

CASE STUDY

REVOLVE + DASH HUDSON

How REVOLVE Outperforms
its Revenue Goals with AI-backed
Paid Social Creative



A Data-Driven Approach to Content Selection

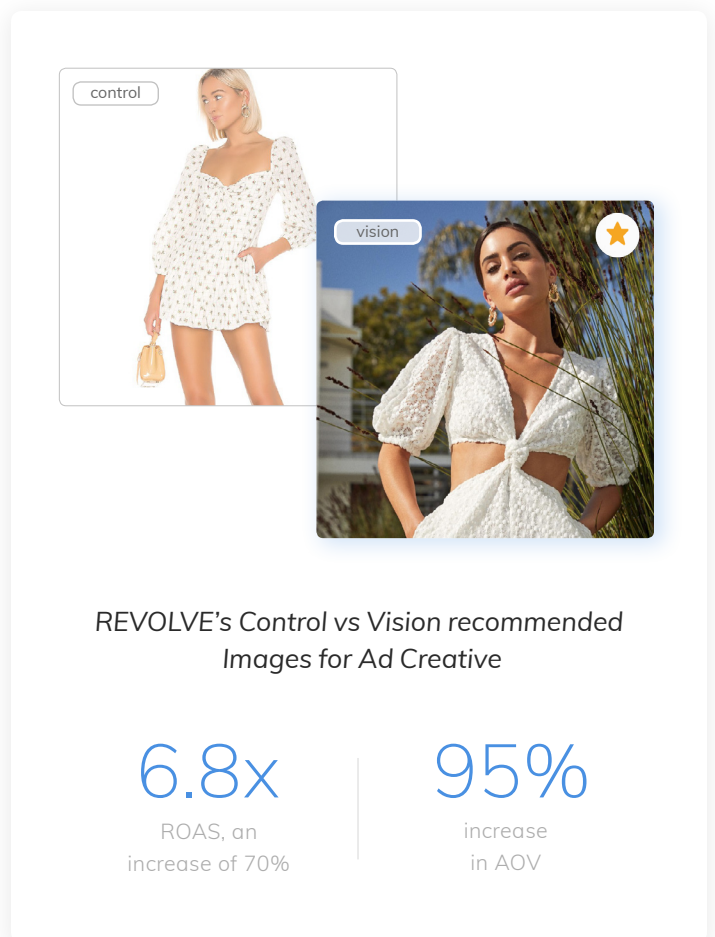
Fashion e-commerce powerhouse REVOLVE is an industry leader in integrated digital marketing. The brand employs engaging and innovative creative in its advertising to effectively outperform competitors. While REVOLVE's social team has mastered what type of content performs well with the brand's organic Instagram audience, the ads team needed a data-backed solution to select images for paid social to optimize campaign performance.

REVOLVE + Vision

Dash Hudson's Vision technology uses computer vision and machine learning to build brand specific prediction models for photos. REVOLVE partnered with Dash Hudson to analyze a set of potential images to use in an advertising campaign. REVOLVE selected the images that Vision predicted to be high performers, and using Facebook's A/B campaign testing, compared the results to photos they would have used otherwise.

A Trendsetting Creative Strategy

Consumers want to connect with their favorite brands in meaningful ways, be it organically or through paid content. In today's crowded social space, every interaction counts. With optimization from Vision, REVOLVE's paid creative strategy



is slaying the status quo. Vision enables the REVOLVE team to consistently outperform their advertising KPIs and serve their audience the outfit inspo they want most.