

## Platform Goals

Dermstore wanted a modern, content-driven approach to increase brand awareness and reach new customers with:

- Efficient **Customer Acquisition**
- Higher Engagement on Content
- **Scalable** Growth for Repeatable Success
- 100% **Brand Safety**

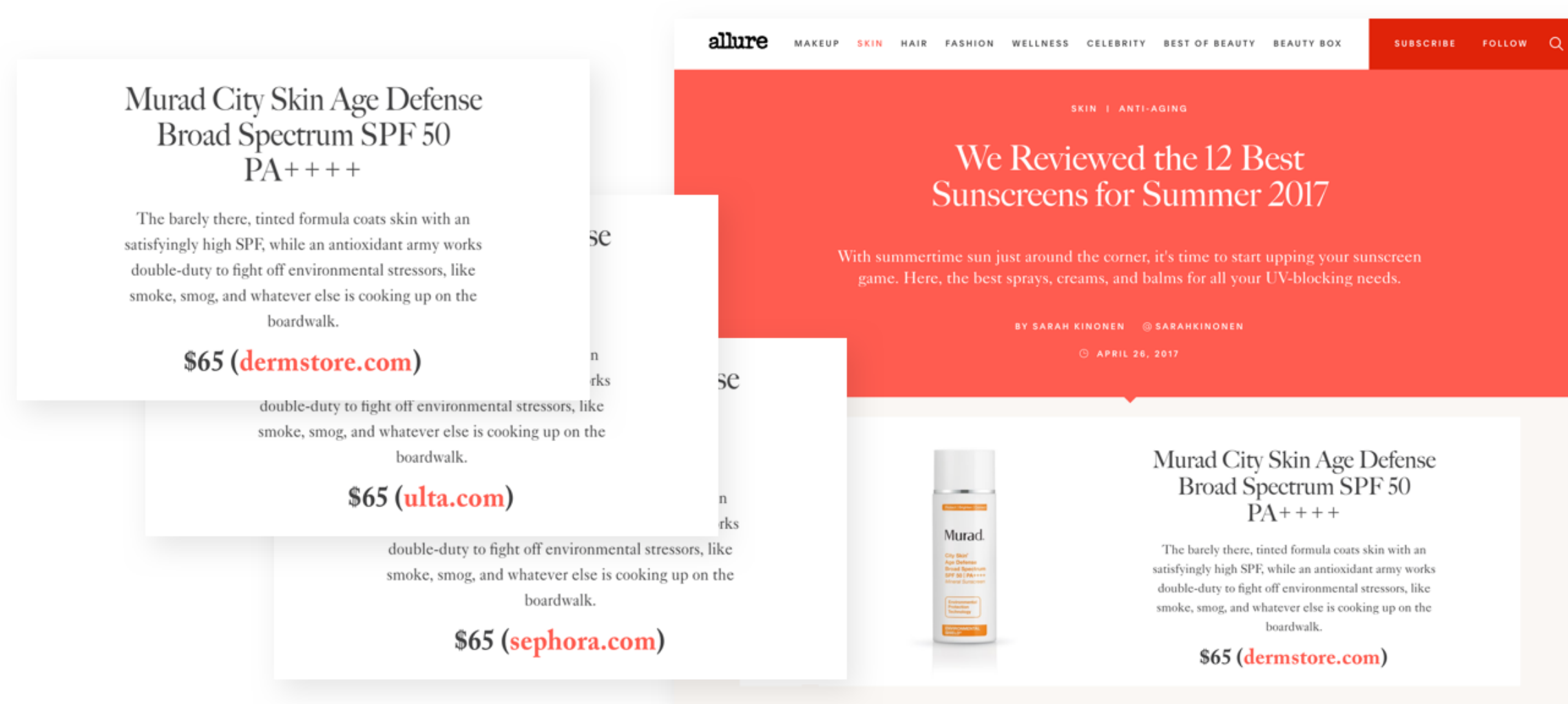
## Challenges

- **High Cost:** Creating assets for native advertising content has always been costly, and keeping pace with today's trends is nearly impossible.
- **Poor User Experience:** Products featured in Sponsored Posts frequently go out of stock, creating bad user experiences and driving unproductive traffic.
- **Low Engagement:** Click through rate on standard banner advertising is 0.06% - a historical low.
- **Brand Safety:** Many Content Discovery networks are not 100% brand safe.

## Results

Narrativ's patent-pending SmartLink technology identified a huge opportunity - organic content that featured Dermstore products was linking to competitors **92% of the time**.

Through Narrativ's platform, Dermstore started outbidding competitors - **5x'ing their share of voice** in premium beauty content, while driving new customer growth. SmartLinks also eliminated link rot (out of stock product pages) by dynamically redirecting shoppers without disrupting their consumer experience.



**Content marketing, meet AI.**

*Patent-pending Smart Links*

**+685%**

**Revenue Growth**

ROI increased +67% YoY, demonstrating truly scalable acquisition

**1.2%**

**Click Through Rate**

+1000% lift in engagement compared to benchmark for banner ads

**\$0**

**Production Cost**

Tapping into premium, 100% brand safe content requires only a product feed