

How Béaba's Online Acquisition Strategy Matured

KEY METRICS



+80%
Revenue



+69%
ROAS



+7%
Ad Spend

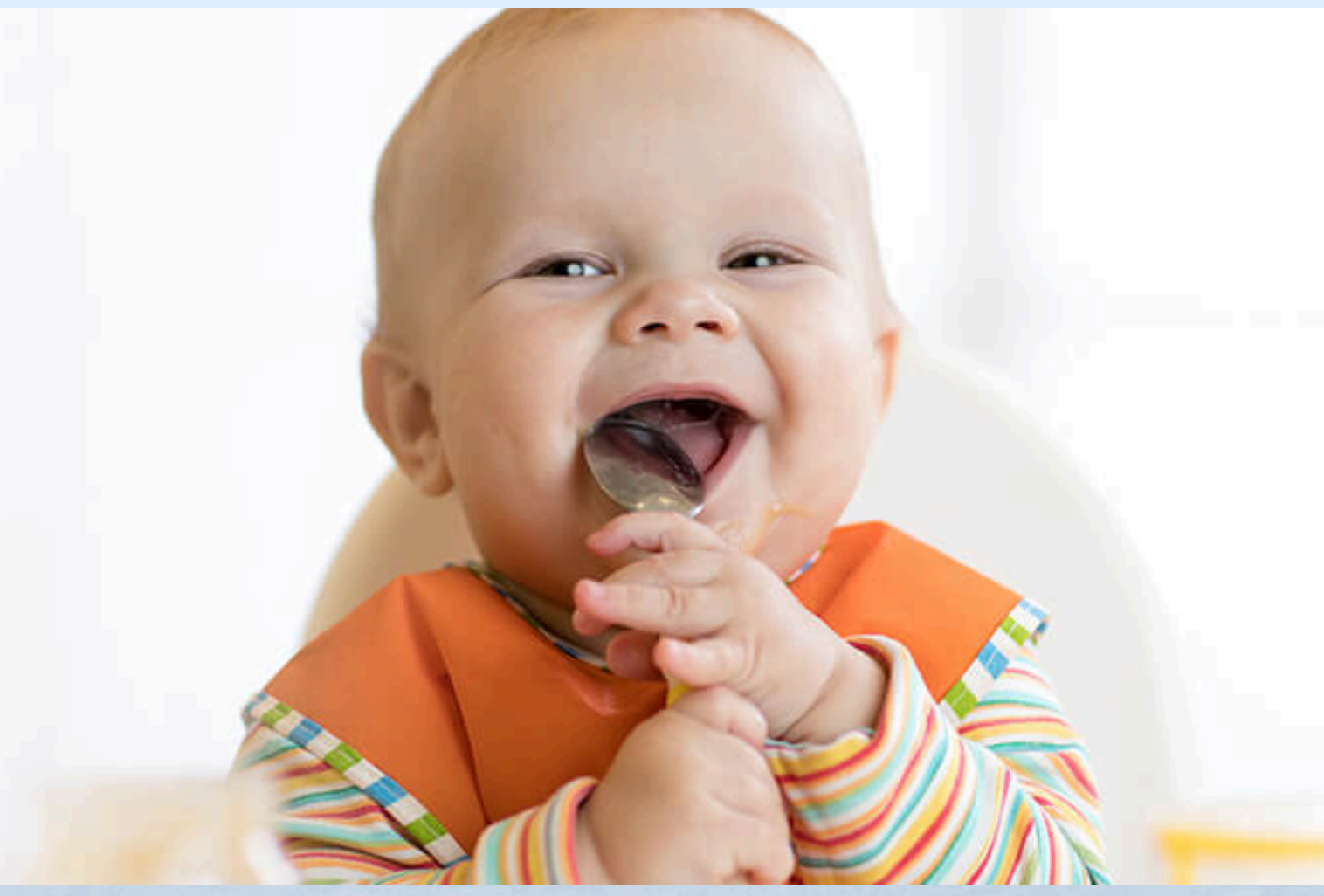
It's a Process

Connecting with new customers online is challenging for any brand, but it's especially difficult in the children's product industry, where trust and parental confidence are critical. Breaking through this barrier can seem overwhelming for emerging brands in new markets. However, with a targeted digital marketing strategy, brands like Béaba can successfully reach parents who prioritize quality and innovation for their children.

Béaba recently partnered with Logical Position to revamp its online acquisition strategy, focusing on attracting a broader audience of discerning parents. The insights from this collaboration provide a clear roadmap that other baby care brands can use to succeed in a crowded market.

ABOUT BÉABA

Based in Oyonnax, France, **Béaba** is a European baby product leader who has simplified parenting since 1989. Known for its innovative Babycook, a multifunctional baby food processor, Béaba designs ergonomically practical products that make daily life easier for parents. Béaba offers a range of feeding, nursery, and on-the-go solutions with a focus on quality, safety, and modern aesthetics. Driven by a passion for innovation, Béaba continues to set the standard in baby care, helping parents focus on what matters most — time with their little ones.



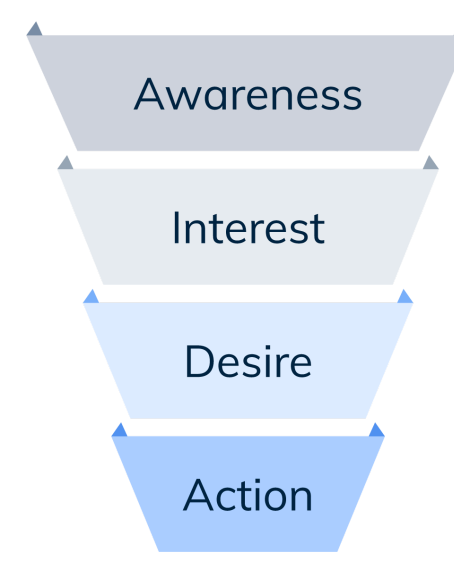
Partnering with Logical Position has been a game-changer for our expansion in North America. They've helped us achieve our immediate goals and maintained a collaborative approach in establishing new targets to overcome. Together, we've turned insights into impactful strategies that have helped our brand find its footing.

— Ivana Ostroľuchanin, Senior Brand Manager, Béaba Family Brands

HATCHING A PLAN

Fixing the Funnel

The ultimate goal for Béaba was to capture market share in America without sacrificing return targets. To do that, they needed to resolve issues on Google Shopping to capture the lowest-hanging fruit from active shoppers looking for their products. The focus eventually shifted to engaging new audiences with top-of-funnel brand awareness campaigns, eventually leading to expansion on Paid Social and Amazon under LP management, but first things first...



PAID SEARCH

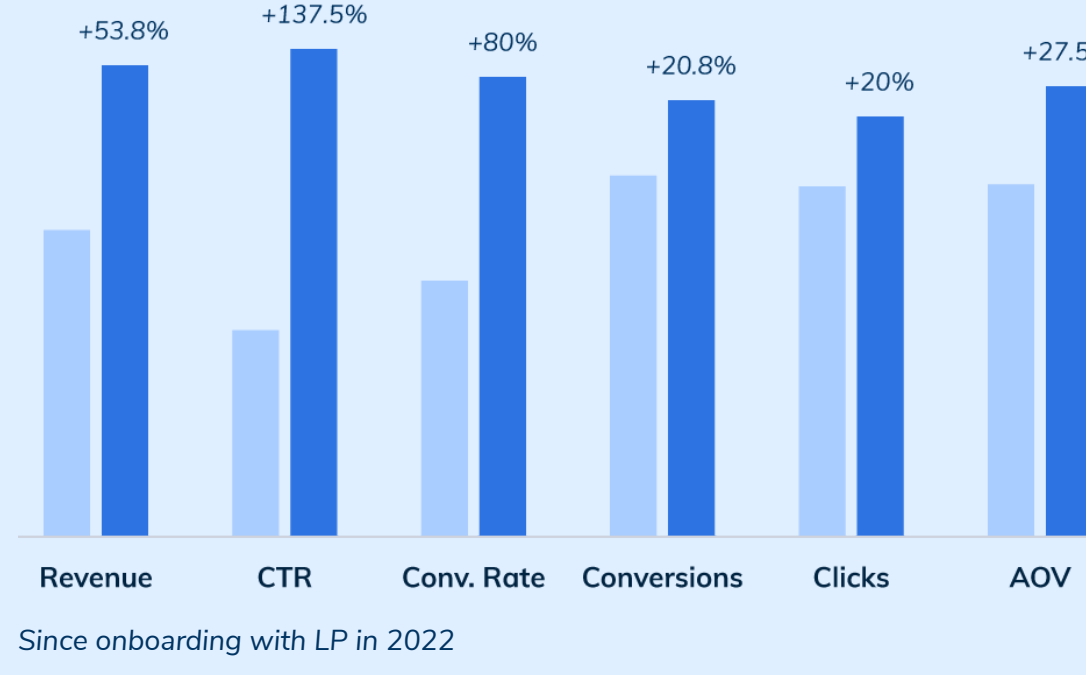
Areas of Improvements

Béaba's previous agency faced challenges with Google Shopping that stifled its marketing growth. After addressing these issues with our data feed team, we completely restructured their account. Our analysts consolidated non-brand keywords to boost campaign performance and implemented negative keywords to enhance efficiency and traffic quality. The account data matured with these improvements, paving the way for significant scaling and growth, driving gross account metrics across their entire marketing portfolio.

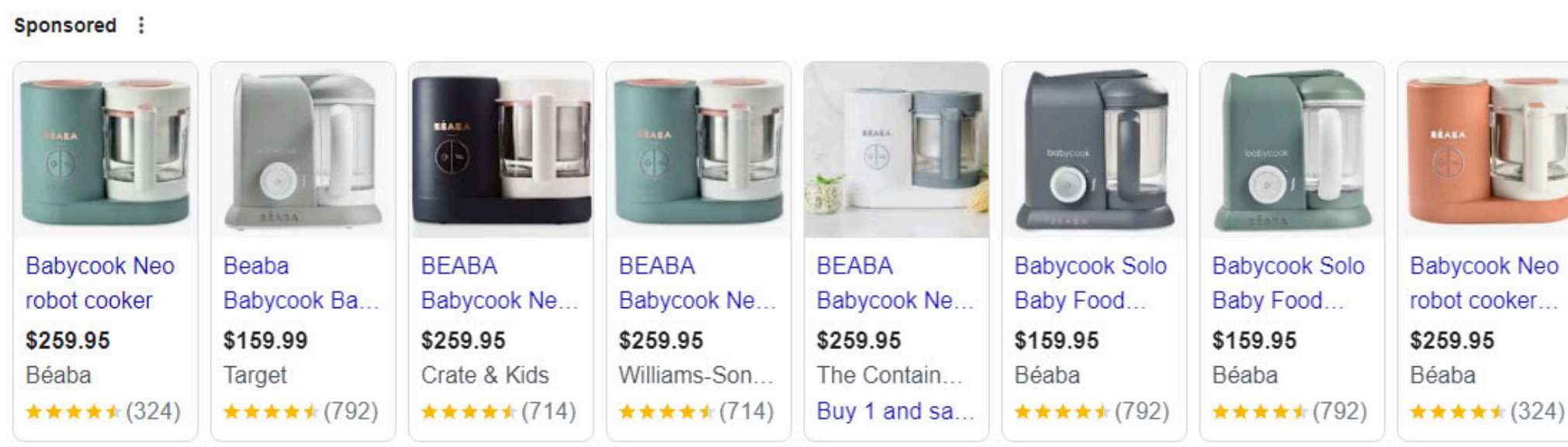


Results

In the last year, our marketing efforts contributed significantly to Béaba's bottom line across North America. There was a 7% drop in ad spend compared to a 24% increase in revenue, which is a 33% increase in efficiency, ultimately increasing ROAS from 3x to 4x.



Merchandising the Data Feed

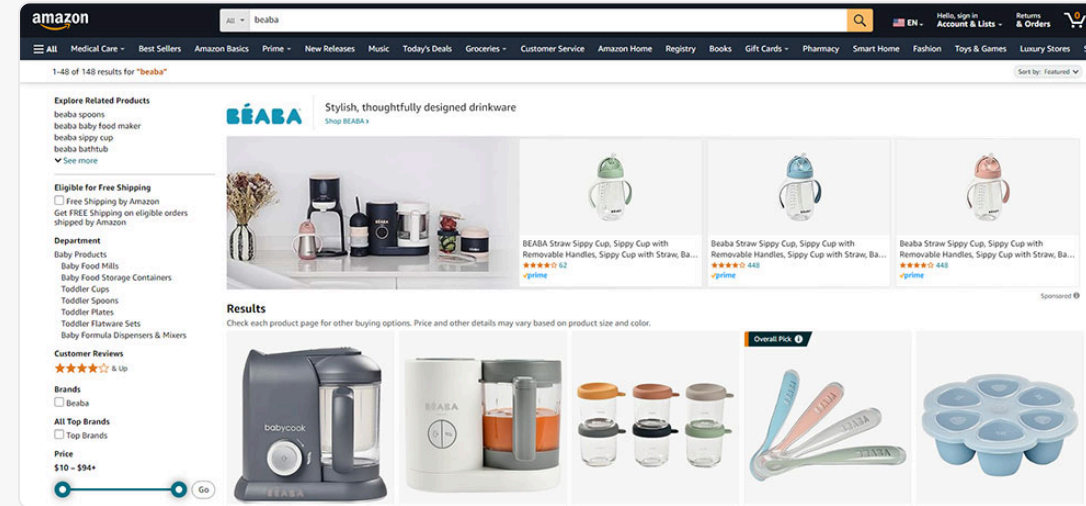
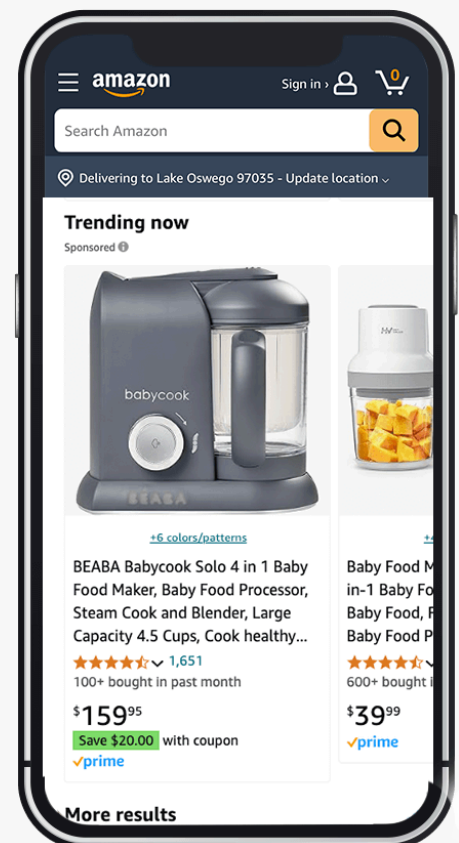


AMAZON ADVERTISING

Areas of Improvements

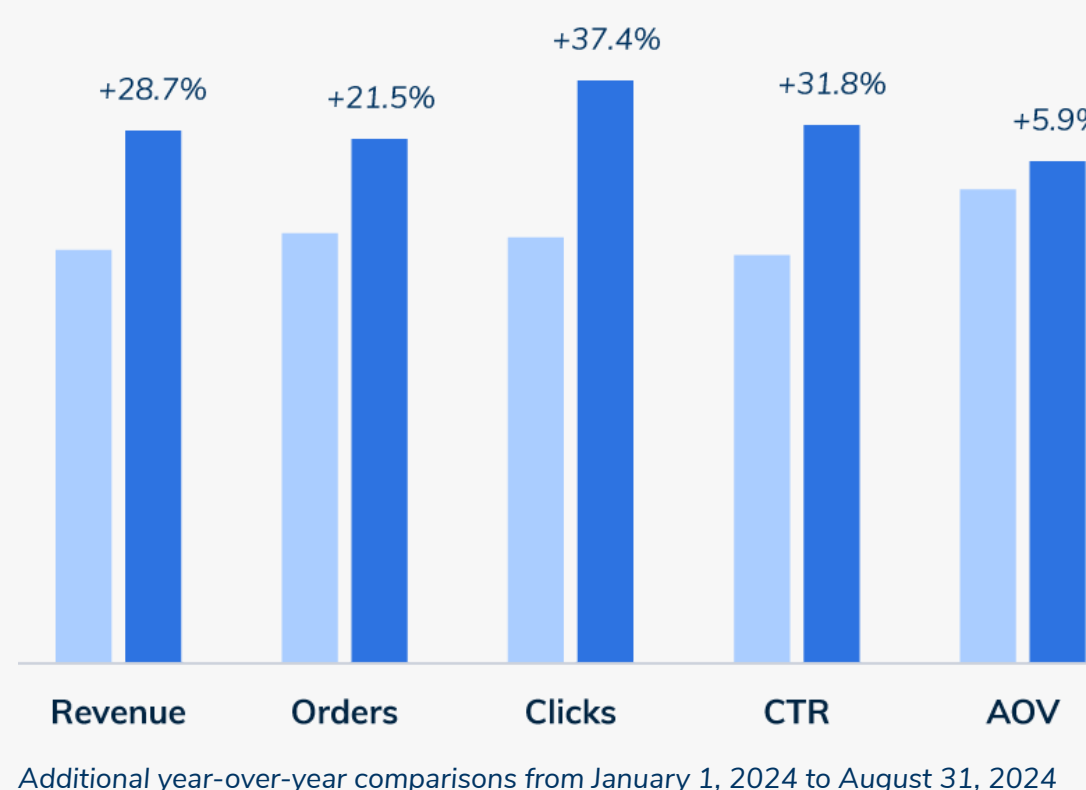
To measure the impact on Amazon ads, we segmented Béaba's products by single keyword ad groups to identify top-converting search terms. We directed more ad spend towards these high-performing campaigns, improving efficiency while providing crucial insights into which search terms and ad placements drove sales.

Once the campaigns gained traction, we further segmented branded and non-branded terms to distinguish between new and existing customers while leveraging competitor campaigns to expand our reach and remain competitive in a crowded market. Using negative keywords, we effectively targeted first-time buyers and expanded Béaba's reach.



Results

Among various advertising channels, Amazon was a critical component in driving customer acquisition at scale due to its high conversion potential, resulting in a 12.83 ACOS for Béaba.



META ADVERTISING

Building on our success in search, we shifted our focus to the top of the funnel with campaigns targeted at interest-based audiences to find new users and drive branded search volume. We tested a range of creatives to enhance our social media prospecting campaigns and introduce Béaba's products to new parents. We crafted high-performing ads showcasing our baby care solutions and leveraged historical pixel data to target general-interest audiences. This approach improved our overall account ROAS, achieving a 1x return from prospecting campaigns, which typically serve as top-of-funnel loss leaders.

To boost social commerce, our mid-funnel campaigns focused on site visitors and ad engagers, delivering dynamic product ads featuring Béaba's flagship baby food processors, feeding essentials, and nursery items. These ads were tailored to users' browsing history, previous interactions, and abandoned carts, resulting in 441,789 users that engaged with our ads.

IMPACT

As an international subsidiary, gaining confidence from the global HQ is the biggest struggle to overcome. In this case, that meant the ability to spend more on advertising with quantifiable results to substantiate the expansion and drive growth for the business. As evidenced above, the marketing budget and platform management under LP increased, allowing Béaba USA to benefit from a halo effect on its marketing efforts.

Beyond northern expansion, LP added two international businesses under the Béaba corporate umbrella to our campaign management portfolio. Spanish-based Suavinex specializes in baby bottles and pacifiers, and Belgium-based Childhome, which sells newborn furniture, changing tables, and practical equipment to assist new parents.



Tips For Achieving Similar Results

- 📍 Delineate business URL attribution in the GMC to more accurately measure impact.
- 📦 Incorporate proper feed management to drive volume on available products.
- 👤 Consider lifetime value alongside new-to-brand buyers to scale campaign reach.
- 👥 Leverage product referrals with brand loyalists to drive immediate gains.
- 🗣️ Engage your audience on social media to drive branded search volume.

Is your business in need of a grown-up digital marketing strategy? Contact us today to learn how our team can help your business reach its full potential.

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