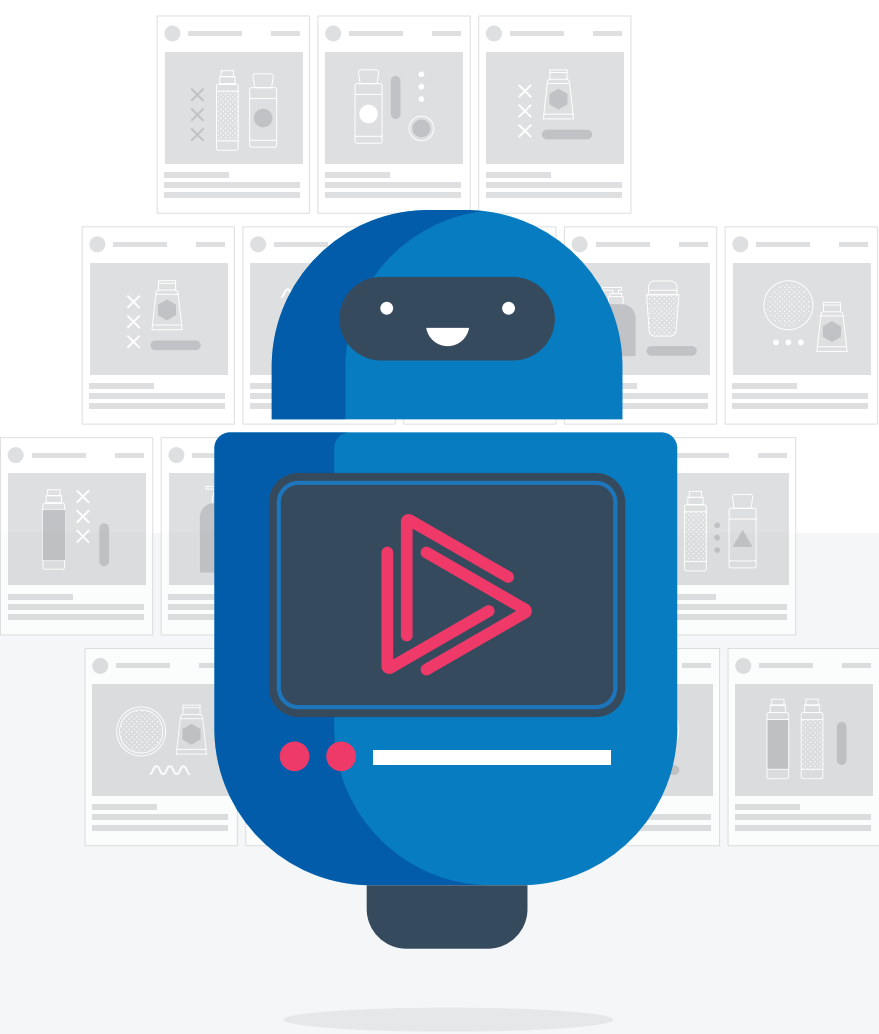


FRESH, LIKE CLOCKWORK: A FASHION & BEAUTY RETAILER'S STORY

How AdParlor's automation assistant helped rotate over 1,600 creatives to stay fresh and relevant.



THE BEAUTY OF SOCIAL ADVERTISING

With a catalogue of over 200+ products and 100 million sales transactions per year, one of the largest fashion & beauty retailers in the US has a unique problem. Their diverse products allow them to flourish in a "test and learn" advertising environment like Facebook where creative testing is key. However, the brand requires a delicate balancing act of recurring sales peppered with frequent flash sales to entice new customers and keep existing customers coming back with these products.

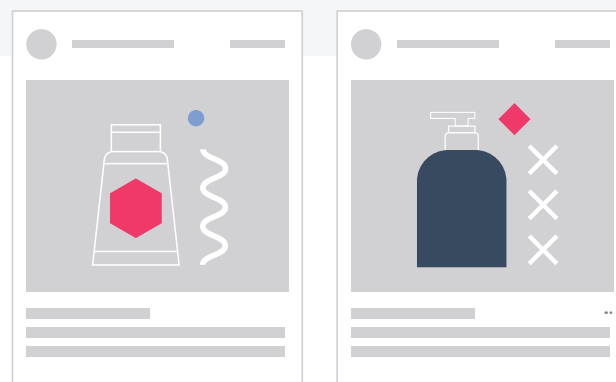
Enter: Addison, AdParlor's automation assistant.

SCENT OF SUCCESS WITH THE AUTOMATION ASSISTANT

Our teams wanted to see if they could automatically rotate specially tailored creative in and out according to their (packed) creative calendar, while maintaining best practices for campaign structure. Creatives were prepared and categorized using Intel Tags and/or naming conventions, and scheduled to be activated or paused at specific times on specific days.

CREATIVE ROTATION FOR FASHION & BEAUTY

Over an 8-week period, 1,653 targeting-creative pairs were activated and paused by Addison.



1,653
CREATIVE PAIRS

With Addison handling these creative switches, our teams could to stay focused on the end goal — driving ROAS — while staying cool, fresh, and relevant.

Contact your AdParlor Account Rep today to get started.