



**How Jergens surpassed their own  
growth goals with the help of Search  
Nuture and Instacart Ads.**

**Case Study**



**Industry**  
Skin Care



**Location**  
Worldwide

## Summary

*In this series, Working with Instacart Ads, we take a look at real-world examples of brand partners who have successfully used Instacart Ads to meet, and exceed, their advertising objectives.*

In this article, we look at the success story of Jergens + Search Nurture. Since launching on Instacart Ads with our partner Search Nurture, Jergens has seen:

 **An increased basket penetration by 289%**

 **Sales increase by 347% from a budget increase of 233%**

## The Client Jergens

Since 1901, Jergens skin care has been a leading, trusted brand for moisturizing products.

As a long-established brand, Jergens prioritizes innovative ways to expand awareness and growth by diversifying channels and reaching new audiences.

Search Nurture is a full-stack digital marketing agency specialising in retail advertising. Boasting years of experience and success with brands across retailers and eCommerce, their team can give brands incredible traction with Instacart's rapidly growing audience. As a boutique agency their team acts as an extension of their clients. Search Nurture's proprietary ad management platform, SearchRAMP, provides advanced insights and scalable management to propel ad campaigns further than ever before.

Jergens wanted to find a way to grow efficiently while increasing their market share in grocery.

As a trusted Jergens partner, Search Nurture recommended investing in Instacart Ads and focusing on improving basket penetration within certain ROAS (efficiency) guidelines. Instacart provided a rapidly growing customer base of grocery customers that weren't being served elsewhere.

This provided a large and efficient marketplace to expand Jergens' reach and sales at retailers they were already working with. Additionally, with heavier products such as Jergens moisturizers, Instacart can reduce the cost of shipping.

***"Instacart provided a platform for Jergens to grow quickly in the digital aisles, as shopping behavior trended online in the last year," says Stephanie Kimutis, Sr. Brand Manager, US Jergens. "They've been a tremendous partner, allowing us to win over the "new" way of grocery shopping for our customers."***



Jergens and Search Nurture decided to invest in Instacart Ads with a focus on category terms, competitor terms, and driving new customers. Leveraging its expertise and retail advertising management platform, SearchRAMP, Search Nurture was able to achieve Jergens' goals and continue their growth. As it was the initial run, Search Nurture focused on Jergens proven core products such as the Natural Glow collection. Core products have higher stock, awareness, and review counts, contributing to greater ad effectiveness.

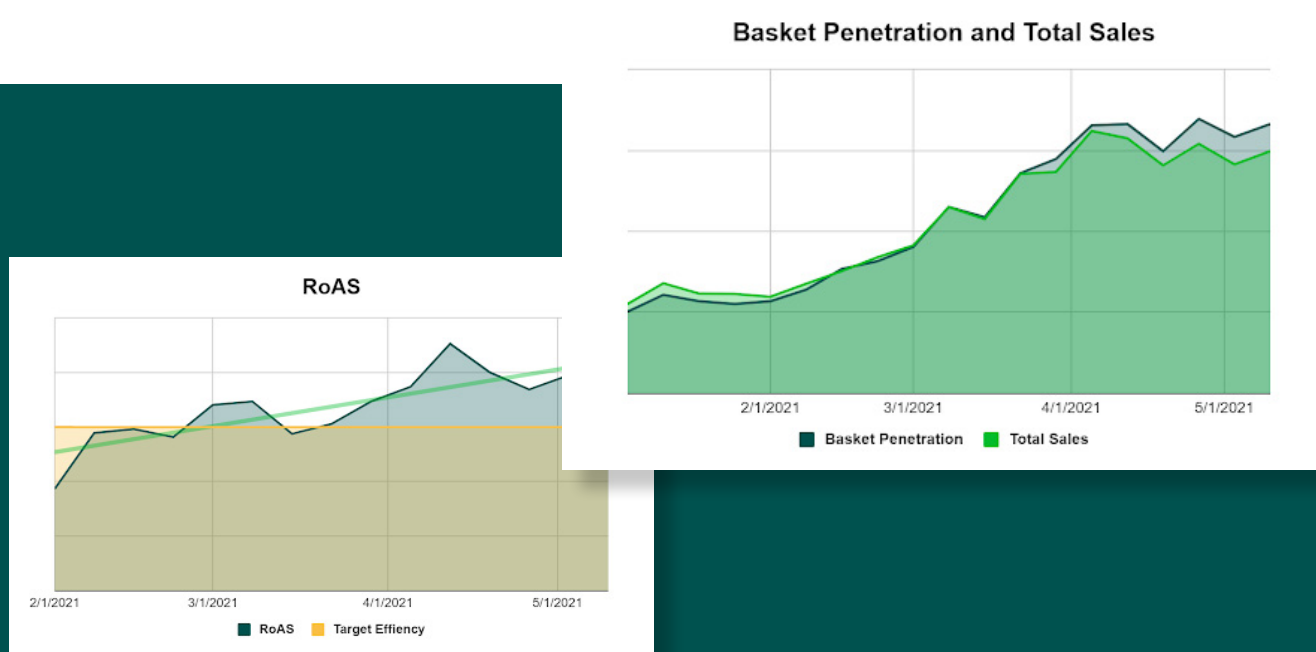
*"Search Nurture has been a strategic partner, supporting us in thinking outside the box. They're always on top of trends and partner relationships that can help us expand and grow our business. Jergens has been around for quite some time, so finding unique and new opportunities to grow is key to our success," says Stephanie, " Search Nurture definitely helps us get there. Instacart Ads is one of many success stories we've had with them over the past three years."*

Search Nurture leveraged many optimization techniques like applying adequate product budget, focusing on constantly optimizing efficient middle of the pack bids using SearchRAMPs bid rule set up, and using strategically timed bids to make sure Jergens was available when competitor products were out of stock. This is particularly effective as Instacart orders are time bound.





Leveraging the SearchRAMP platform and management from Search Nurture, Jergens was able to increase basket penetration on Instacart by 289%, while beating their efficiency goal by 77%. These compelling results led to a budget increase of 233% which in turn increased sales by 347%.



These results show the impact the platform has for CPG companies. The efficient spend and increased basket penetration enabled Jergens to continue investing further into Instacart to improve their overall reach and new customer acquisition.

*"As we continue to develop our retail advertising platform and offerings, working with Instacart has been a pleasure. Their growth in the grocery delivery space has been immense, and this partnership allows Search Nurture to offer advertising to so many different locations that help deliver our clients CPG and Grocery products straight to consumers' doors," says Spencer Padway, CEO, Search Nurture. "This provides our clients with new ways to run efficient and successful ads."*

Interested in getting started with Instacart Ads? Visit [ads.instacart.com/signup](https://ads.instacart.com/signup) to request an account. Need guidance? Connect with Search Nurture for a free analysis or consultation to take your ecommerce strategy to new levels.

 [searchnurture.com](https://searchnurture.com)  
 (510) 679-3507  
 [Hello@searchnurture.com](mailto:Hello@searchnurture.com)