

BEAUTY & PERSONAL CARE // CLINICAL SKINCARE & SERUMS

How We Scaled a Premium Skincare Brand by 579% While Cutting ACoS in Half

CLIENT ACCOUNT	ENGAGEMENT TERM	PRIMARY IMPACT	CATEGORY BSR
Lumina Dermaceuticals	9 Months	+579% Revenue Growth in 9 Months	#1,420

+579%

TOP-LINE REVENUE GROWTH

\$45.2k/mo to \$380.4k/mo

21.4%

FINAL BLENDED ACOS

Reduced from 44.2% (" 51.6%)

9.4%

TOTAL ACOS (TACOS)

Unlocking organic flywheel

#34

AMAZON CATEGORY BSR

Up from #1,420 rank

01 / THE BASELINE REALITY & AUDIT FINDINGS

Lumina Dermaceuticals is a dermatologist-formulated anti-aging skincare brand. Despite having clinical efficacy data and high customer satisfaction, their Amazon ad spend was bleeding cash against multinational beauty conglomerates bidding \$3.50+ on generic terms like "vitamin C serum" and "anti aging cream".

When Lumina came to Fatten Media, their monthly revenue sat at \$45,200 with an ad spend of \$19,980. Their blended ACoS was a painful 44.2%, and when factoring in Amazon FBA fees, production, and COGS, their net margins were hovering near breakeven.

The root cause was classic beauty category congestion: their agency had lumped all ASINs into 4 massive auto and broad-match campaigns. Lumina was bidding directly against L'Oréal, SkinCeuticals, and CeraVe on terms like "face serum" and "retinol moisturizer" at \$3.20 to \$4.10 per click.

Worse, 62% of their ad spend was firing on shopper queries for acne and skin conditions their products weren't formulated to solve. Budget was exhausted by 1:30 PM EST every day, leaving high-converting evening skincare shoppers completely unserved.

CRITICAL PERFORMANCE LEAKS IDENTIFIED IN INITIAL AUDIT:

- Over-reliance on generic search terms commanding unsustainable \$3.50+ CPCs
- Daily budgets depleted before peak evening skincare shopping hours (7 PM – 11 PM)
- Zero brand defense: competitor sponsored products dominated Lumina's own product detail pages
- Fragmented parent-child listings preventing review pooling and suppressing conversion rates

02 / STRATEGIC ARCHITECTURE & RE-ENGINEERING

The 4-Pillar Clinical Intent Architecture

In beauty and skincare, shoppers do not buy ingredients; they buy specific clinical outcomes. We abandoned broad ingredient bidding and re-engineered Lumina's entire catalog around a 4-Tier Intent Architecture.

We harvested 140+ high-intent, problem-solution search terms such as "hyaluronic acid serum for sensitive skin without fragrance" and "retinol alternative for rosacea". These terms commanded average CPCs of \$1.15 to \$1.45—less than half of the category head terms—with conversion rates 2.4× higher.

Simultaneously, we launched dedicated Sponsored Brands Video ads demonstrating the exact texture, dropper consistency, and skin absorption within the first 2 seconds, which stopped scrolling shoppers in their tracks.

THE 4 CORE CAMPAIGN PILLARS DEPLOYED:

01	Problem-Solution Keyword Isolation Segmented search queries by explicit skin concern (hyperpigmentation, barrier repair, post-procedure) rather than generic keywords. CPC dropped from \$3.20 to \$1.35.
02	Defensive PAT (Product Attribute Targeting) Targeted Lumina's own complementary ASINs on product detail pages to block competitor conquesting, boosting cross-cart value by 38%.
03	Top-of-Search Multipliers & Dynamic Down Bidding Applied a 65% Top-of-Search modifier on high-converting exact match keywords while switching campaign bid strategy to "Dynamic Bids - Down Only" to prevent budget bleeding.
04	Dayparting by Skincare Routine Cadence Scheduled hourly bid adjustments to increase aggression during 6 PM - 11 PM when consumers research skincare routines and purchase on mobile.

SEQUENCED IMPLEMENTATION TIMELINE:

MONTH 1–2	Audit & Bleed Stoppage	Installed 840+ negative exact keywords. Cut wasted search terms by \$6,200 in the first 21 days. Rebuilt campaigns into SKAG exact match.
MONTH 3–4	Creative & Video Rollout	Launched Sponsored Brands Video and custom Storefront subpages. CVR increased from 9.2% to 15.6%.
MONTH 5–6	Defensive & Offensive PAT	Locked down 85% of product page carousel ad slots. Conquested 3 high-priced competitor listings with clinical comparison messaging.
MONTH 7–9	Organic Flywheel & Scale	Main product achieved #34 in category BSR. Organic revenue surpassed \$98k/mo with TACoS dropping under 10%.

03 / VERIFIABLE AUDIT RESULTS: BEFORE VS. AFTER

All data verified from Amazon Advertising API and Amazon Seller Central telemetry reports.

PERFORMANCE METRIC	INITIAL BASELINE	OPTIMIZED FINAL	NET DELTA / MOVEMENT
Monthly Revenue	\$45,200	\$380,400	+741%
Monthly Ad Spend	\$19,980	\$81,400	+307%
Ad-Attributed Sales	\$45,200	\$282,100	+524%
Organic Sales	\$0 (Near zero)	\$98,300	Inf
ACoS	44.2%	21.4%	" 51.6%
TACoS (Total ACoS)	44.2%	9.4%	" 78.7%
Blended ROAS	2.26×	4.67×	+106.6%
Main ASIN BSR	#1,420	#34	Top 50
Top 10 Organic Keywords	2	47	+2,250%

VERIFIED BRAND PARTNER TESTIMONIAL

"Before Fatten Media, our agency kept telling us we had to accept a 45% ACoS because "beauty is competitive." Within 90 days, Fatten cut our ACoS in half while quadrupling sales. They operate like math-driven equity partners, not a media buying vendor."

— Elena Rostova, Co-Founder & VP of Growth, Lumina Dermaceuticals)

KEY CATEGORY TAKEAWAYS:

- In beauty, generic ingredient keywords are a trap. Focus on explicit clinical intent and skin-concern search terms.
- Sponsored Brands Video with high-contrast texture demonstration generates 3× the CTR of standard product tiles.
- Defensive product targeting is essential: if you do not buy your own product page slots, your competitors will siphon your warmed-up shoppers.

AUDIT CERTIFICATION SEAL

FATTEN MEDIA
VERIFIED CASE DOSSIER

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Audit ID: FM-BEAUTY-P

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