Zimply Natural boosts revenue by 1,200% with Performance Max

ZIMPLY NATURAL

Naturopathic mixtures of over 100 medicinal plants
EMEA - Germany • zimplynatural.com

Agency Name: AdStrive GmbH



The Challenge

Zimply Natural offers herbal supplements based on the spagyric approach to natural healing. It draws on mixtures from this centuries-old natural healing process to configure individual medicines. In just three minutes, a user can complete a questionnaire on the company's site to create an individual naturopathic mixture of over 100 medicinal plants and essences and conveniently order it as a spray from partner pharmacies. Zimply Natural uses Google as one of its main channels for driving sales and revenue. Its challenge was to target the right audience and to create awareness for an individual product.

The Approach

Zimply Natural felt it was crucial to create awareness of its unique approach. Since the company only had a few relevant search terms that exactly fit its product, it used Performance Max and Demand Gen to extend its reach. It focused on topseller campaigns and added new products week by week. For the internationalization, Zimply Natural copied the successful campaign structure of the German speaking countries to scale fast within foreign markets.

Partnering with AdStrive GmbH: AdStrive helps Zimply Natural in scaling its revenue both locally and internationally through a results-driven, product-focused approach.

The Results

After implementing this strategy, Zimply Natural boosted its revenue 1,200% year over year while cost-per-acquisition (CPA) decreased by 38%. With Performance Max, the company was able to scale hundreds of products in different international markets and achieve high awareness within its target group.

> "With Performance Max, we increased the performance for Zimply Natural significantly. We scaled our revenue by 1,200% within one year with a decrease in CPA."

Markus Kick, Founder & CEO, Zimply Natural GmbH

38%
CPA decrease

1,200%
Revenue increase

Primary Marketing Objective

- Grow Online Sales

Featured Product Area

- Performance Max (with product feeds to drive online sales)

AdStrive Google Ads

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