

Ovative/Group Helps Stitch Fix Generate 247% Increase in Leads Using Kenshoo

CHALLENGE



- ▶ Learn the nuances of social marketing, specifically Facebook, as this was a new channel and initiative
- ▶ Generate offsite signups via effective messaging and accurate targeting while lowering cost-per-lead



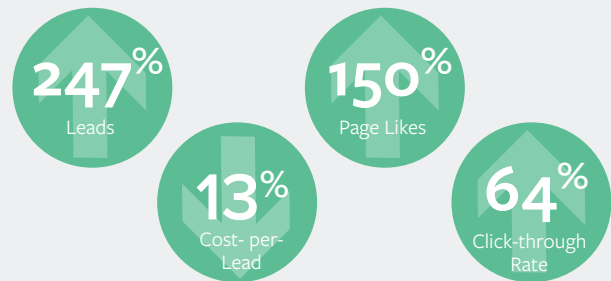
SOLUTION

Stitch Fix partnered with Ovative/Group, a leading digital agency, to launch its social marketing efforts on Kenshoo and utilized many facets of the Suite to achieve the set goals:

- ▶ Created organized naming conventions of ads and campaigns through Kenshoo's default naming template
- ▶ Generated audience targets via suggested interests and friends of connections
- ▶ Utilized bulk-editing and permutation tools to enable more efficient creative testing
- ▶ Leveraged analytics to determine which campaigns were performing best and where to most effectively focus efforts

RESULTS

Stitch Fix's social campaign drove:



Through Kenshoo, Ovative/Group was able to easily identify top performing campaigns and optimize budgets accordingly. The team found the *Connection Targeting* campaign was driving particularly efficient results: generating a **141% increase in conversion rate** and a **27% decrease in cost-per-lead** in this specific campaign.



“ The Kenshoo Suite gave our team **the automation and analytics needed to understand which Facebook campaigns were working**, and in turn, make optimizations that would garner the best results for Stitch Fix.”

— **Alli Schwartz**, Paid Media Manager, Ovative/Group