

Spotlight.

Dr. Dennis Gross maximizes ROI on TikTok with creative testing.



Dr. Dennis Gross is a beauty brand that puts health first. Founded by internationally recognized dermatologist, Dr. Dennis Gross, the brand provides a fresh perspective on skincare through a science-based, hyper-personalized approach. Their category-leading innovation is rooted in person-to-person virtual consultations, bespoke, customer-centric products, and global masterclasses.

Dr. Dennis Gross' results post-campaign:

Average order value: +400%

Add-to-cart rate: +500%



"ProQuo's CreativeLab maximized the return on our digital marketing investment by testing and optimizing our TikTok campaign quickly & efficiently."

Lindsay Bausch
VP of Digital | Dr. Dennis Gross



Why we're on ProQuo

- | | | | |
|---|-----------|--|------------|
| 01 Manage our Brand Strategy | ●●●●●●●●○ | 06 Optimize our Campaigns | ●●●●●●●●●● |
| 02 Drive our Distribution | ●●●●●●●●○ | 07 Gain Market Share | ●●●●●●●●○ |
| 03 Grow our Penetration | ●●●●●●●●● | 08 Build Trade Stories | ●●●●●●●●○ |
| 04 Lead our Competition & Category | ●●●●●●●●○ | 09 Drive our Brand Awareness | ●●●●●●●●○ |
| 05 Maximise our Marketing ROI | ●●●●●●●●● | 10 Land New Product Development | ●●●●●●●●● |



Growth Challenge

Dr. Dennis Gross was aiming to understand which of their three TikTok assets was going to deliver the best ROI. Having established itself as a premium, high-end brand within the skincare market, investing in TikTok was a big risk for Dr. Dennis Gross. The brand wanted to be sure before investing any spend that this channel would pay off. Would their products resonate with the younger audiences of TikTok?

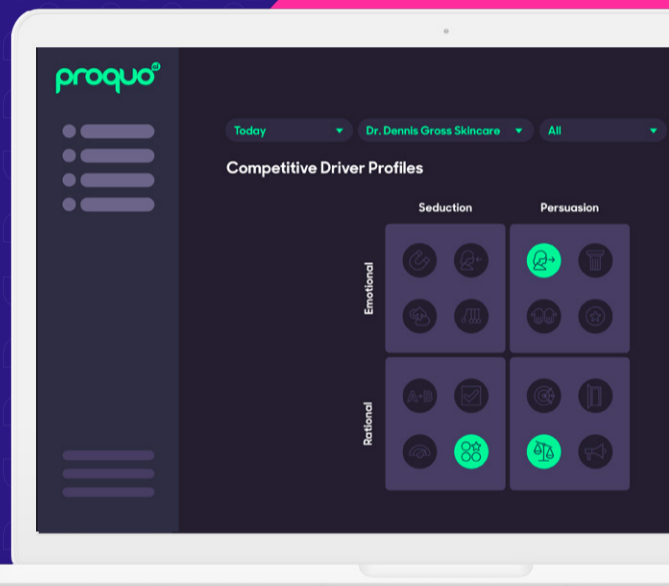
Then they said Hello to ProQuo AI.

With ProQuo's CreativeLab, Dr. Dennis Gross was able to immediately test and understand which out of the three TikTok ads they should go with. In just hours, ProQuo provided Dr. Dennis with the answer to their question – showing them which ad resonated the best with their audience and helping them to optimize this asset for the best result.

Using ProQuo to understand the category

"Investing in TikTok could have been a risk for Dr. Dennis Gross, but with ProQuo, we knew exactly what the audience needed from us, to be successful."

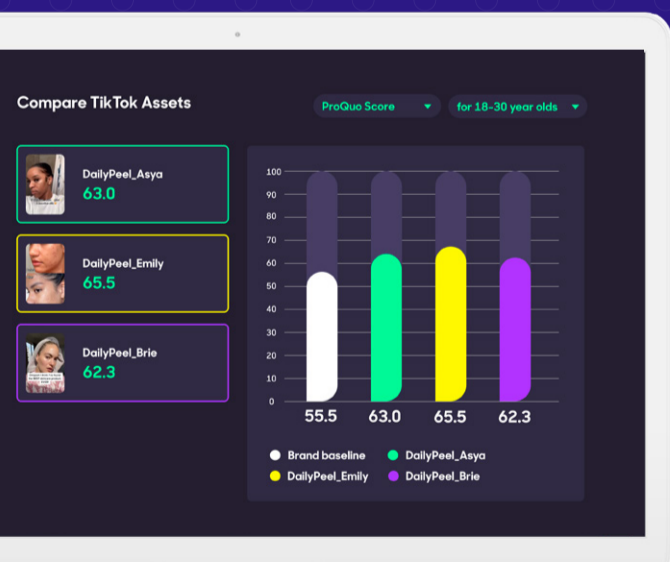
Dr. Dennis Gross used ProQuo to identify what their audience was looking for. By segmenting their data by age and focusing on the younger age bracket, the brand was able to gauge the category expectations for this group. Through this, Dr. Dennis Gross identified 3 Drivers of focus; Value for Money, Connection and Differentiation. These Drivers were selected because content that is more rational and authentic has been shown to perform best on TikTok. By aligning their content with these Drivers, Dr. Dennis Gross were ensuring their strategy was as authentic, relatable and 'real' as possible. This helped guide their strategic development, influencing the shape of the ads they would go on to create.



Using ProQuo to test and optimize TikTok ads

"ProQuo's CreativeLab helped us to optimize three different TikTok assets in hours. We knew exactly which asset to go live with and knew that when we did, it would work. This has ultimately reshaped our strategic approach to campaign segmentation."

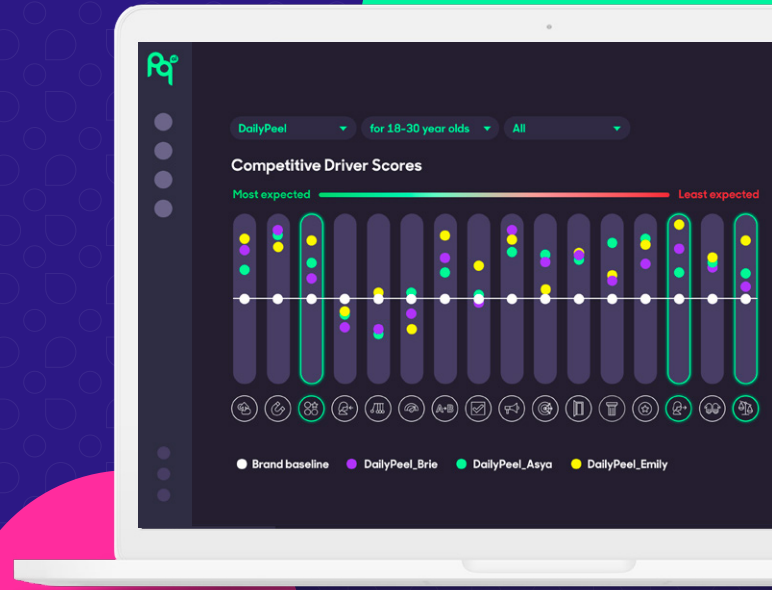
What would have otherwise been a big risk – investing in a new channel like TikTok without the security of knowing they'd secure ROI – was made easy with ProQuo's CreativeLab. The results were surfaced within hours, after speaking to 300 people, enabling Dr. Dennis Gross to know which asset to launch, as well as the impact the launch would have on their brand.



Using ProQuo to secure ROI

"It's such a game changer having access to data that proves my ROI before launch. It gives me more confidence and encourages our brand to take more creative risks!"

After launching on TikTok, the advert ProQuo identified as the highest performer was also the most profitable. The brand data translated into tangible commercial metrics, resulting in a 5x higher add-to-cart rate and a 4x higher average order value, compared to other assets. Not only was Dr. Dennis Gross able to feel certain of digital ROI before they launched – they also had the results to back it up post-launch.



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Want to grow like Dr. Dennis Gross?

Say hello to us