



Muhlert Digital. +



SEA Case Study:

How we helped Herbathek to healthy year-on-year growth

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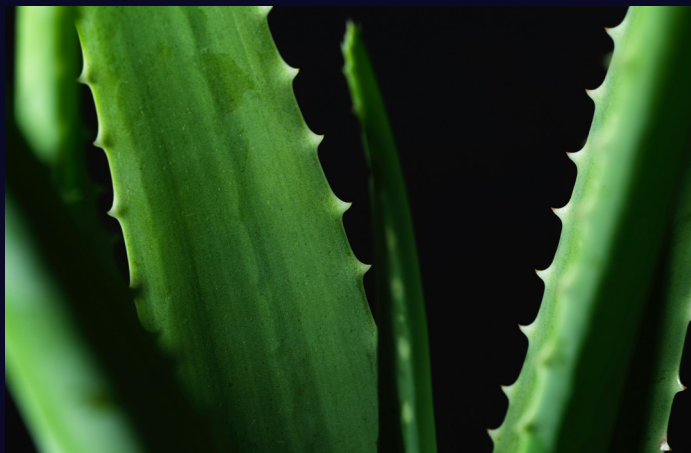
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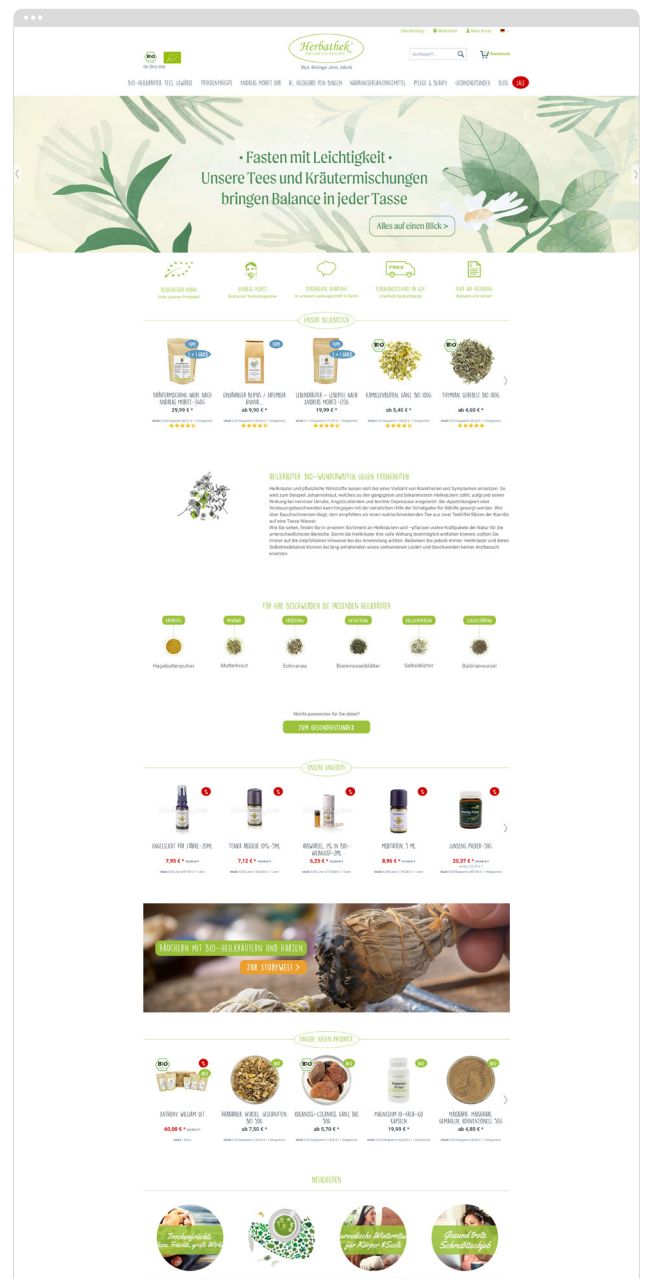
Natural remedies, digital solutions:

How we helped Herbathek to healthy year-on-year growth

Beginning life as a brick-and-mortar back in 2005, Herbathek.com is today a trusted online retailer specializing in natural remedies, medicinal plants, and spices.

Likening itself to a “medieval” pharmacy, the company combines traditional knowledge with modern technology to offer a wide range of products – from teas and tinctures to essential oils and organic skincare – to consumers across Germany and beyond.

We at Muhlert Digital have been working alongside Herbathek for several years now, and together have seen impressive year-on-year growth for their search-engine marketing efforts.





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The Challenge

Herbathek was not new to the SEM game when they first approached us to help with their marketing. First expanding into online retail in 2010, the team implemented their first SEM campaigns in 2015 and began to see steady growth. This growth brought repeat business, and saw the brand become a trusted name in the natural-health vertical – first in Germany, and eventually around the world.

But when the team approached us in 2019, things were beginning to feel a little stale. Their current agency, Herbathek felt, no longer had the drive to continue moving things forwards. They'd gone from being a key partner to just another client.

Campaign performance was satisfactory, but continuing the upward trend would require some new energy.

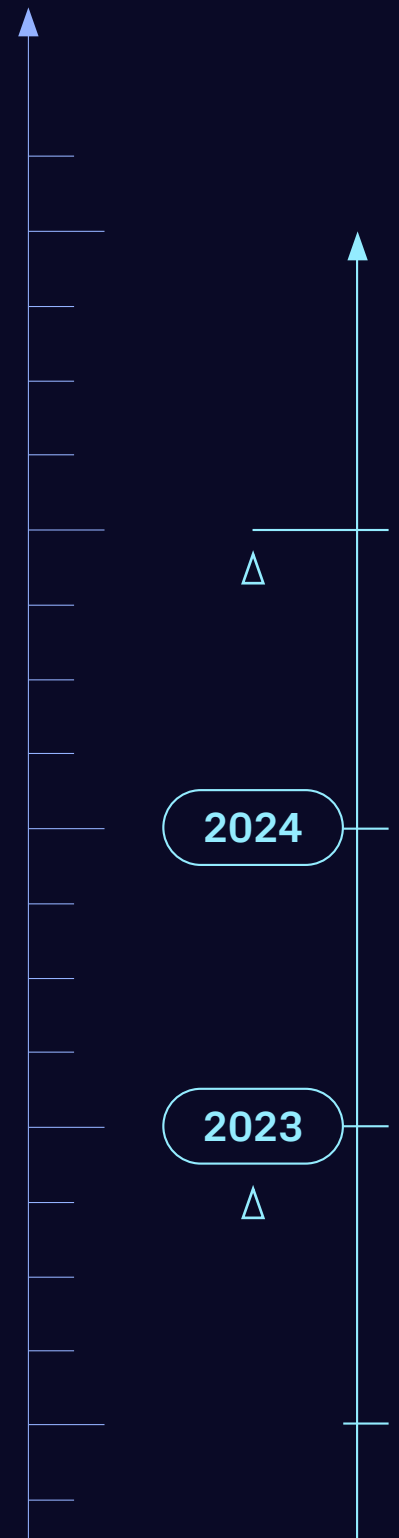
Delivering a dose of digital marketing

Changing with the times

The first thing to note about our work with Herbathek is simply that we've been working together for a while.

Five years, in the world of digital marketing, can sometimes feel like a lifetime. Times change, goalposts move, and best practices evolve – and so have our approaches.

For comparison's sake, we'll be looking at work we did with Herbathek over our two most recent full calendar years together – between 2023 and 2024. All year-on-year figures quoted on the next pages refer to that timespan.



Structure

When we started working with the Herbathek team, we moved the account to single-keyword-ad-group (SKAG) approach, as had long been considered best practice. This gave an initial performance boost, but as Google AdWords evolved and gradually removed control in favor of simplicity and a greater degree of automation, this strategy began to fall out of favour.

In order to make best use of Google Ads' new abilities, it was important to start with a robust and extensive set of metrics on conversions as well as clear goal definition – something we quickly set about ensuring we had in place. Thus followed a period of smaller structural adjustments and then, towards the beginning of 2023, we took note of our experiences with other clients alongside changing industry sentiments and decided it was time to begin trusting the algorithm a little more.



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Consolidating the account structure with a focus on return on ad spend and profit margins for different product clusters, we began – honestly, still with some degree of trepidation – to move away from what had thus far proven to be a winning approach.

**“If it ain’t broke,” they say, “don’t fix it.”
At Muhlert Digital we humbly disagree: If it ain’t broke, be sure to move slowly and test iteratively – and that’s just what we did.**



Goals and bidding

Herbathek has long held that their best route to steady growth is through a focus on overall revenue increases at the healthiest possible return on ad spend. Further to this, they place a particular premium on achieving sales to new customers.

This core philosophy is reflected in Herbathek's Google Ads setup, with in-platform KPIs for non-branded traffic and a keen eye kept on overall Marketing Efficiency Ratio (MER) and Acquisition Marketing Efficiency Ratio (aMER) derived from shop-backend data. Using these metrics, we were able to align portfolio-bidding strategies across product clusters that had similar margins to one another. All while using as much aggregation as possible in order to eventually allow the algorithm



to take over the bulk of the heavy lifting. This approach was employed alongside a healthy number of tightly related keywords in as many ad groups as necessary.

Beyond the above, we relied on long-established best practices, like separating branded and non-branded traffic across search and shopping, identifying positive and negative keywords via search term reports, and mining further keywords with DSA campaigns. We were also sure to test both ad copy and extensions to ensure our ongoing work remained rooted in a consistent qualitative basis.



The results:

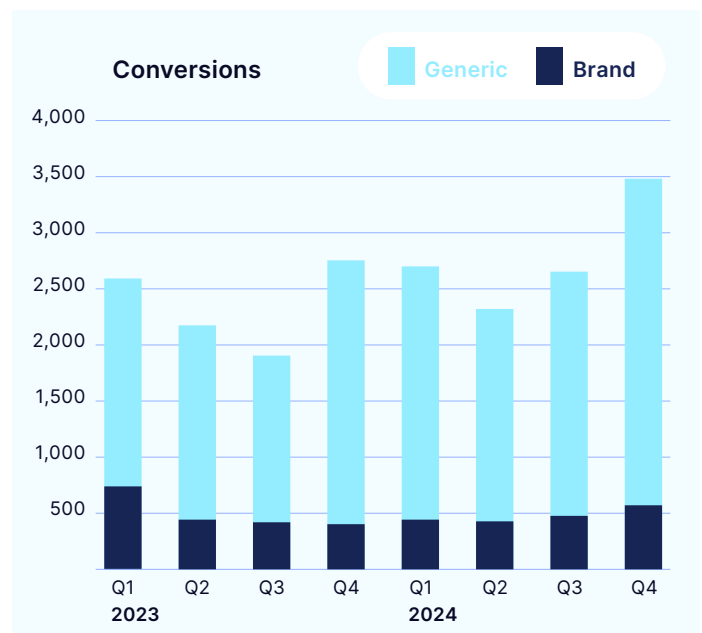
A 20% increase in sales



From 2023 to 2024, we helped facilitate almost 2,000 additional sales for Herbathek, a near 20% increase.

Allowing that Q1 and Q4 are traditionally the retailer's strongest periods, we can also see consistency growth when we compare quarter for quarter.

For Q4, the strongest quarter in both years, we see an uptick of 750 additional conversions.



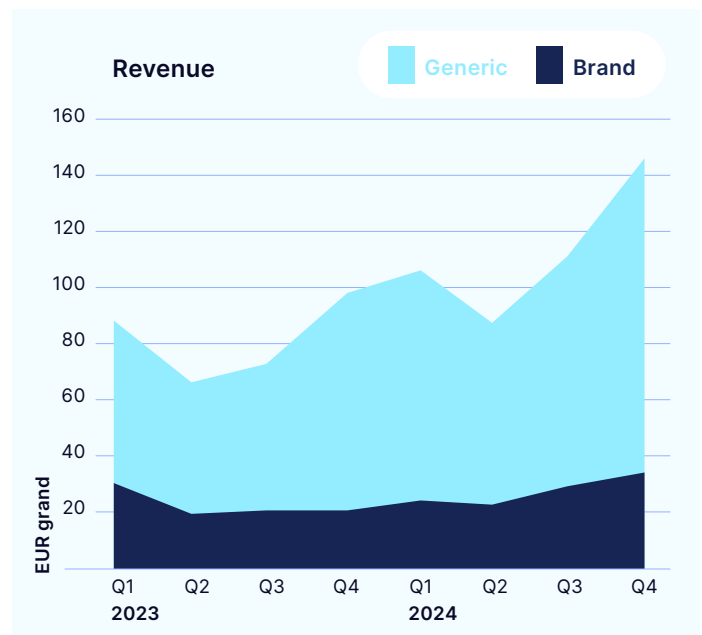
The results:



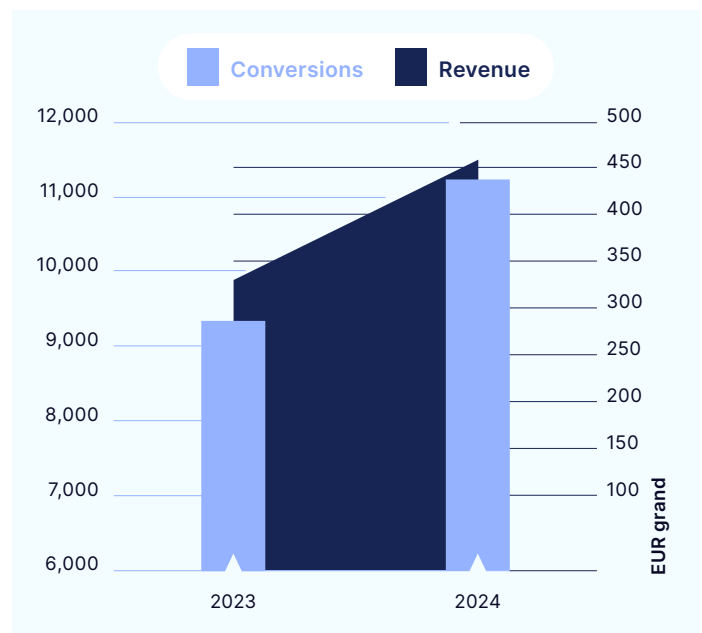
A 39% increase in revenue

Besting even the sales uplift, we saw an incredible 39% increase in revenue between 2023 and 2024.

All in all, Herbathek saw an increased revenue of well over €126,000 across the two years in question. Following a similar pattern to the sales, **with strong Q1s and Q4s**, we again see consistent quarter-for-quarter improvements.



Comparing Q4 2023 to Q4 2024, we see an increased revenue of around 45%.

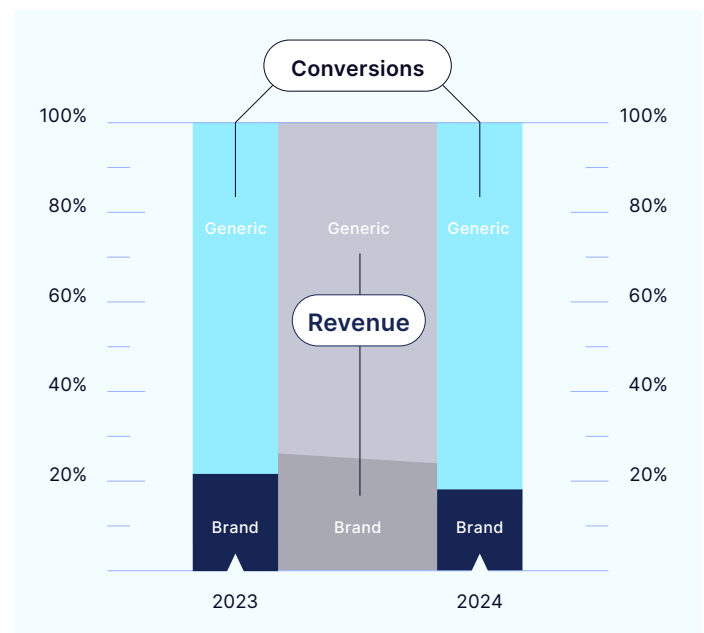


The results:

A 45% increase in revenue from generic campaigns



Also displaying 45% growth is year-on-year revenue specifically from generic, as opposed to branded, campaigns – a crucial signifier of success in our efforts to prioritise sales from new customers. **That's not to say branded campaigns were neglected, of course, and a 22% improvement can be seen here too.**



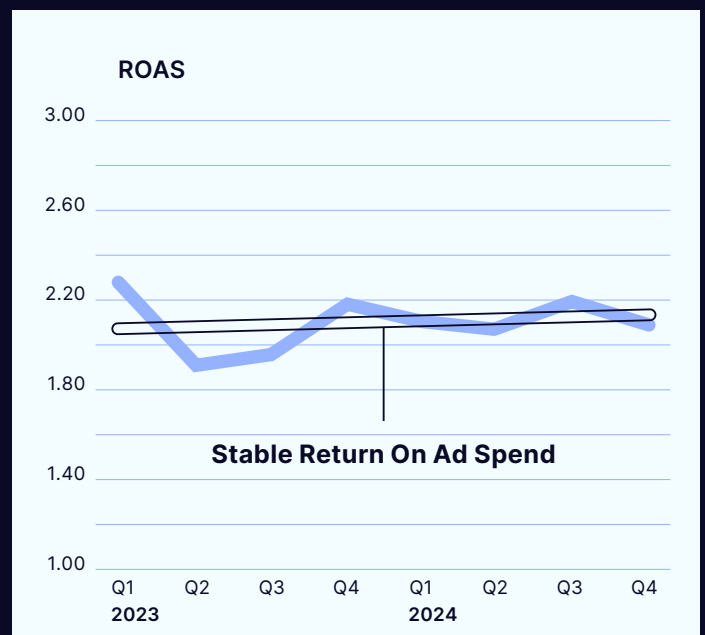
The results:

... and all with
a consistent return
on ad spend



It's all well and good driving increased numbers, but did we manage to deliver these results without driving up costs?

The answer is a resounding yes, with a near-consistent return on ad spend demonstrating our ability to generate an impressive level of additional sales and revenue at no incremental cost.





Who We Are

Based in Berlin, Muhlert Digital is a global digital marketing agency delivering exceptional results across the funnel. With thousands of hours of international experience and a portfolio spanning continents, our team is a powerhouse of experts in Paid Search, SEO, Programmatic, Display, and more.

Our Mission

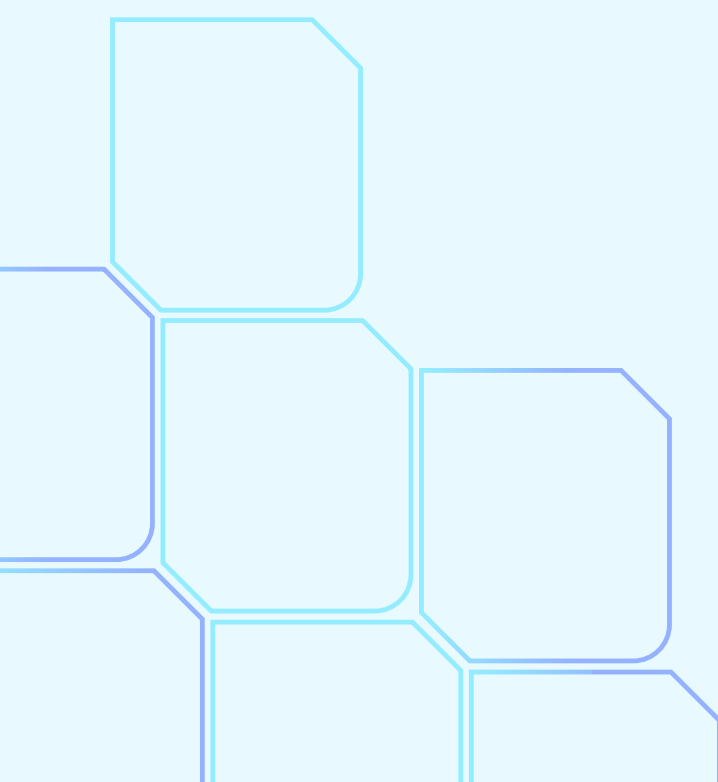
Here, there's no "junior" tier – every strategist, creator, and analyst at Muhlert Digital is a seasoned professional, united by a relentless drive to outperform expectations.

Our mission is simple: to drive impactful results and exceed your marketing goals.

Our POV

We are committed to transparency – about who we are, what we do, and what we've achieved. Our extensive experience shapes our identity and guides every business decision we make.

We treat your growth like our own.



Who Trusts Us

Over the years, we've had the privilege of earning the trust of some of the world's most respected brands, partnering with them to achieve their most ambitious business goals.

Ranging from Fortune 500 giants to agile startups navigating uncharted business landscapes – below showcases a glimpse of our diverse client portfolio. Our growth has been entirely organic.

We've never relied on a sales team or outbound outreach. Instead, our clients come to us – and stay with us – because of our senior-only team, ensuring every project benefits from deep expertise and seamless execution.



Our Team

**Quentin Muhlert**

Founder & CEO

18 Years of Marketing Experience

**Nina Mueller**

Director of Operations

14 Years of Marketing Experience

**Azzurra Barausse**

Sr. Programmatic Display Manager

11 Years of Marketing Experience

**Thomas Wong-Cropper**

Sr. Programmatic Display Manager

8 Years of Marketing Experience

**Dmitry Pankov**Sr. Paid Media Manager &
Analytics Consultant

18 Years of Marketing Experience

**Christian Hermann**

Sr. Paid Social Manager

12 Years of Marketing Experience

**Tim Hübler**

Director of Paid Media

14 Years of Marketing Experience

**Tiffanie Cotinat**

Sr. SEA & Paid Media Manager

15 Years of Marketing Experience

**Christian Zerrath**

Sr. SEA & Paid Media Manager

8 Years of Marketing Experience

**Evelina Girdvainyte**

Sr. SEO Manager

23 Years of Marketing Experience

**Sebastian Schuhl**

Sr. HubSpot & CRM Manager

8 Years of Marketing Experience

**Khari Slaughter**

Sr. Digital Designer

12 Years of Marketing Experience

Our team is made up exclusively of highly experienced marketing professionals who drive your campaigns with top-level expertise.



Our Services

We have assembled a team of online marketing experts dedicated to measurable business development. With extensive expertise in campaign management, strategy and creation – we convert clicks into customers at every stage of the sales funnel. Our strategic approach ensures that your campaigns achieve maximum impact and long-term success.

► Strategy

- Market Analysis
- Audience Research
- Personalization Strategy
- Customer Journey
- Analytics & Attribution
- BI & Data Science
- Conversion Rate Optimization (CRO)

► Campaign Management

- Paid Search (SEA)
- Organic Search (SEO)
- Paid Social
- Programmatic & Display Advertising
- Native Advertising
- CRM & Marketing Automation
- Affiliate Marketing
- Account Based Marketing (ABM)
- Google 360 Suite

► Creation

- UI / UX Design
- Website Development
- Conversion Rate Optimization
- Graphic & Motion Design
- Asset Creation
- Content Production & Localization



Want to build efficient digital growth for your brand?

Learn more & reach out to us at muhlerdigital.com