

SUCCESS STORY

Naturtreu Secures Peak Q1 Season and Boosts New Customer ROAS in Brand Campaigns by 70% with Google Shopping (CSS)



The challenge

Naturtreu is a leading premium German supplement brand dedicated to science-backed dietary and nutritional products. Ahead of our most critical sales window in Q1, we switched our flagship account to Google Shopping (CSS) to unlock greater efficiency and boost new customer acquisition. However, the initial transition hit a performance plateau, raising concerns that stagnation during our highest-stakes trading period could compromise peak results.

“Our strong partnership with the Google Shopping (CSS) team has enabled us to sustain customer acquisition and scale our business during seasonal peaks.”



Paula Heimbichner

Senior Performance Marketing Manager,
Naturtreu

The approach

As Senior Performance Marketing Manager at Naturtreu, I oversee digital growth and customer acquisition strategies. To protect our peak season and unlock the platform's full potential, we worked closely with our Account Manager, Jennifer Lemanski, and the Google Shopping (CSS) team deeply integrated themselves into our strategy using their **Shopping Success** framework and expert recommendations. Key elements of our approach included:



New Customer Value Recalibration: We overhauled our strategy by recalibrating New Customer Values to prioritize high-value, long-term brand growth.



Advanced Exclusion Controls: We leveraged Google Ads' advanced controls to implement strict Brand and Format-level Exclusions to eliminate budget misallocation.



Advanced Audience Targeting: We integrated precision audience targeting to capture high-intent shoppers previously missed under our old account setup.





The results

The impact of these tactical adjustments transformed our flagship account within just 14 days, securing the success of our Q1 peak season. Our optimized strategy yielded exceptional results:

- ✓ **+70% New Customer ROAS for our Brand Campaign:**
Our brand-specific campaigns experienced a monumental efficiency spike, maximizing the value of our core search terms.
- ✓ **+16% New Customer ROAS across all campaigns:**
Our overall account efficiency for acquiring new shoppers surged significantly within two weeks.
- ✓ **Flagship Account Stabilization:** We successfully secured and optimized our daily spend in alignment with our business priorities during our highest-stakes trading window.

+70%
Brand campaign
customer ROAS

+16%
All campaign
customer ROAS

Looking forward

Moving forward, we view Google Shopping (CSS) as an indispensable partner after proving its ability to support the optimisation of our highest-spending campaigns under peak season pressure.

We intend to build on these high-precision recommendations by continuing our close partnership with the Google Shopping (CSS) team, leveraging their ongoing guidance, Growth Reports and insights to sustain new customer growth and scale future seasonal peaks with total confidence.

About Naturtreu

Naturtreu is a premium German supplement brand dedicated to delivering high-quality, science-backed dietary and nutritional products.

Tailored to health-conscious consumers, the brand focuses on natural ingredients and premium formulations to support holistic well-being across the European e-commerce landscape.

What is Google Shopping?

Google Shopping is Google's CSS and a Premium CSS Partner that helps businesses grow by selling more and better across Europe, delivering outstanding Google quality service.

A Comparison Shopping Service (CSS) is a website that collects product offers from online retailers and then sends users to the retailers' websites to make a purchase. Merchants need to work with at least one CSS to begin placing shopping ads.

