

# Luxury fashion brand

Driving profitable, incremental growth

## Before Agility

Before partnering with Agility, a well-known luxury fashion brand operated with a lean internal team mostly focused on traditional sales (wholesale accounts) rather than DTC e-commerce. The shift to DTC came during COVID-19, when wholesale orders were cancelled, prompting a need to sell existing inventory. Consequently, many DTC brand-building concepts were new to the organization.

Marketing efforts were primarily handled by an external agency that focused heavily on short-term, last-click attribution, often leading to shifting budgets for immediate impact at the expense of long-term brand building.

Before Agility, e-commerce revenue was down 40% year over year. Conversion rates were dropping despite consistent site traffic and add-to-cart rates, suggesting a problem between add-to-cart and final purchase, particularly on mobile.

Historically, the client's internal creative studio focused on seasonal launches, resulting in a limited volume of assets that were not always channel- or audience-specific or segmented. The brand's aspirational lifestyle positioning was not always relevant to daily consumer life, leading to a disconnect.

The brand also found it challenging to reconcile performance data from various platforms with Shopify and internal finance reports. Each platform claimed more credit than it deserved, inflating the picture of actual sales. There were also discrepancies between GA4 and Shopify session counts.

They sought a simpler, more unified approach to managing media and service fees in a single platform.

## Key performance lifts



Projected ROAS maintained **above 1.1**



Generated between \$1.37 - \$1.95 in **incremental revenue** per dollar spent



High-Intent Traffic lift: **+87.1%**



Site **Traffic lift: +80.6%**



Sales **Activation lift: +129.1%**



4-13x **lift in conversion** rates through other channels influenced by Agility.



Realized **Sales lift: +136.6%**



Contribution Margin After Marketing (CMAM) between **1.37x - 1.94x**

## Strategy and execution

Agility provided the client with a core precision brand advertising strategy, combining a state-of-the-art platform with a dedicated expert team.

**Unified channel management & data integration:** Agility dissolved channel silos and aligned strategy across media channels under one umbrella. A direct integration with the brand's Shopify ensured accurate sales data and real-time reporting. Agility also integrated foot traffic data from counters into its dashboard and worked with the brand's AI search bar partner to pull real-time keyword data for refined search retargeting.

**Persona-driven strategy & Dynamic Creative Optimization (DCO):** Agility emphasized a persona-first approach, starting with two core personas with the potential to add a third in the future. These personas were built using age, gender, household income, values, motivations, and buying priorities. Agility used its DCO tool as a hub for ads across social campaigns and precision brand advertising. This enabled consistent, person-specific messaging across channels and ad formats (display, video, social mirroring, and native). It also enabled real-time scientific testing and adjustment of various creative elements. This included testing text overlays on video assets or weather-triggered ads. Additionally, Agility dynamically updated assets to align with the products users were engaging with on the brand's website. Early creative insights showed that "craftsmanship" and "leather working" creatives outperformed lifestyle imagery. Capsule activations with celebrities demonstrated the ability to merge heritage craftsmanship with pop culture.

**Targeted media buying & optimization:** Agility's media buying strategy focused on leveraging audiences across the open Internet, not just limited to search and social. Agility's CTV ads alone reached over 107M unique households in the US with a 99% VTR. Agility employed targeting methods such as geofencing brick-and-mortar stores and events, behavioral propensities, and demographic overlays to ensure maximum efficiency. Location feed opportunities allowed custom creative to be served to users near physical locations, and sports event integration enabled dynamic showcasing of game-related content during sporting seasons. Regular creative optimization meetings and Agility's dashboard allowed Agility and the client to review live assets and pause underperforming or out-of-stock products.

**Comprehensive measurement & reporting:** Agility began with randomized placebo-controlled PSA (public service announcement) studies to definitively measure the incremental lift in e-commerce sales. We also tracked "pipeline value" as a leading indicator, quantifying the value of user actions before the actual purchase. Additionally, Agility monitored search behavior (branded, non-branded, competitor terms) before and after ad exposure (IBI study) and mapped conversion paths across channels (UTM analysis) to understand the extent of Agility's influence. Finally, Agility provided a centralized reporting dashboard and detailed custom reports, reporting a cohesive strategy to internal stakeholders.

Site traffic almost doubled over a 27-day period, with significant increases in the "research" bucket, add-to-cart (+66%), and completed purchases (+68%). The overall influence rate for conversions (site traffic, high-intent traffic, sales activation) reached 11%. Within the first two months of running, site traffic was up 70% YOY, and engaged site traffic was up 45%. Meanwhile, early results from the PSA study showed a 2x contribution margin after marketing. The projected ROAS reached 7x, and overall ROAS stood at 3x just a few weeks into the campaign.

The IBI study found that branded search terms increased significantly after users saw Agility ads, including outpacing competitors' terms. Non-branded lifestyle terms also showed increased search interest.

Data-driven creative testing revealed that images and copy focused on craftsmanship consistently outperformed generic lifestyle or product-focused imagery. One persona demonstrated strong speed-to-purchase, indicating engagement with a younger demographic. Capsule activations proved effective in merging heritage with contemporary culture.

Additionally, focusing on Private Marketplace (PMP) auctions and private deals after the initial 30 days led to a 14% increase in realized sales and a 41% decrease in cost per sale over a four-week rolling analysis.

Finally, even without specific calls to action for in-store visits, Agility's campaigns drove significant foot traffic to the brand's physical locations.

## Before Agility

E-commerce net sales down 12% H1 2025 vs. 2024, -40% YOY

Siloed, conflicting data, GA4 last-click focus, Shopify discrepancies

Seasonal, limited assets, less channel/audience specific

Broad targeting to widen audiences

No credit to marketing for in-store traffic

## After Agility

Pipeline value growing, realized sales increasing, gap closed to 0% YOY

Unified dashboard, PSA lift studies, pipeline value, IBI, UTM analysis, Shopify integration

Persona-driven, DCO, scientific testing, craftsmanship-focused assets

Precise, layered targeting, PMP for efficiency

Ad-verified foot traffic tracking, cost per visit metrics, foot traffic counters

Get started with precision brand advertising today to experience Agility's innovative approach to brand advertising and drive measurable growth for your business

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