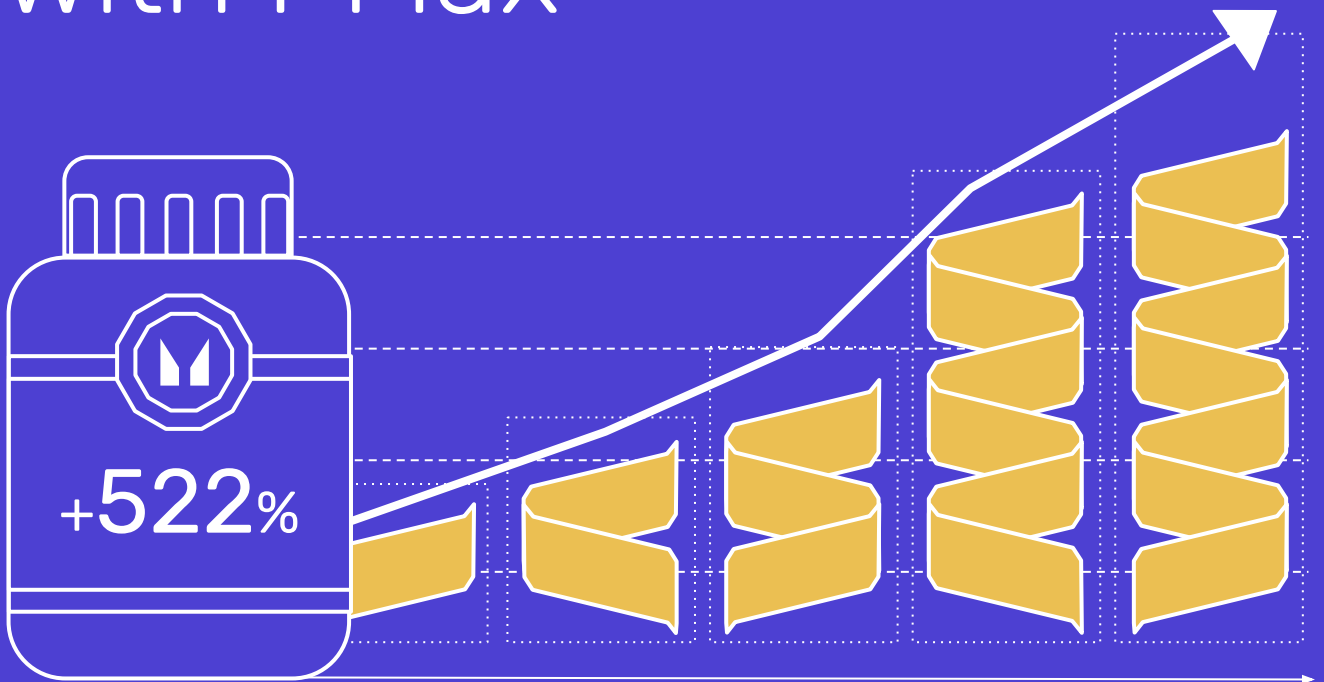
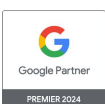


Revenue power-up: How Myprotein achieved +522% revenue growth with PMax



Mason Park

Paid Media Lead
THG



Performance hurdles

To efficiently push its powerhouse nutrition brand and top-tier supplements, THG had to **master the complexities of campaign optimization.**

As THG manages multiple global operations, they need to continuously adapt their advertising strategies **to the unique objectives of their subdivisions.** This requires a lot of **extensive manual work and expertise.**

Adding Performance Max (PMax) to their mix **didn't make things easier.** While their team mastered classic Shopping Ads, PMax demanded THG **to navigate new challenges:**

- PMax's highly automated nature caused THG **to lose granular control**, in turn wasting their ads budget by **cramming their entire catalog into one campaign.**
- As PMax is **strategically blind**, it requires intensive manual work hours **to align it with business objectives.**

In a nutshell, the introduction of PMax caused several issues:

- Poor campaign planning and budgeting **reduced web traffic, sales, and caused missed goals.**
- Figuring out how to optimize PMax to their advantage ate into time **better spent on more important business strategies.**

While looking for ways to refine their ads strategy, THG turned to smec for a **competitive power-up.**



THG is a vertically integrated, digital first consumer brands group that operates **three distinct businesses** in Beauty, Nutrition and Ingenuity, each scaled from the UK to hold **global leading positions** in their respective sectors.

Tech gains

THG found a solution to their campaign troubles in our proprietary software.

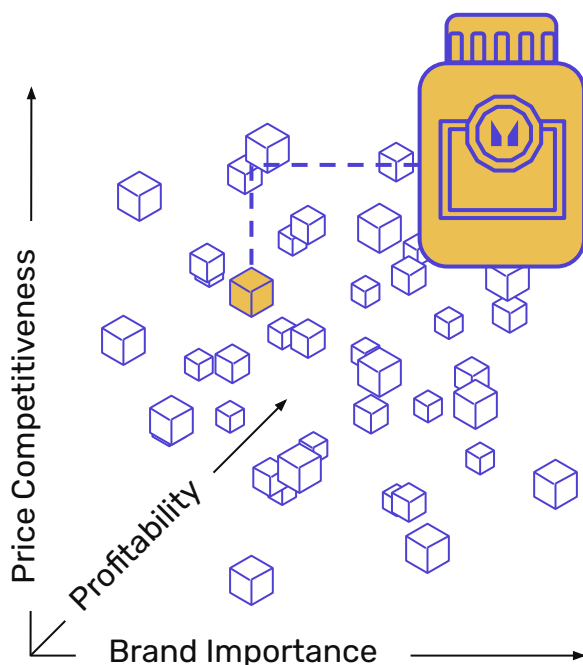
With PMax cramming their catalog into its 'Black Box', **THG had to regain control over their vast product offering.** To tackle this, they leveraged our software to systematically **sort their products into crucial segments based on strategic importance.**

This enabled them to **pinpoint the products that were key to meeting their broad business objectives.** Enhancing budget allocations towards items with the highest conversion potential.

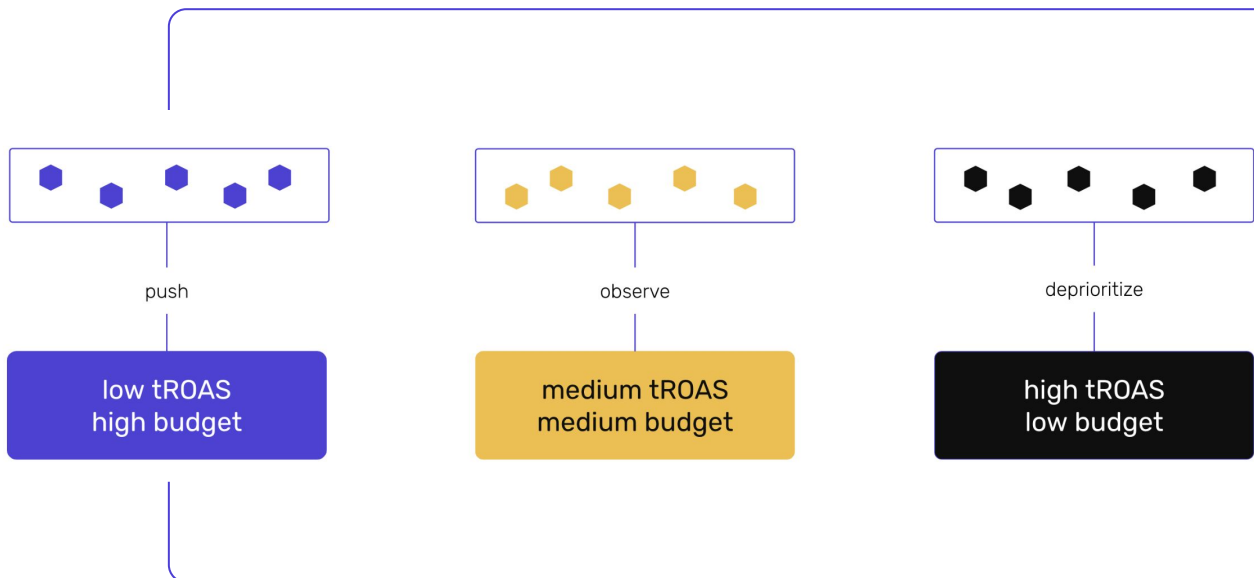
THG's PMax strategy followed **three key components:**

Multi-dimensional product segmentation

- THG is able to sort their products by a multitude of important business metrics, **ensuring alignment with their strategic goals.**
- **A predictive smart AI score** uncovers products with hidden potential by **analyzing a multitude of diverse business data.**
- THG sharpens their marketing focus by ensuring **campaigns are deeply aligned with their business goals.**



Our proprietary **smart AI score** analyzed THG's product data to identify patterns and product potential based on factors like first-party brands and product locations. This allowed THG to **customize their campaigns to seamlessly match these factors.**



Automated campaign generation:

- The software then **dynamically segments** products into campaigns, **setting appropriate tROAS goals and budgets for each.**
- To factor in potential shifts in business goals and product lineups, this process is refreshed daily. Guaranteeing that THG's **250,000+ products** are always advertised **through the most suitable campaigns.**

This approach ensured campaigns that were **closely aligned with the company's business goals** and the unique needs of THG's customers.

Last, but not least, **the third step in their strategy brought them ...**

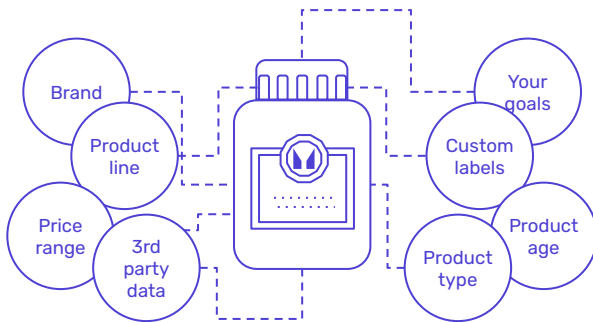
Unprecedented performance insights:

- By fine-tuning their goals within the software, THG's teams maintain control over their campaigns, **while directly monitoring their performance.**
- Additionally, our PPC experts support THG's in-house teams by offering strategic know-how to inform critical business decisions. **As well as crucial competition insights, benchmark reports and custom dashboards.**

To see the impact of this strategy, have a look at **THG's Myprotein success story ...**

Myprotein

Myprotein leveraged smec's Campaign Orchestrator to prioritize high-value products and navigate the unique challenges of the global sports nutrition market.



A flagship brand under THG's 'Nutrition' division, Myprotein is the **world's leading online sports nutrition retailer**. They offer an extensive range of products, from protein powders and supplements to health snacks and drinks, alongside a line of activewear under the 'MP' brand.

To get the most out of their PMax campaigns, Myprotein's strategy had to **reflect its unique position in the market and its distinct product range**. This involved tailoring smec's **Campaign Orchestrator** to:

1. Prioritize premium products
2. Boost their brand identity
3. Focus on items with strong sales and new customer appeal.

Here are the **key business metrics** Myprotein focused on:

Product price:

Myprotein prioritized high-value items to increase cart value and margins to boost overall growth.

Product type:

Focusing more on nutrition products meant aligning campaigns with Myprotein's core brand identity.

Sales impact:

The team wanted to enhance revenue impact by focusing campaigns on items that perform well in terms of conversions and average order value (AOV).

New customer rate:

This metric helps to identify products that appeal to new customers, enabling more effective ad targeting for customer acquisition.

Product power push

With the goal to boost both their traffic and overall revenue, Myprotein overcame PMax's inherent shortcomings by feeding its algorithm with granular item-level data.

A large part of Myprotein's multi-dimensional product segmentation strategy was focused on **pushing premium-priced products**.

Recognizing the potential of these items to **elevate shopping cart values and secure higher profit margins**, this strategy was pivotal in driving a **healthy revenue growth**.

But pushing premium products was only one part of their strategy. To reinforce their position as

After analysing THG's product catalog based on **key business metrics** i.e. **product price, type, and margin**, the Campaign Orchestrator then uses these metrics to define the **conversion potential** of each item. Afterwards, it **dynamically segments** products into **4 distinct campaigns**:

market leaders, Myprotein needed PMax to highlight their **sports nutrition items**.

Adjusting our Dynamic Segments feature with critical item-level data of their nutritional product line allowed them to:

- Prioritize nutrition products to **enhance traffic and revenue**.
- Serve up their **activewear products as potential up-sell items** for browsing customers.

This strategic step not only boosted Myprotein's brand; it **significantly increased the average order value (AOV)**.

Being an international company means branching out to uncharted markets. For this, **acquiring new customers is key**. Our solution helped achieve this with ...

One campaign for **products with HIGH conversion potential**.

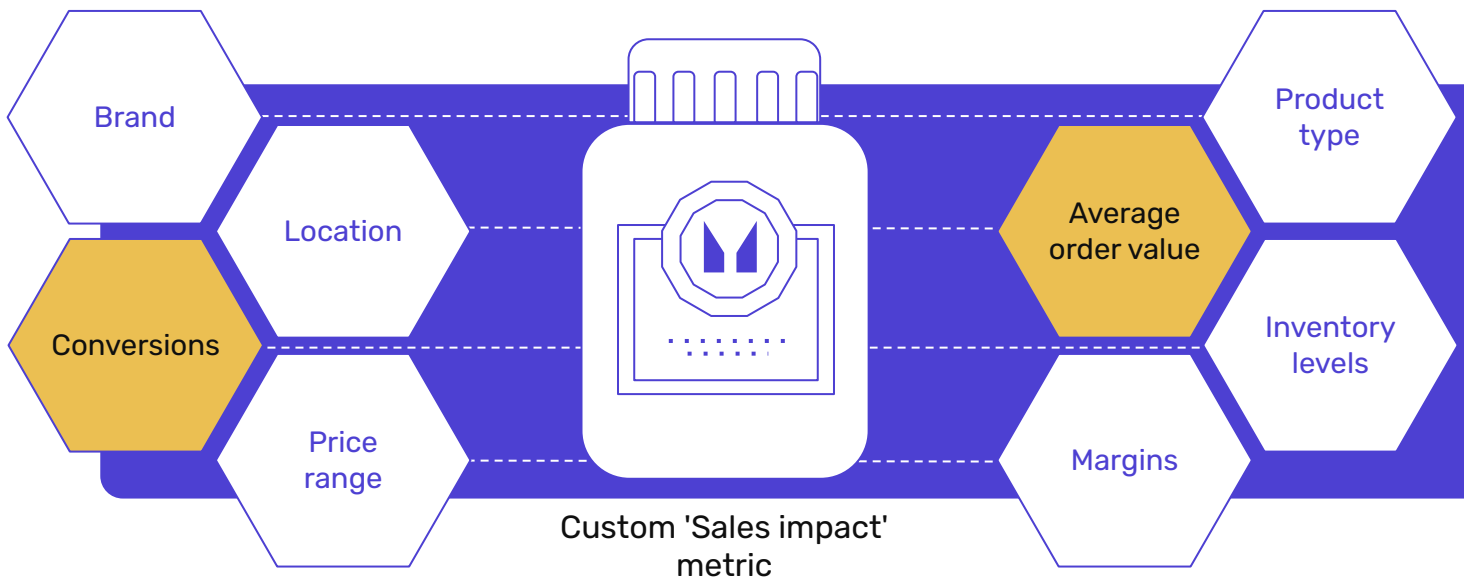
One campaign for **products with MEDIUM conversion potential**.

One campaign for **products with LOW conversion potential**.

One campaign for **products with UP-SELL potential** (for browsing customers).

Impactful custom metrics

... **customized metrics** that identify high-conversion products and items most likely to attract new customers.



Submitting a feed with a **custom 'Sales impact' indicator** showing whether an item performs well in terms of conversions and average order value (AOV) allowed the team to also **push products with a proven impact on sales numbers more strongly.**

But it's not only important to push products with a proven track record on sales. Myprotein wanted to know what products can drive the **acquisition of new customers.** This is where a **'New Customer Rate'** metric can come into play.

Since different campaign types are particularly effective for different strategies, Myprotein's team is currently testing this custom metric to **take advantage of**

Google's entire Ads offering. With this **'New Customer Rate' metric,** Myprotein can leverage:

- **PMax campaigns,** with their wide range of ad formats and broader reach, **to reach new customers** not yet familiar with the Myprotein brand.
- **Shopping Ads campaigns,** which are more targeted, **to attract existing customers** already familiar with the brand and **most likely to make another purchase.**

The goal is to **harness** each **campaign type** to its **full potential,** maximizing customer engagement and **driving further brand growth.**

Strength in numbers

Automating their PMax campaigns with strategically important metrics brought **Myprotein unprecedented growth.**

Initially, Myprotein struggled with making PMax efficiently handle their extensive catalog. While PMax offered broad reach, it lacked the precision needed to achieve their **goals of promoting high-value nutrition products and bolstering brand identity.**

Our **Campaign Orchestrator** helped them overcome these hurdles:

Dynamic Segments allowed Myprotein to **categorize their offering based on multi-dimensional business metrics.**

Automated campaign generation then created campaigns in line with **specific targets and budgets for each product segment.**

Through rigorous A/B testing and **matched market geo experiments,** Myprotein gained **deep insights** into campaign effectiveness across different regions. Allowing for **constant refinement and optimization of their campaigns.**

The results speak for themselves. Myprotein experienced a staggering **522% revenue increase in key markets like Ireland,** testament to smec's tailored, data-driven approach.



The numbers have been measured YoY (comparison March-June).

A knockout success

THG achieved global success across all stores.

Beyond Myprotein, smec's Campaign Orchestrator allowed THG to realize their individual shops' goals. All while **reducing the time spent on tedious and error-prone manual tasks.**

Multi-dimensional product segmentation aligned their campaigns with business goals.

A/B testing and Geo-Split experiments helped them finetune their campaigns.

THG achieved **+522% more revenue** for Myprotein in the key market of Ireland.

"smec's Campaign Orchestrator opened up a whole new level of efficiency for Myprotein's campaigns.

It significantly boosted our campaigns' effectiveness with a tangible impact on our earnings.

Focusing on our strategically important products helped us sharpen our marketing approach - leading to truly impressive revenue growth.

We're thrilled with what we've achieved with smec and are looking forward to what's next."

Mason Park
Paid Media Lead
THG

Beyond Nutrition - Results for THG's Beauty division:

+42%

Revenue for CultBeauty

+39%

Revenue for LOOKFANTASTIC

The numbers have been measured YoY
(comparison March-June).

Enhanced performance

Smarter Ecommerce (smec) is a **leading PPC software provider** and performance marketing agency optimizing Google and Microsoft Ads for online retailers.

Our **AI-driven platform** uses **your first-party data** (like profit margins and CLV) to optimize campaigns toward **critical business goals**, such as profitability and AOV growth.

Predictive AI adjusts ROAS and allocates budgets **across campaigns** to improve performance.

Automating routine PPC tasks, smec enables teams to **focus on strategy** rather than manual execution.

Why smec?

Recognized expertise:



Award-winning technology:



Beyond technology, smec delivers **full-service agency** support across Google, Microsoft, Meta, and programmatic channels, including **full-funnel strategy, data engineering, and analytics**.

Founded in 2007, smec is a **Google Premier Partner** and three-time **Microsoft Retail Partner of the Year**, managing over **€500M in ad spend** and driving **€5B+** in annual ecommerce revenue.

500M

Google Ads budget under management

5B

Annual revenue generated for clients

115+

Performance Marketing experts

49

Countries we are active in

Contact us