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# Digital Marketing Case Study

## Probiotic.ie

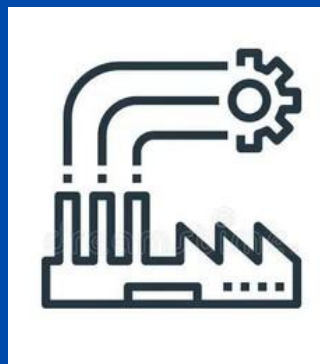




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# Client Background

Founded in 2018 by Darren Grant, Probiotic.ie has been dedicated to providing high-quality supplements to support digestive health across Ireland. As part of TenX Tech Ltd, the store combines e-commerce strategies with exceptional customer service to create seamless online shopping experiences. Probiotic.ie is building a strong reputation for prioritizing customer satisfaction and delivering products that promote overall wellness.



**Industry- Online Supplements Store**



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# Challenges and Objectives

**Lack of Customer Trust & Brand Awareness:** Probiotic, despite its unique and high-quality offerings, struggled with low brand recognition in the competitive fashion market. The objective was to increase visibility and establish a strong online presence.

**Budget Constraints:** Operating on a limited budget, the goal was to optimize ad spend to achieve maximum impact without overspending, ensuring a high return on investment.



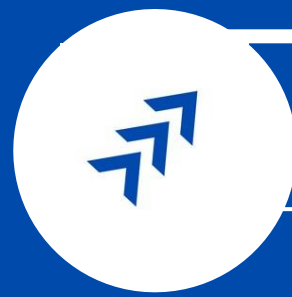
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# Challenges and Objectives

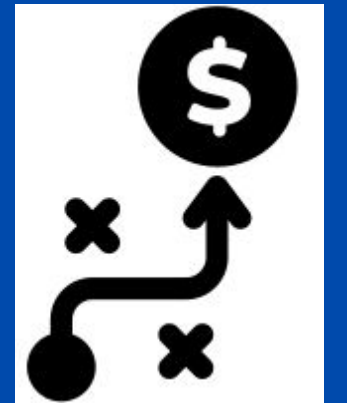
**High Competition:** Competing against well-established brands, it was crucial to implement strategies that would differentiate Probiotic.ie and capture the attention of potential customers.

**Conversion Optimization:** With a decent amount of traffic but low conversion rates, the objective was to enhance the website experience and ad targeting to increase conversions and sales.



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# Our Strategy



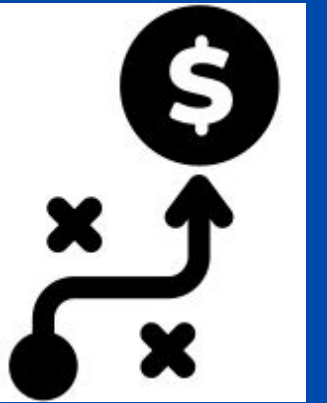
Effective Performance Max Campaigns: Leveraged Google's Performance Max campaigns to reach potential customers across all Google properties, including YouTube, Display, Search, Discover, and Gmail, ensuring comprehensive coverage and optimized performance.

Targeted Search Campaigns: Implemented targeted search campaigns focusing on high-intent keywords related to probiotics and gut health, ensuring that ads reached users actively searching for related products.



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## Our Strategy



**Category-Specific Targeting:** Designed ad campaigns targeting various brands and product categories, allowing for tailored messaging and creative that resonated with specific audience segments.

**Ad Creative Optimization:** Developed engaging and visually appealing ad creatives that highlighted Probiotic.ie's unique value propositions, such as ethical sourcing, quality craftsmanship, and affordability, to attract and retain customer interest and to maximize conversions and return on ad spend (ROAS).



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# Outcomes Attained



Result

**Increased Impressions:** Achieved over 16 million impressions in less than two months, significantly boosting brand visibility and awareness among potential customers.

**High Return on Ad Spend (ROAS):** Realized a 3-4X ROAS, demonstrating the effectiveness of the ad spend and the success of the targeted campaigns in driving profitable customer actions.

**Substantial Sales Growth:** Generated \$315,000 in sales during May-June 2024, marking a significant increase in revenue and validating the impact of the Google Ads management strategies.



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# Outcomes Attained



Result

**Improved Brand Visibility:** Through strategic ad placements and targeted messaging, the campaign significantly enhanced brand visibility and awareness among the target audience.

**Strengthened Customer Relationships:** Our campaigns played a crucial role in re-engaging previous website visitors, nurturing customer relationships, and increasing repeat purchases.





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# The Results in Numbers



**Impressions**  
23 Million+



**ROAS**  
**Achieved**  
700%



**Number**  
**of Clicks**  
272k+



**Sales**  
€900k+

# Get In Touch

Email- [srushti@markurate.com](mailto:srushti@markurate.com)

Phone No.- +91-8200133455

Website-

[www.markurate.com](http://www.markurate.com)

