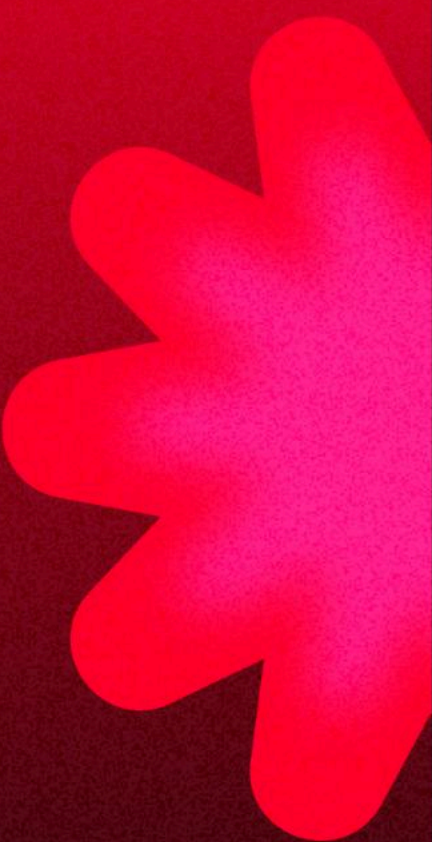


17% increase **↑**
in platform sales
with **YouTube**
Partnership Ads



**This Body
Sunscreen**





17%

increase in platform sales with
YouTube Partnership Ads

4000%

profitability in video ROAS

9.6%

view rate, outperforming
industry benchmark



The Challenge

Deconstruct, a new-age skincare brand focused on profitable growth, was ready to evolve its strategy beyond Performance Max to accelerate scale. The key opportunity was to **unlock the full potential of video** for both customer acquisition and remarketing, turning it into a consistent and profitable growth channel.



The Approach

- ✦ Deconstruct used Google Analytics 4 attribution, engagement reports, and industry benchmarks to build confidence in YouTube's role within its media mix.
- ✦ They then repurposed influencer videos from major creators as Partnership Ads and activated them through Demand Gen campaigns.
- ✦ To grow reach and impact, they targeted audiences interested in skincare using custom audience expansion.

