



CASE STUDY



KENDRA SCOTT + DASH HUDSON

How Kendra Scott Leverages AI Technology to Drive ROI for the Brand's Paid Social Campaigns



Combining Data with Creative Genius

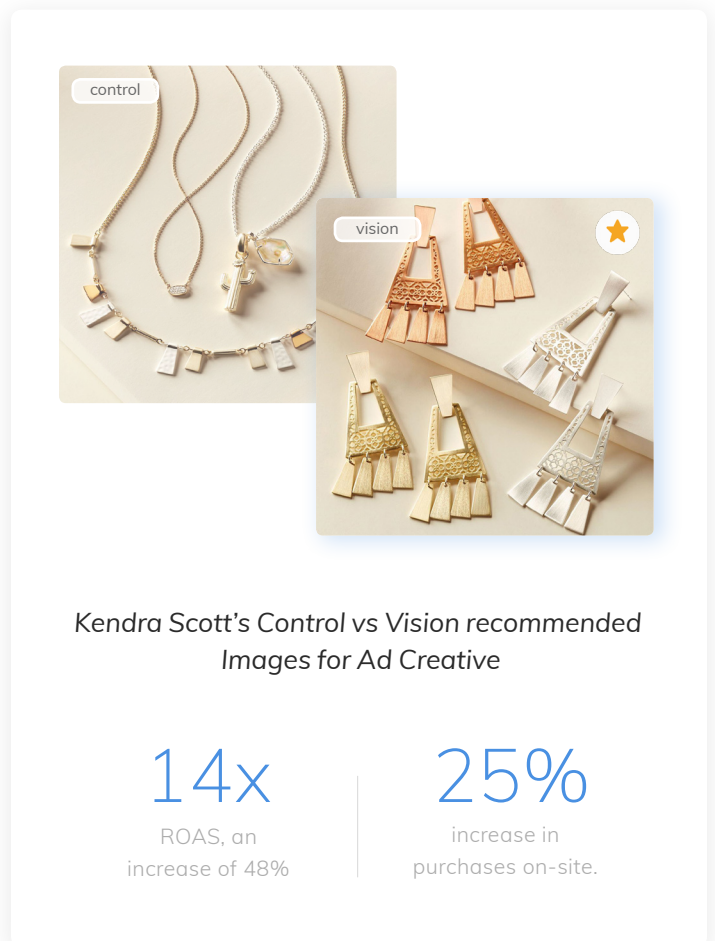
Innovative jewelry designer and retailer Kendra Scott understands the importance of eliciting an emotional response from its audience to build an online community and drive sales. The brand's advertising team determined that product focused imagery resonated with their customer, but relied on their gut instincts when selecting creative from a library filled with thousands of images for paid social campaigns.

Kendra Scott + Vision

Dash Hudson's Vision technology uses computer vision and machine learning to build brand specific prediction models for photos. Kendra Scott partnered with Dash Hudson to analyze a set of potential photos to use in paid social advertisements. To put Vision to the test, Kendra Scott's team launched a campaign with images that Vision predicted to be top performers, and using Facebook's A/B campaign testing, compared the results to a campaign with creative that they would have used otherwise.

Shining Bright

It's no secret that making a statement in the jewelry and accessories industry is challenging. In a market where it is difficult to identify a brand solely based on an image of



the product, visual differentiation is key. Kendra Scott was able to gain an edge on competitors by using data-backed creative to engage its audience and drive ROI as a result.