



Case Study

Luxury Jewelry

Testimonial

“Storygize’s channel-specific creative strategy and technological capabilities helped us reach our sales goals and grow our campaign performance year over year.”

Farzana Nasser, VP of E-Commerce Growth Marketing
Chameleon Collective

Storygize Generates 5x the ROAS Goal for Leading Luxury Jewelry Brand

Goal

An artisan handcrafted jewelry brand, sought to increase consideration and purchase of its best-seller and seasonal collections amongst high household income individuals. **KPIs:** Time-on-Site, Sales at greater than 3:1 Return on Ad Spend (ROAS)

Solution

A mix of native display and rich media ad units was used in a full-funnel approach to introduce target audiences to the brand’s products and guide them toward purchasing. Target audiences were identified utilizing a mix of proprietary contextual and data targeting. The campaign optimizations blended site engagement and efficient sale conversions using Storygize’s KPI weighing technology.

The Storygize Creative Studio analyzed creative performance and determined that different ad images and headlines resonated differently with new audiences than previous website visitors. These findings led to Storygize developing different ad creatives for prospecting and retargeting, utilizing a mix of on-model and product images and differing ad copy. The platform’s built-in DCO (Dynamic Creative Optimization) functionality tested dozens of creative combinations and shifted ad spending to top-performing creative in real-time.

Results

This campaign has been an ongoing success since its launch in early 2022 and continues to this day.

13:1

Return on Ad Spend

3:00

Average Time On Site