

How Childcare Brands Build Trust and Grow Revenue

Median Revenue Increase

+103%

Top Return on Ad Spend

6.3x

Top Revenue Gain

+245%

At A Glance

🏠 Industry

Baby Care & Feeding

🔗 Services Used

PPC

SEO

Social

Email

Amazon

🏢 Brands Featured

Formuland

Avanchy

Béaba

The Breastfeeding Shop

all the babies

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SEE THE BRANDS BEHIND THE DATA



Overview

Baby care is a trust-first category — parents buy on behalf of someone who can't advocate for themselves, which raises the bar for pre-purchase brand credibility. The five brands in this report span European baby formula (Formuland), sustainable feeding gear (Béaba, all the babies), insurance-covered breast pumps (The Breastfeeding Shop), and eco-friendly baby dishware (Avanchy).

Despite different product categories, all five needed a way to reach parents who were researching products with active buying intent.



The Problem: Where Baby Care & Feeding Brands Get Stuck

Each brand faced a version of the same credibility gap. Béaba needed to “capture market share in America without sacrificing return targets” as a European brand new to U.S. shoppers. Formuland had to differentiate dozens of formula SKUs (goat milk, organic, plant-based) during a supply-chain-driven shortage when trust mattered more than ever. The Breastfeeding Shop had an awareness problem, not a product problem — most parents didn't know they qualified for a free pump through insurance. All the babies competed in an “overly saturated” baby clothing market, as a small ethically manufactured brand.

The Playbook: How LP Builds Revenue for Baby Care & Feeding Brands

The specific tactics vary by brand, but the category playbook is consistent. Four moves show up again and again in the winning accounts:

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Segment by Product Attribute, Not Just SKU.

Formuland rebuilt Google Shopping campaigns around formula type, country of origin, and infant age — replacing broad phrase-match targeting that couldn't react to fast-moving price and inventory shifts.

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Layer Email Onto Paid Media for Retention.

Formuland's Klaviyo program hit a 68.5% open rate against LP's 30% internal benchmark. Avanchy's automation-driven email revenue grew 1,674% — the single largest channel lift in this report.

🔍

Build Top-of-Funnel Awareness Before Chasing Conversions.

The Breastfeeding Shop used Meta specifically to educate parents on insurance eligibility before ever asking for a sale — a deliberate awareness-first sequence rather than jumping straight to bottom-funnel PPC.

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Don't Neglect SEO Even in an Ecommerce-Heavy Category.

All the babies grew first-page keywords by 1,800% and ranking keywords by 3,340% with an SEO-only engagement — no paid spend — proving organic can carry a small brand in a crowded vertical.

Outcomes Across the Category

The results below are pulled directly from the five featured case studies. Together, they show the range a baby care & feeding brand can expect when the playbook is executed well:

Formuland

6.3x

ROAS

PPC

Avanchy

+1,674%

Email Automation Revenue

Email

Béaba

+80%

Revenue

PPC

Paid Social

Amazon

The Breastfeeding Shop

-50%

CPA Reduction

PPC

Paid Social

all the babies

+3,340%

Ranking Keywords

SEO

all the babies

+245%

Revenue

SEO

🟢

The Category-Level Takeaway

Baby care brands that pair a credibility-driven top-of-funnel message (education, safety, sustainability) with tightly segmented bottom-funnel targeting consistently outperform brands running generic ecommerce campaigns. The Breastfeeding Shop's insurance-education angle and Béaba's parental-trust positioning both drove outsized results because the message matched the audience's actual decision-making process—not just their shopping behavior.

Ready to Achieve Similar Results?

Let's discuss how we can help you scale your business with integrated digital marketing strategies.

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VIEW MORE CASE STUDIES