

Starface

Put A "Star" On This

A Case Study

Beauty

Starface World takes an unconventional approach to the skincare industry, glamorizing acne rather than hiding it. Starface has a massive presence on social media and is particularly popular amongst Gen Zers for star-shaped pimple patches. The bold, bright, and in-your-face branding breaks category norms compared to other major players in the acne market with more 'clinical' branding.

The Challenge

Partnering with Cartograph to launch their Amazon channel, Starface hoped to build brand awareness by growing non-branded traffic and organic sales. They faced major competitors already established on Amazon, and needed to expand their sales mix into other stickers and skincare. We were also tasked to launch products with licensing agreements.

The Cartograph Approach

● New-to-Brand Advertising

While focusing on branded traffic would have put up great vanity metrics, Cartograph focused on finding new 'category' audiences. Through **iterative testing of targets, ad creative, and copy** we achieved **4x ROAS** in the Pore Cleansing Strips category and 2x ROAS on the highly competitive term 'pimple patches.'

● Perform Cross-Selling

We diversified SKU mix and took advantage of imagery displaying multiple products in order to mitigate the risk of the catalog depending on one hero item. By using **Sponsored Display Brand Defense and DSP tactics** to cross-sell, retarget and remarket audiences, we effectively **shifted SKU mix** and fortified the overall catalog performance.

● Create Holiday Strategies

With products trending as hot accessories, we **capitalize on holiday trends** by tailoring detail page copy, backend SEO and advertising targets and headlines. Our strategic holiday discounting strategy during November and December **captured market demand by driving ranking and visibility** — and culminated with a feature in Amazon's Holiday Beauty Haul Event.

● Incorporate Licensed Products Strategy

Starface collaborates with some of the most recognizable cartoon characters. Our **playbook for licensed products** included prominently using the characters in text, images, and back end SEO. We **launched custom ad goals** for both branded and category keywords, and targeted competitors that had similar licensing deals.

● Carve Out Market Share

While going head to head against incumbents and traditional acne-care giants, we also reached into other use cases and younger generations by testing variations of 'face sticker' terms. Our **amped up competitive advertising and targeting resulted in market share** gained against established competitors including Mighty Patch by Hero Cosmetics and Proactiv.



"Cartograph launched our Amazon business and quickly grew it to one of our most important channels."

Barry Arvie
Senior Director

Key Metrics

➔ **+\$5mm Run Rate**
By Month 5

➔ **+120% Rev Growth**
From Holiday Strategies

➔ **\$4 ROAS**
Pore Cleansing Strip Category

The Results

Our comprehensive strategy emphasized non-branded advertising, consumer journey and product positioning, capitalizing on gifting strategies, and growing market share. While staying true to Starface's branding, mission, and values, Cartograph was able to build out a rapidly growing Amazon channel that is a rising star for Starface's overall business.

Amazon Sales **Surpassed DTC** by Month 3

Expanded catalog listings by **3X**

Continued **steady growth with +15% YTD** while expanding to Walmart, Target, & more

\$2 ROAS on the competitive term 'Pimple Patches'