



# How Looker Enabled TerraGlow to Increase Revenue by 10% Through Data-Driven Product Optimisation

WORK SAMPLE FOR MARKETING NICHE



Alt text: A close-up logo Looker

## *Unlocking Hidden Customer Segments*

### **Introduction**

In skincare, vibes aren't enough — you need data to glow.

TerraGlow was killing it on the surface — influencer hype, clean beauty creds, retail shelves stocked. From the outside? All sunshine and serums.

But behind the scenes? Sales had hit a plateau, some products were just chilling in inventory, and customer feedback was... kinda vague. The glow was starting to fade.

That's when they brought in Looker — Google Cloud's data and biz intel tool — to ditch the guesswork and actually see what was working (and what wasn't). No more relying on gut feelings — just solid, smart insights that helped them fine-tune their strategy and get back that glow-up.

The impact? A 10% lift in revenue, just by optimising product lines and rediscovering the customers hiding in plain sight.

WORK SAMPLE FROM HUMMINGFLOW.DIGITAL



## The Problem

TerraGlow had expanded rapidly—perhaps a little too rapidly. Their product lineup had swelled to over 40 SKUs, spanning serums, moisturizers, face masks, and toners. But instead of clarity, this growth brought chaos. Sales data was scattered across Shopify, Meta Ads Manager, and a third-party CRM, making it nearly impossible to get a cohesive view of performance. The team struggled to answer even the most basic yet critical questions: Which products do loyal customers keep coming back for?

Which ones are quietly dragging down revenue? Decisions about new launches were often driven by market buzz and internal gut feelings rather than solid insights. As CMO Alina Verma candidly put it, “We were listening to the loudest voices, not the most valuable ones.”

## The Challenges

### 1. Disconnected Data Sources

Marketing, sales, customer support, and inventory data were living in separate platforms. Without a unified view, TerraGlow was flying blind when it came to customer behavior and product performance.

### 2. Under-the-Radar Underperformance

Best-sellers grabbed all the attention, but Looker needed to help identify the slow burners—products that were underdelivering in high-potential customer segments.

### 3. Defining Success Beyond Sales

A product might be selling, but was it driving repeat purchases? Was it retaining high-value customers? TerraGlow needed a new definition of product “success.”

## The Solution

### The Looker Transformation

By integrating Looker across Shopify, Klaviyo, Google Analytics, and Gorgias, TerraGlow built a unified, real-time dashboard for smart, data-led decisions.

### Phase 1: Customer Discovery

Cohort analysis revealed Gen Z buyers weren’t returning, while high-LTV customers stuck to just three premium SKUs. Surprisingly, many loyal customers ignored Instagram ads—hinting at offline or referral-driven traction.



#### Phase 2: Product Deep Dive

Looker exposed that two heavily marketed face masks were flops, while the overlooked “Golden Hour Serum” had the best retention and reviews among top spenders.

#### Phase 3: Optimization in Action

Underperformers were axed. Hero products got spotlighted, bundled, and optimized with tailored messaging—boosting conversions and freeing budget.

## Conclusion



Alt text: illustration of increasing revenue

With Looker as their analytics compass, TerraGlow didn’t just declutter their product catalog—they realigned their entire marketing and merchandising strategy. Within four months:

- Revenue increased by 10%, driven by bundling, upselling, and targeted messaging.
- Inventory turnover improved by 27%.
- TerraGlow’s marketing ROAS (Return on Ad Spend) went up by 18%, thanks to better-aligned campaigns.

This case makes one thing clear: Data isn’t just for dashboards. With the right tool and the right questions, it can uncover truths your team would’ve never guessed—and your customers would never say out loud.



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### Your Text is Human written



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