

# This is how we increased Ozon sales by 23 times

Promotion of an international cosmetic brand on the  
marketplace



## Client

# SESDERMA

An international skincare brand founded in Spain in 1989. Sesderma products are available in more than 80 countries, and the brand continues to expand its presence in new markets.

<b>Channels</b>	Ozon
<b>Sector</b>	e-commerce
<b>Tools</b>	Product advertising, paid search, media advertising, SEO promotion
<b>Period</b>	2020 - present



In figures

# The starting point

45

Average number of orders per month

13

Total number of reviews

## To put this in perspective

Competitors came to Ozon almost two years earlier, they have more reviews, lower prices (by 10-15%) and rank higher in the marketplace search and its categories



-10%

2 727 ₽ 3 031 ₽

Sesderma Крем увлажняющий Hidraloe, 50 мл

Загрузка...

★★★★★ 6 ОТЗЫВОВ



-20%

2 425 ₽ 3 032 ₽

Бестселлер

Sesderma Крем увлажняющий Hidraloe, 50 мл

Загрузка...

★★★★★ 73 ОТЗЫВА



-10%

4 276 ₽ 4 752 ₽

Sesderma Крем-гель омоложивающий C-Vit, 50 мл

Загрузка...



-20%

3 801 ₽ 4 752 ₽

Крем-гель омоложивающий Sesderma C-Vit, 50 мл

Загрузка...

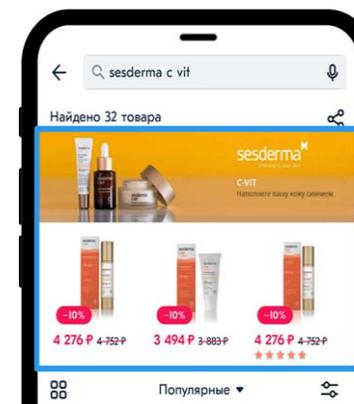
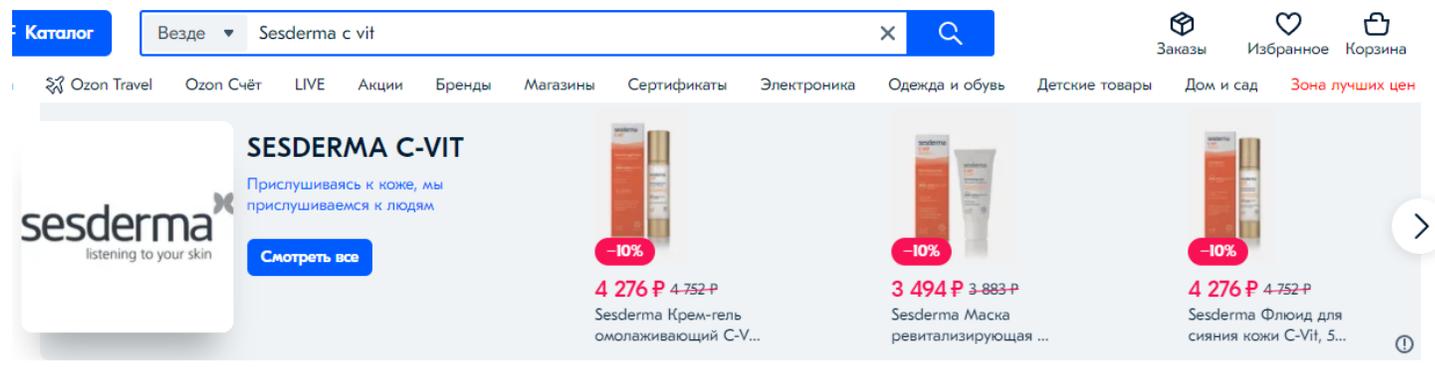
★★★★★ 48 ОТЗЫВОВ

## Approach

# Promotion strategy

- We started with minimal rates and allocated 5% of the total channel budget for each of the four advertising formats: product, media advertising (branded shelves), paid search, search promotion (CPA model).
- Based on the initial results and analytics data, we allocated the remaining 80% of the budget to branded shelves and promotion on search as the most converting formats.\*
- We turned the "points for review" option on.

## Branded shelf of the client on the platform



\*Due to limited budget, we set up targeting only for branded search phrases.

## Approach

# We performed optimization

In 5 days after the launch of all the ad campaigns, we performed analysis and made adjustments:

- We turned the ineffective "appearance on flypages" ad format off
- We reduced rates for search ads: 90% of the traffic was picked up by branded shelves with a lower cost per click (9.98 rubles per click in search / 7.45 rubles for branded shelves)
- Cleaned up untargeted search phrases, added new ones
- To evenly distribute the limited budget, the Marilyn bid management system was connected
- Adjusted the value of the rate for "promotion in search" in the range from 3 to 10% to find the optimal value

Additionally:

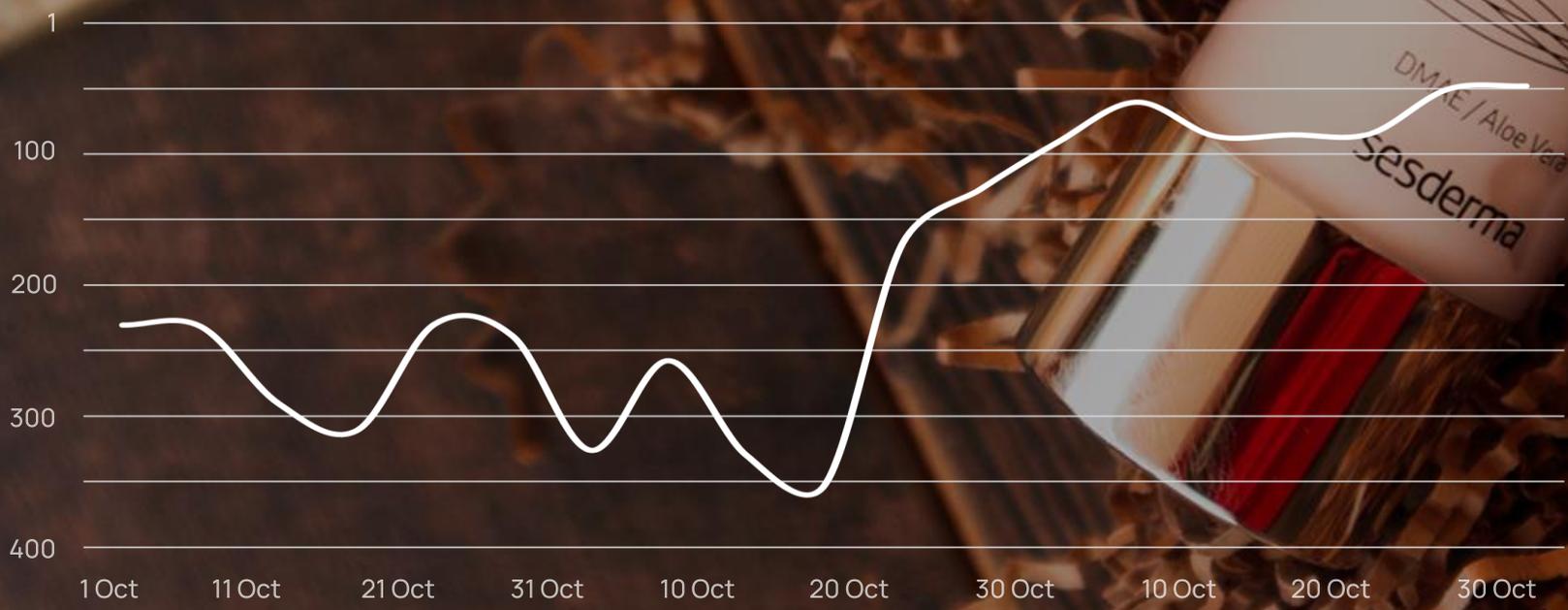
- We audited the seller
- Gave tips on optimizing content on flypages
- We developed a design assignment for the storefront
- Advised the client about the algorithms for ranking product flypages, working with feedback, the effect of balances on sales, and gave instructions on what to do to become a "premium seller" and what the pros and cons of it are

1st month of work

# Results

Increased organic sales and product appearances in searches and categories through proper targeting and bid testing

## Day-to-day ranking



Share of promotion expense

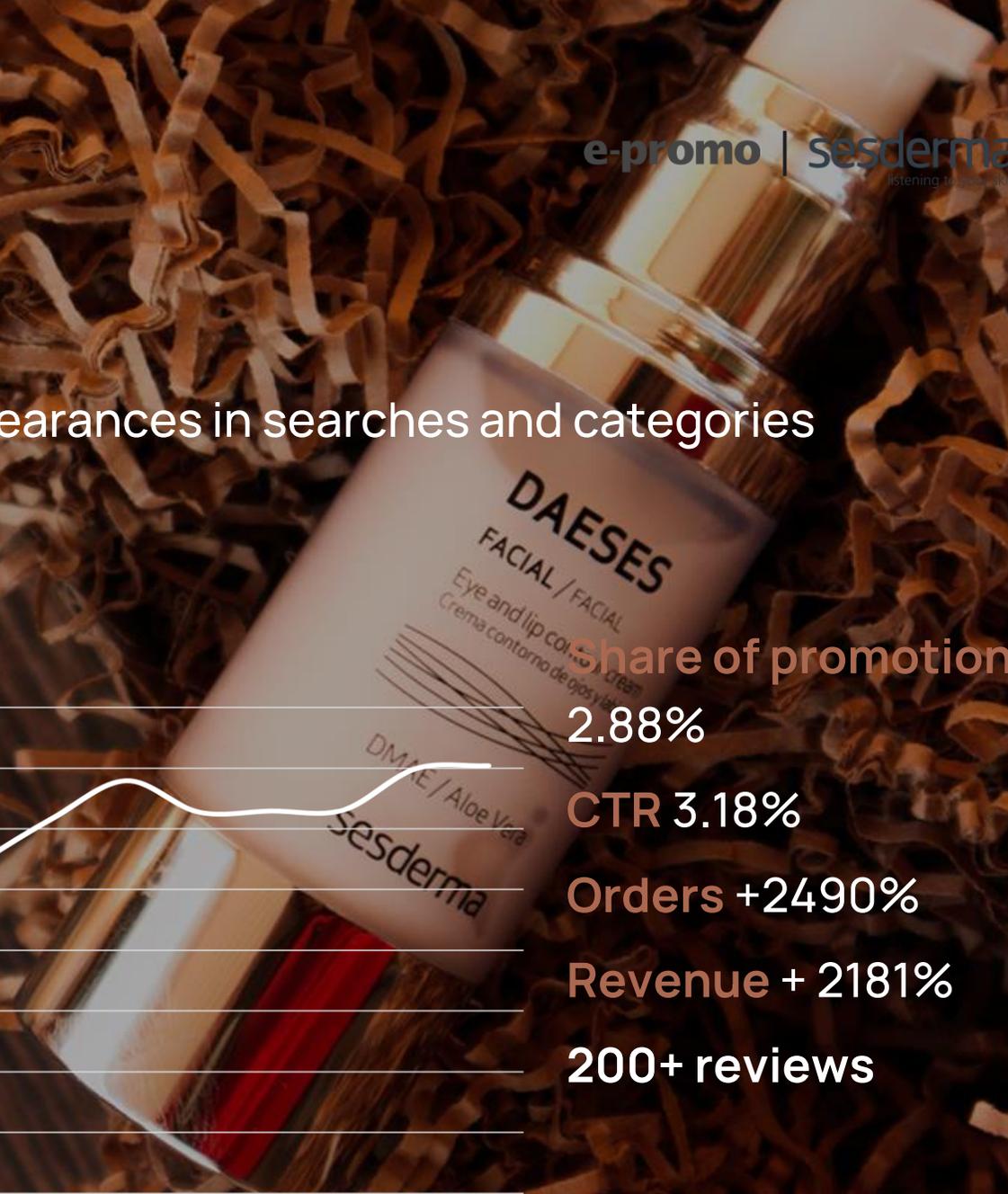
2.88%

CTR 3.18%

Orders +2490%

Revenue + 2181%

200+ reviews



CONTACTS

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listening to your skin

# HAVE A SIMILAR PROJECT? LET'S CONNECT!

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