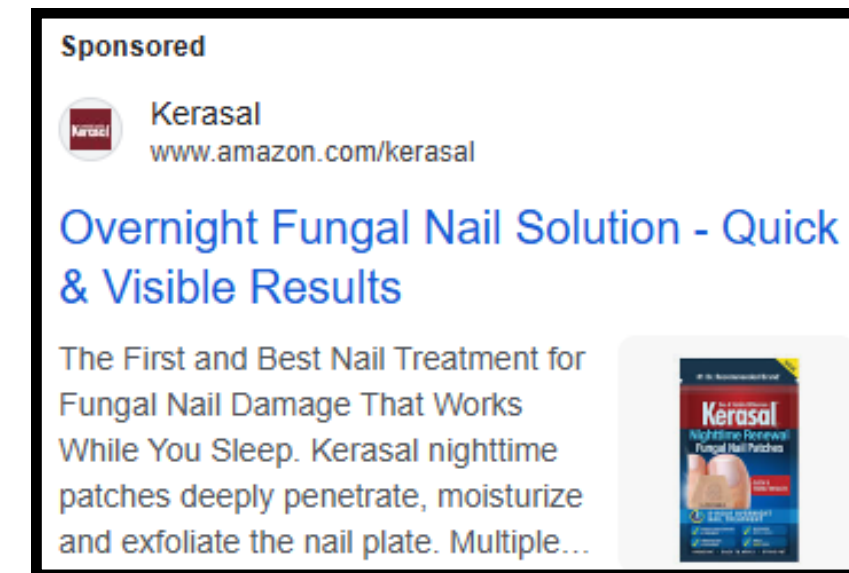
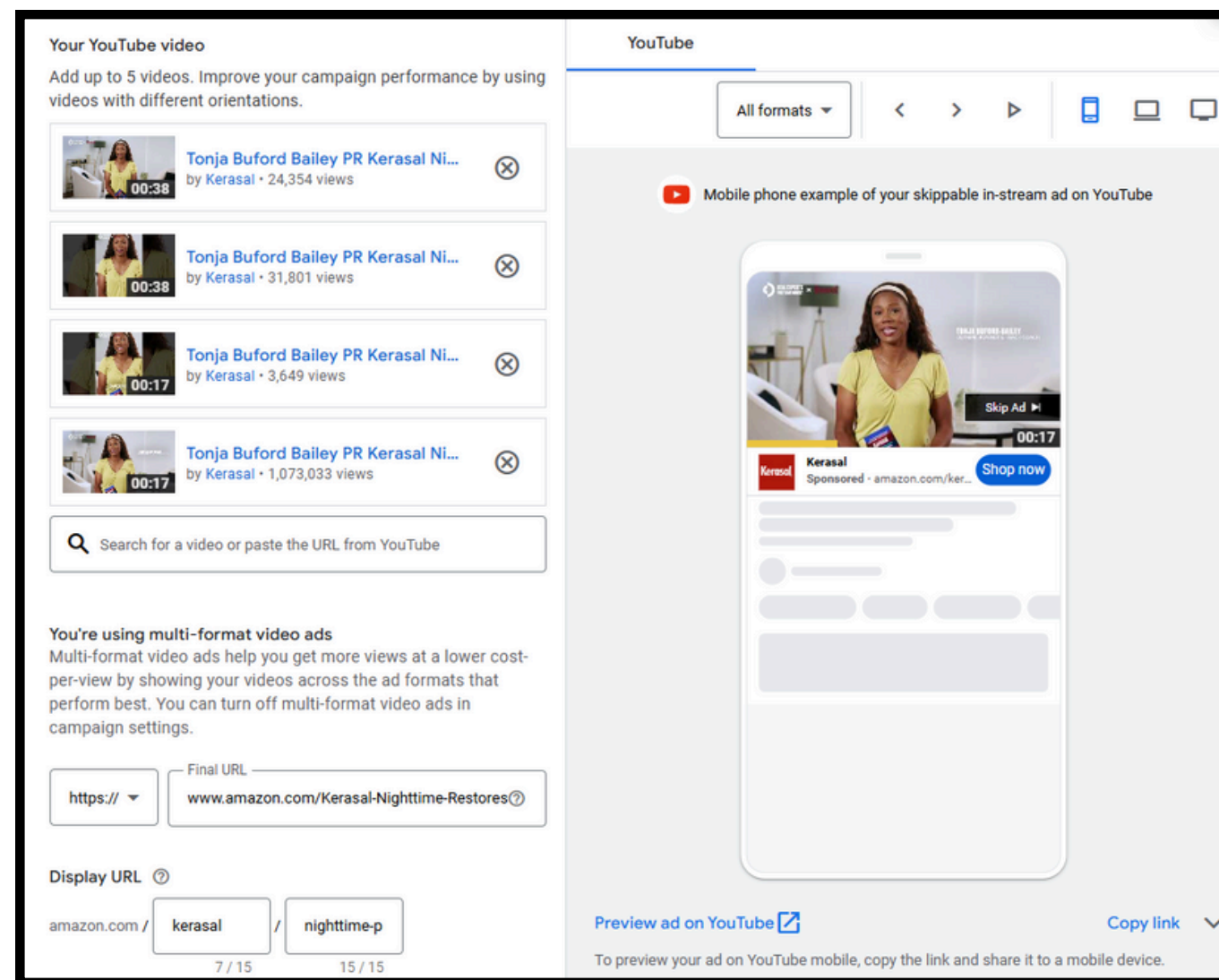
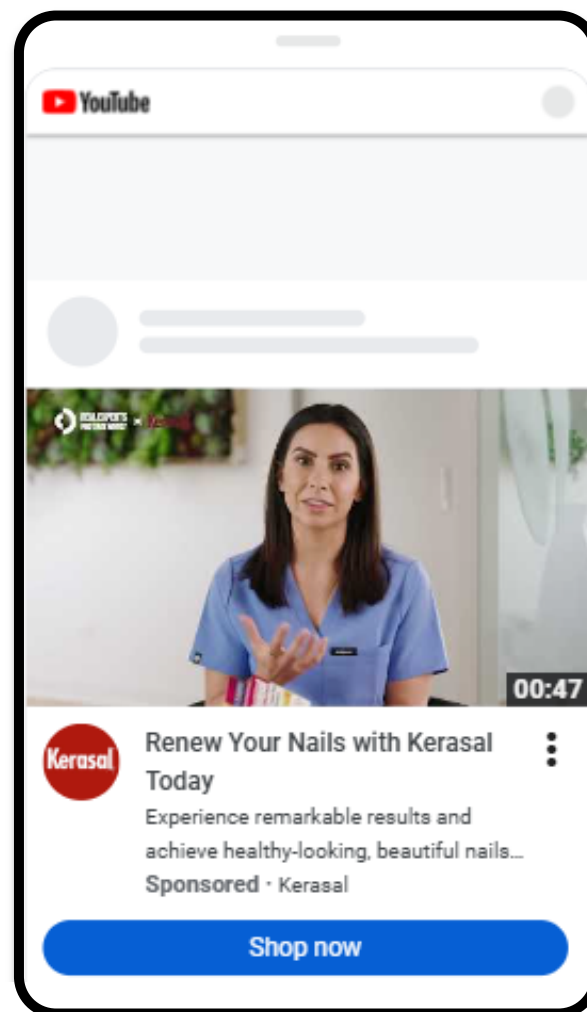
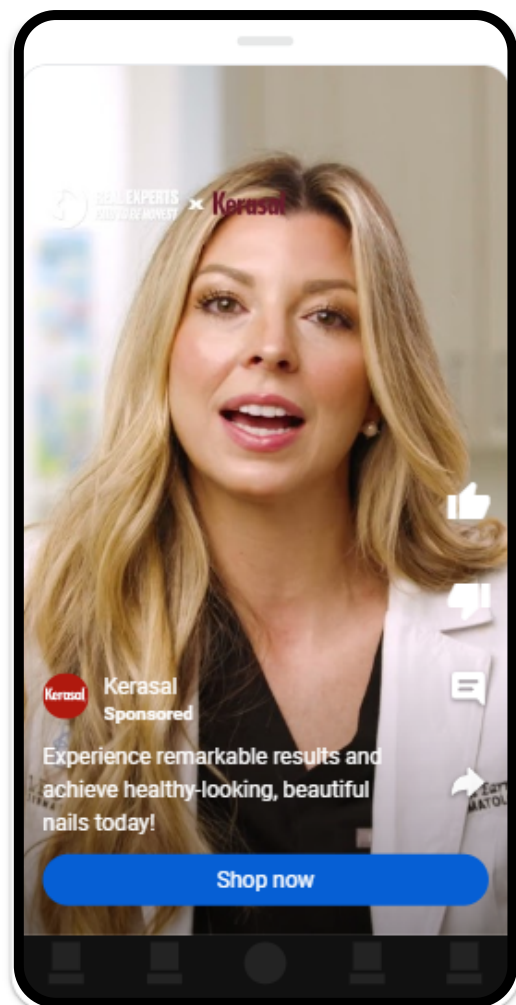
DRY, CRACKED FEET?

DISCOLORED, BRITTLE NAILS?

# The Challenge

When analyzing Kerasal's digital marketing landscape, several key challenges emerged:

- Need to effectively market multiple product lines with distinct target audiences
- Complex competitive landscape in the foot care category
- Requirement to drive both e-commerce and retail sales
- Necessity to maintain consistent brand messaging across channels



# The Solution

To address these challenges, we implemented a comprehensive multi-channel digital strategy focusing on three key areas:















## 1. Channel Diversification

We developed a balanced approach across multiple channels:

- Search campaigns for high-intent purchase targeting
- Video campaigns for brand awareness and education
- Performance Max campaigns for optimal cross-channel reach

## 2. Campaign Structure

- Search Campaigns were segmented by product line
- Brand protection through dedicated brand terms campaign
- Product-specific campaigns for targeted messaging
- Long-form educational content with medical professionals
- Short-form content for engagement (YouTube Shorts)
- Product-specific video campaigns for key shopping events

Campaign	Campaign type	Cost	Impr.	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Conv. value	Conv. value / cost	Cost / conv.
Total: Campaigns in your current view		\$406,810.33	17,391,913	415,300	\$0.98	2.39%	2,498,140.63	39.34%	2,492,428.88	6.13	\$0.16
<input type="checkbox"/>	 Search	\$77,480.98	1,588,048	123,012	\$0.63	7.75%	232,032.52	188.63%	231,484.36	2.99	\$0.33
<input type="checkbox"/>	 Search	\$90,085.80	972,656	90,444	\$1.00	9.30%	236,559.39	261.55%	236,363.69	2.62	\$0.38
<input type="checkbox"/>	 Search	\$70,087.06	2,041,470	84,786	\$0.83	4.15%	150,438.99	177.43%	149,954.49	2.14	\$0.47
<input type="checkbox"/>	 Performance Max	\$37,677.42	1,741,200	45,426	\$0.83	2.61%	143,589.89	314.27%	140,177.06	3.72	\$0.26
<input type="checkbox"/>	 Search	\$28,886.13	645,263	35,356	\$0.82	5.48%	81,594.61	230.78%	81,577.11	2.82	\$0.35
<input type="checkbox"/>	 Search	\$10,356.76	627,516	17,696	\$0.59	2.82%	30,116.00	170.19%	30,083.00	2.90	\$0.34
<input type="checkbox"/>	 Search	\$6,624.51	61,740	8,205	\$0.81	13.29%	22,636.21	275.88%	21,616.16	3.26	\$0.29
<input type="checkbox"/>	 Video	\$5,001.07	1,027,121	3,947	\$1.27	0.38%	68,743.00	16.33%	68,743.00	13.75	\$0.07
<input type="checkbox"/>	 Video	\$4,999.57	1,086,157	2,494	\$2.00	0.23%	60,179.00	16.63%	60,179.00	12.04	\$0.08
<input type="checkbox"/>	 Video	\$25,635.79	2,563,392	1,780	\$14.40	0.07%	510,822.00	29.26%	510,822.00	19.93	\$0.05
<input type="checkbox"/>	 Video	\$22,044.78	2,304,611	1,110	\$19.86	0.05%	426,726.00	28.64%	426,726.00	19.36	\$0.05
<input type="checkbox"/>	 Video	\$21,987.60	2,055,601	398	\$55.25	0.02%	418,031.00	27.15%	418,031.00	19.01	\$0.05
<input type="checkbox"/>	 Video	\$1,892.09	220,910	240	\$7.88	0.11%	32,968.00	30.03%	32,968.00	17.42	\$0.06
<input type="checkbox"/>	 Video	\$1,832.55	181,561	153	\$11.98	0.08%	33,682.00	28.03%	33,682.00	18.38	\$0.05

## 3. Performance Optimization

- Maintained high impression share in top positions (74-90% for key products)
- Focused on conversion rate optimization across all channels through use of Amazon affiliate URL's to track purchase activity
- Strategic budget allocation based on product performance

# Google Ads

## Phase 1: Search Optimization Foundation

- Initial Focus: Reducing high CPCs and improving quality scores
  - Key Actions: Restructured destination URLs to align with specific products
  - Rewrote ad copy for improved relevance and CTR
  - Current Results: 188-262% conversion rates across product campaigns

## Phase 2: Advanced Audience Targeting

- Strategic Pivot: Implementing first-party data strategy
  - Key Solutions: Deployed customer list uploads for algorithm learning
  - Built robust Amazon affiliate URL attribution system
  - Established clear ROAS tracking despite multi-channel sales
- Impact: Enabled data-driven optimization despite fragmented purchase journey

# Google Ads Pt. 2

## Phase 3: Performance Max Expansion

- **Comprehensive Approach:** Unified product catalog integration
  - UGC content implementation
  - Cross-channel asset optimization
  - Results: 314% conversion rate
  - \$0.83 average CPC
  - 1.7M+ impressions
  - 45,390 engaged clicks

## Phase 4: YouTube Integration

- **Video Strategy Implementation:** Product-specific content development
  - CPV optimization to \$0.01
  - Brand awareness amplification
  - Achievement Metrics: 2.3M+ video impressions per major campaign
  - 28-30% conversion rates
  - Cost per conversion averaging \$0.05

## GOOGLE ADS RESULTS

**+314%**

Conversion Rate

**90%+**

Top Page Rate

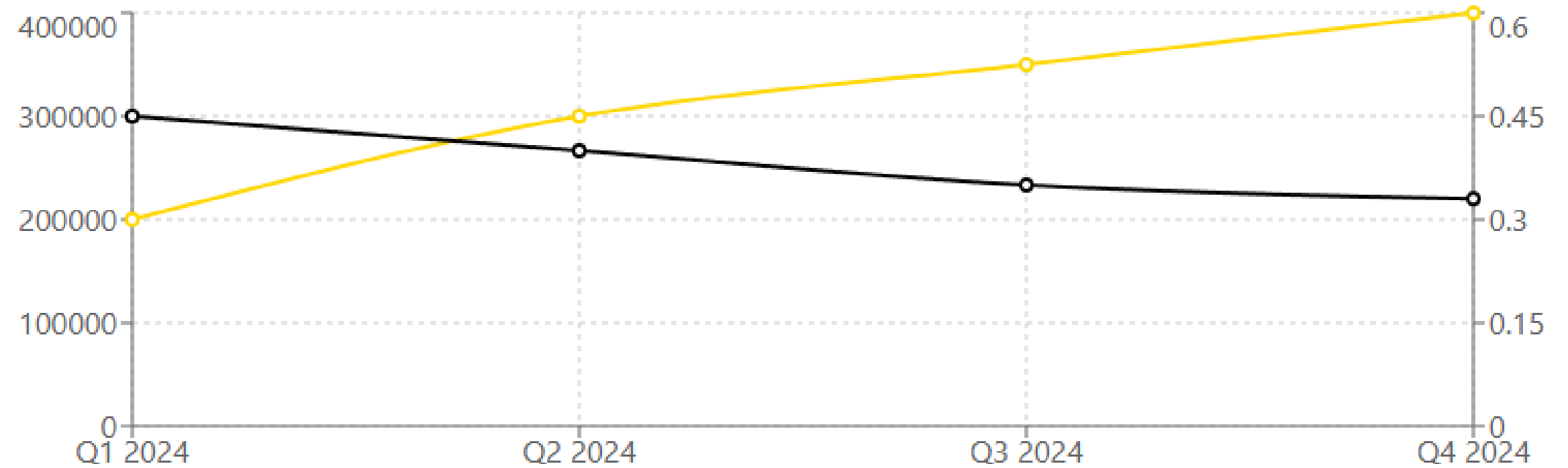
**13.3%**

Click Rate

**2M+**

Video Impressions

Growth Trajectory



## KEY LEARNINGS & INSIGHTS

### Medical Partnership Impact

28% conversion rates on doctor-featured content, establishing brand authority and trust

**28% CVR**

### Multi-Channel Attribution

Successfully tracked ROI across Amazon, retail, and direct channels

**314% MAX CR**

### Platform Diversification

Balanced approach across Search, Video, and Performance Max

**2M+ Views**

### Video Innovation

Short-form content driving efficient brand awareness

**16% YT CVR**

### Budget Optimization

Maintained efficiency while scaling across channels

**\$0.05 CPA**

### Seasonal Strategy

Maximized impact during key shopping events

**30%+ Prime**

***gimme the***  
**LEADS**



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