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Clarins Case Study

Return on ad spend (ROAS) improved significantly for Clarins, climbing by 114% after feed and content optimizations.
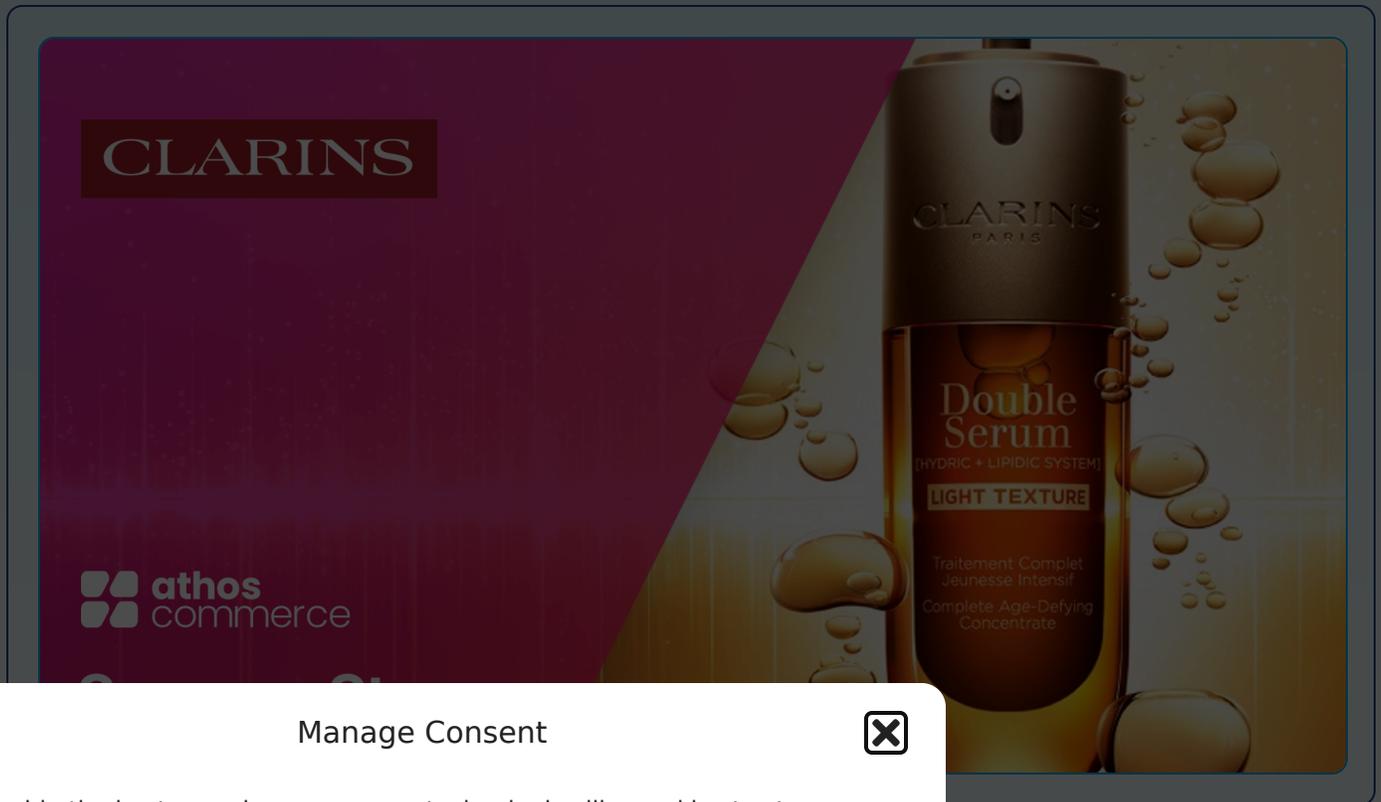
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+115%

increase in shopper clicks

+114%

return on ad spend

The Brand

Clarins is a globally recognized beauty and skincare brand known for combining innovation and natural ingredients to deliver high-performance products. Headquartered in Paris and available in more than 150 countries through ecommerce, retail, and distribution channels, Clarins is a premium brand trusted by millions of customers worldwide. With a strong commitment to sustainable practices and exceptional customer experiences, the brand continuously invests in new digital technologies to improve visibility, engagement, and operational efficiency.

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Clarins manages a large and diverse product catalog across multiple markets and retail

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Errors within these feeds—ranging from incomplete product attributes to mismatches and disapprovals—were difficult to identify and slow to resolve. Clarins' ecommerce and digital marketing teams often had to perform manual reviews or wait on IT support, which introduced delays and limited their ability to respond quickly to issues. This limited their Google Shopping impressions and clicks and, in turn, fewer visits to their website.

The brand needed a more efficient way to manage and monitor product feed health in real time. Without centralized visibility or automated alerts, even small errors could negatively impact visibility and performance. For a premium brand like Clarins, ensuring accurate and high-quality product data was essential—not only for compliance, but for delivering a consistent experience across digital touchpoints.

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Organic cocoa

*Organic ingredient
with Europ

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To streamline operations and optimize product performance across channels, Clarins

With intuitive automations and a flexible Label Manager, the team was able to eliminate repetitive tasks, organize products more efficiently, and create dynamic product groups. This freed up time for higher-value work while improving campaign agility. Clarins also gained access to powerful tools like the Data Visualizer and Product Viewer, which gave them a clear view of the product flow from catalog to consumer and made it easier to resolve issues quickly.

Training and support from Athos Commerce's Intelligent Reach team helped the Clarins team become proficient in managing their own feeds. With the ability to spot and fix data issues independently—without relying on developers or third-party support—they improved time-to-resolution and feed health across the board.

To further maximize visibility, Clarins used Intelligent Reach's built-in A/B testing capabilities. The team ran continuous experiments at scale, comparing performance of different feed variations to see what changes would drive the most impressions and conversions. These insights empowered Clarins to take a more data-driven approach to product feed optimization.

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With Athos Commerce's Intelligent Reach solutions in place, Clarins achieved a new level of

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The impact on performance was immediate and measurable. Clarins saw a 185% increase in product impressions, a 115% boost in shopper clicks, and a 322% rise in revenue. Return on ad spend (ROAS) also improved significantly, climbing by 114%.

As product listings became more complete, compliant, and tailored to individual channels, campaign results improved across the board. Clarins also benefited from greater operational efficiency—freeing up the ecommerce team to focus on strategy and expansion rather than troubleshooting.

By enabling faster adaptation of feeds across regions, the brand remained agile in a competitive digital retail environment. With better data quality and more consistent visibility, Clarins delivered a cohesive, high-performance experience to shoppers worldwide.

Partner with Athos Commerce to transform your ecommerce store. With proven tools and expertise in search and merchandising, we empower businesses to achieve measurable growth. Contact us today to start optimizing your store for success.

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