

You buy the traffic. We help shoppers choose your brand.

Skincare content and landing pages for paid campaigns.
Built to explain, compare, and support the buying decision.

- BEST-OF LISTICLES
- ADVERTORIALS
- PRODUCT REVIEWS
- BADGE LICENSING

Content, landing pages, and licensed recognition

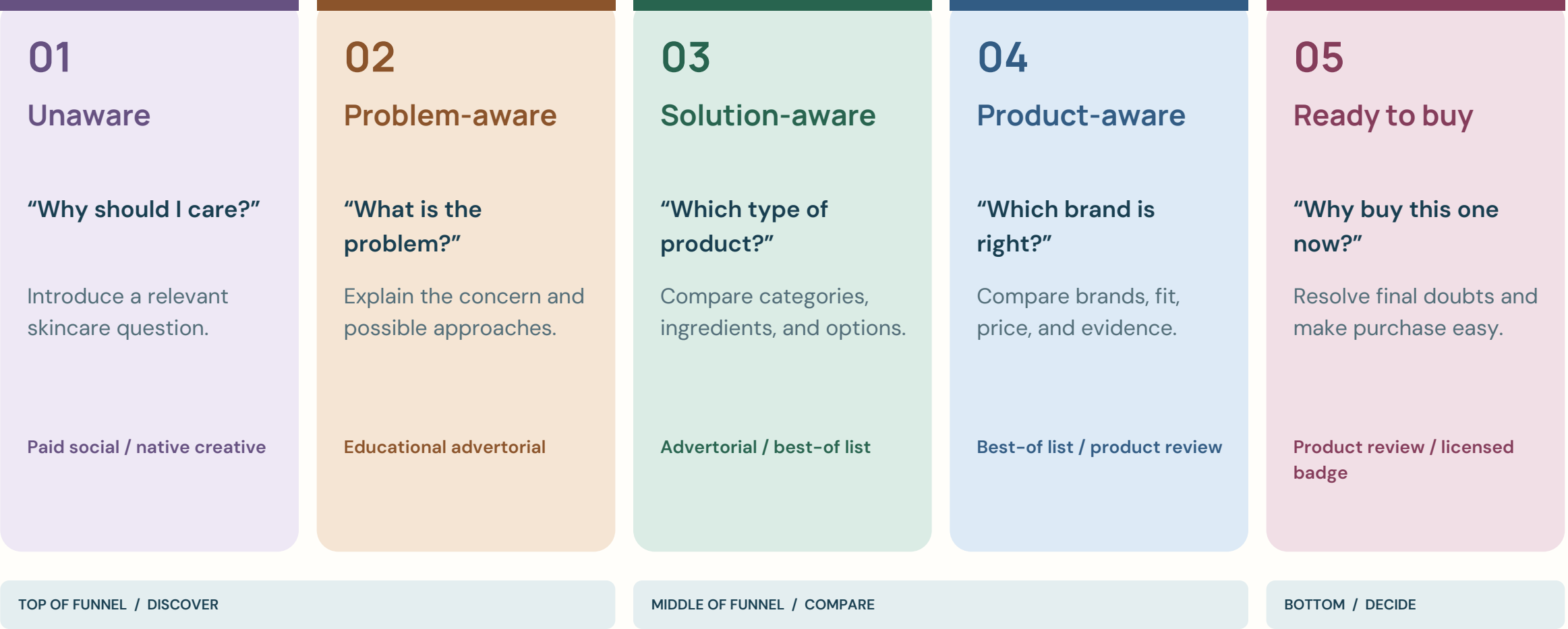


Built for paid traffic.

Google Ads. Paid social. Native ads.
A clear path to your product.

Meet the customer at their stage of awareness.

Match the message to what shoppers know now – and the decision they need help making next.



Stages are a planning guide. Customers can skip stages or move back as new questions arise.

Paying more for clicks that do not convert?

When acquisition costs rise, another click is not enough. Shoppers need a reason to choose you.

THE MARKET PROBLEM

**Too many brands.
Too many claims.**

In a crowded skincare market, another product promise is easy to ignore. Help shoppers understand the need before asking them to buy.

THE BUYER PROBLEM

**Choosing skincare
is complicated.**

Ingredients, skin types, prices, and competing claims make comparison hard. Give shoppers clear reasons to put your brand on the shortlist.

THE CONVERSION PROBLEM

**Interest does not
equal confidence.**

A shopper can want your product and still hesitate. Answer the questions that stand between a product click and a purchase.

Our approach

You or your agency run the paid media. We create and host the skincare landing page on dermatologists.org, with content and design matched to the customer’s question. The page helps shoppers evaluate your product and continue to your store.

Launch-stage offering. No organic reach, audience delivery, or performance guarantee is included.

Four products for paid-media campaigns.

Buy a defined asset and usage scope, matched to your campaign. Organic rankings and publisher reach are not the offer.

01

Best-of listicle

Help category-search shoppers compare brands.

03 Solution-aware to 04 Product-aware. Compare options and shortlist brands.

02

Advertorial

Give cold paid traffic a reason to consider you.

02 Problem-aware to 03 Solution-aware. Explain the concern and introduce a product approach.

03

Brand / product review

Resolve objections before the product-page click.

04 Product-aware to 05 Ready to buy. Answer specific product and purchase questions.

04

Logo & badge licensing

Reuse earned recognition in ads and on site.

05 Ready to buy. Reinforce trust at the point of purchase with earned recognition.

Landing-page scope: content, design, hosting, revisions, and agreed measurement. Licensing: approved asset, channels, and term.

Match paid traffic to the customer’s question.

Your brand or agency manages the campaign. We supply the agreed assets and landing-page destination.

03-04 / BEST-OF	Google Ads Search: category + “best” queries. Example: “best gentle face cleanser” to comparison page to chosen product. Match the shortlist to the query; measure qualified product clicks and downstream sales.
01-03 / ADVERTORIAL	Paid social, native placements, or educational Search. For unaware audiences, let social or native creative introduce the concern first. Then use a disclosed advertorial to explain the approach and connect it to your product.
04-05 / REVIEW	Brand-review Search and eligible retargeting audiences. Send product-aware shoppers to a review that answers fit, value, and evidence questions. For retargeting, use only eligible audiences and permitted data.
05 / BADGES	Paid-ad creative, product pages, and offer pages. Place approved recognition near key product facts or the buying decision, linked to its basis. Test whether it improves purchase conversion, not just badge clicks.

Paid media and budgets remain with the brand or agency unless separately agreed. Placements depend on platform eligibility.

Channel reference: Google Ads campaign types. Placement-to-funnel mapping is our proposed strategy.

Help comparison shoppers choose a brand.

MEETS THE CUSTOMER AT: “I know the type of product. Which brand should I buy?”

03 Solution-aware

04 Product-aware

dermatologists.org

SPONSORED COMPARISON · CONCEPT

Face cleansers for different routines

1A gentle everyday option
Texture, use case, and formula context

2A richer-feeling cleanse
Who may prefer it and why

3A simple routine staple
Price, format, and practical fit

Illustrative layout. No products tested or ranked.

A landing page for category-search ads

Define what matters

A category-specific page with stated selection criteria and a comparison table matched to the search-ad promise.

Show the product differences

Explain features, suitability, price, and limitations so shoppers can make a shortlist and follow product links.

Visible commercial context

Sponsor and affiliate disclosures near the recommendations and calls to action.

“Best” needs a stated basis. Payment does not purchase an independent rank, award, or clinical endorsement.

Turn cold paid traffic into product consideration.

MEETS THE CUSTOMER AT: “I have a skincare concern. What could help?”

02 Problem-aware

03 Solution-aware

01 Lead with the reader’s question

Connect a real skincare concern to the product story without fear or exaggerated promises.

02 Make the explanation tangible

Use approved product facts, ingredient context, useful visuals, and a concise FAQ.

03 Make the next step obvious

Keep the offer and destination clear, with mobile-friendly calls to action and readable disclosures.

dermatologists.org

ADVERTISEMENT · CONCEPT

A simpler way to think about your cleanser



Start with the question. Explain the formula. Make the offer easy to understand.

Explore the product

Paid-media spend, creative distribution, and usage rights are scoped separately.

Answer doubts before asking for the purchase.

MEETS THE CUSTOMER AT: “I know this product. Is it right for me?”

04 Product-aware

05 Ready to buy

A review should answer

- 01 What is it designed to do?
- 02 What is in the formula?
- 03 Who might it suit?
- 04 What supports the claims?
- 05 What are the limitations?
- 06 How does price fit the proposition?

Two clear commercial paths

Sponsored product feature

A paid brand or product review page labeled as sponsored. Built from disclosed sources and substantiated product information; no claim of independent testing unless it occurred.

Independent editorial review

A separate editorial assessment governed by our review standards. A partnership cannot guarantee a favorable verdict, score, inclusion, or ranking.

Hands-on testing and named medical review are included only when separately arranged and completed.

Use earned recognition in ads and on site.

MEETS THE CUSTOMER AT: “I am interested. Why should I trust this brand?”

05 Ready to buy



Where it can appear

Product pages, retailer listings, paid social, display creative, email, packaging, and point-of-sale materials, as licensed.

What the license covers

Approved artwork or excerpt, eligible product, permitted channels, territory, term, and a link or reference to the original recognition.

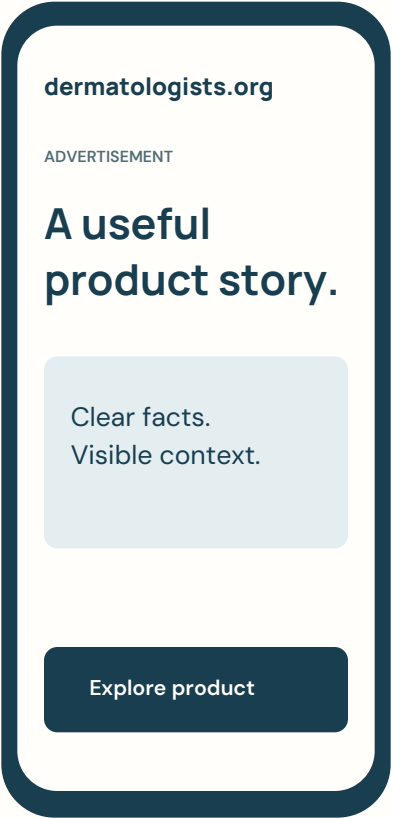
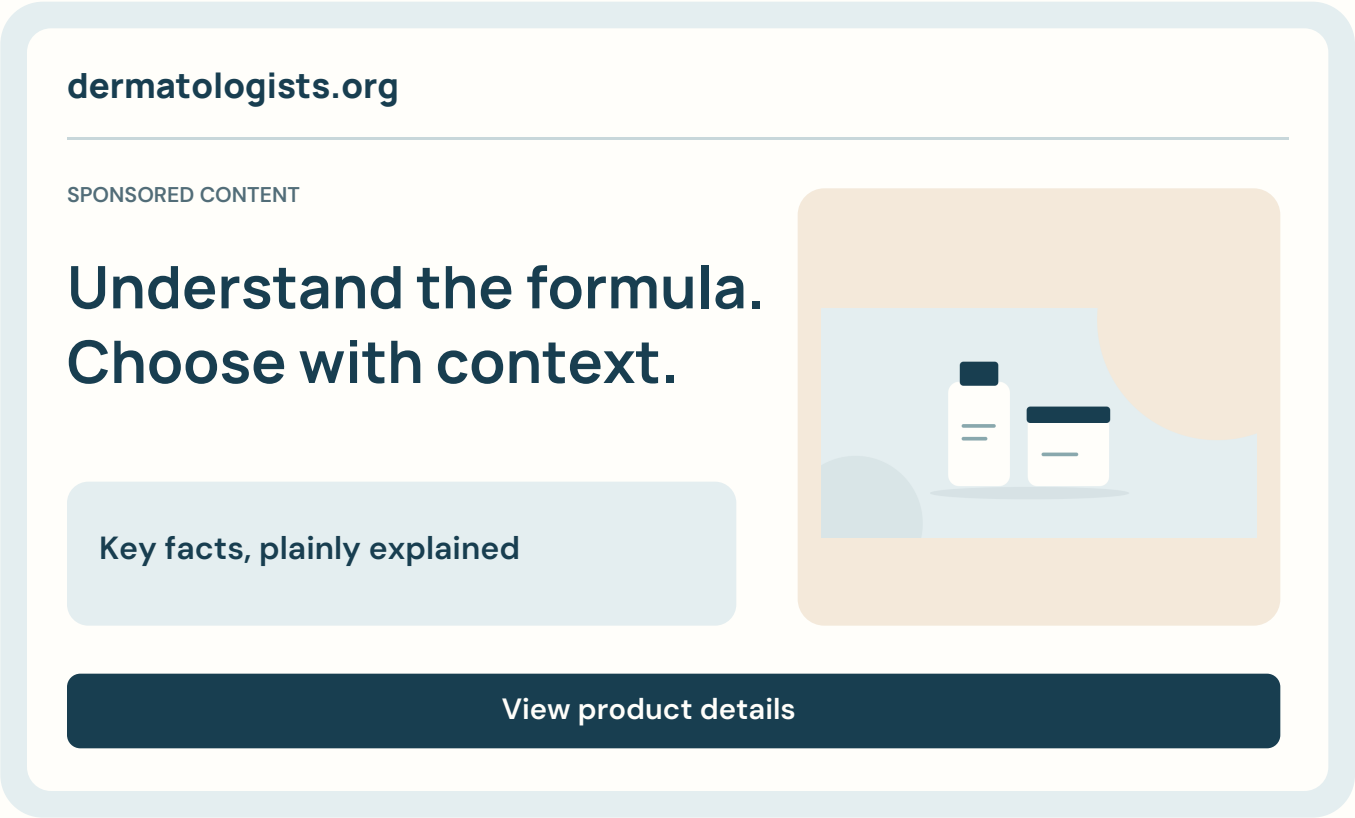
Recognition first. Licensing second.

An award badge requires a documented editorial selection. A feature badge reflects actual inclusion, with sponsored status preserved. Fees cover usage rights, not a verdict.

No implied medical certification or dermatologist endorsement. Custom licensing proposals on request.

Relevant context. Clear evidence. Visible expertise.

A skincare publishing environment built to help shoppers assess claims before they visit your store.



Trust comes from

A dedicated skincare setting

Sources and clear comparison criteria

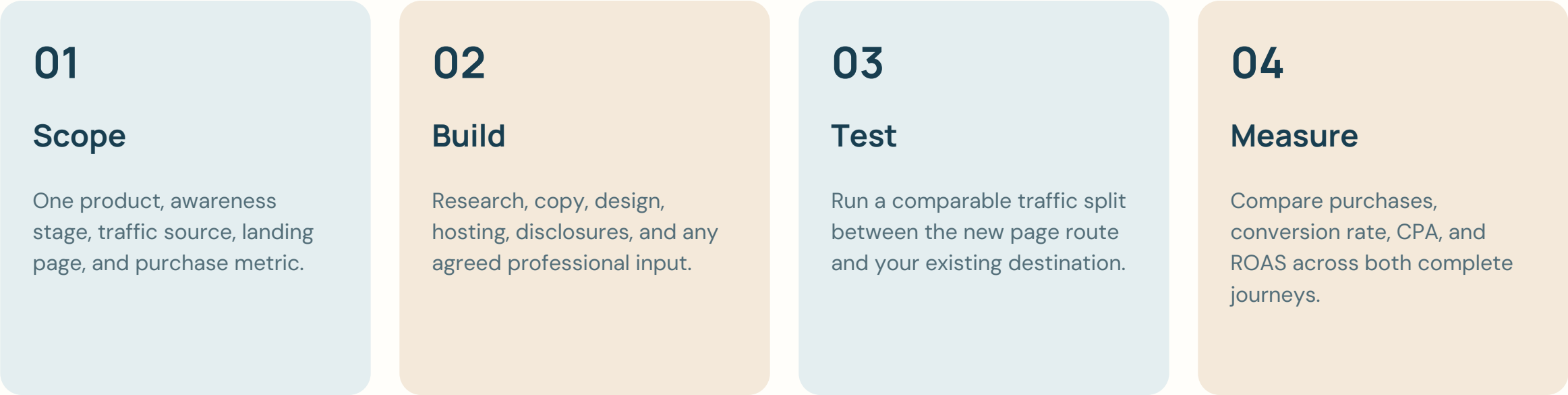
Named professional input when arranged

Visible sponsorship and limitations

Professional input is separately scoped and credited only when completed. Domain context is not a medical endorsement.

One product. One question. One campaign test.

Start with a scoped pilot against your existing destination. Judge the full buying journey, not just the next click.



Define the result before spending

Track ad click to landing–page visit to product click to purchase. Agree on attribution and advertiser data access first. Report content and licensing fees alongside media spend; an extra step must earn its place in the journey.

Test budget, sample size, duration, reporting, and decisions are agreed in advance. Lower CPA or higher ROAS is not guaranteed.

dermatologists.org

GIVE YOUR NEXT CAMPAIGN A CLEARER PATH TO PURCHASE

Bring one product. Let's test a better path to purchase.

Send your product, paid-traffic source, current landing page, and acquisition goal. We will propose the asset, scope, and measurement plan. Your team keeps control of the media.

press@dermatologists.org

Custom proposals / Pricing on request