

# Case Study

## Increasing Revenue by 175% Year over Year with Dynamic Product Ads

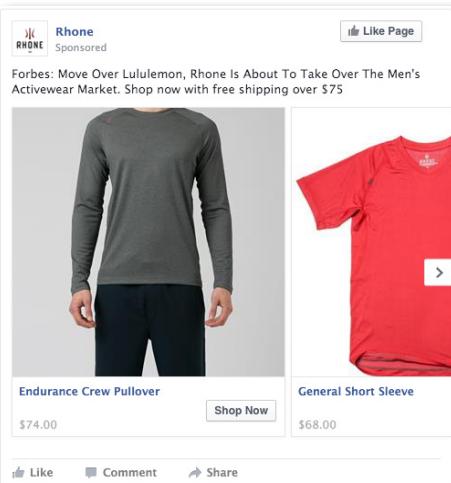


"StitcherAds provides us with new innovative ways of getting in front of customers and selling to existing ones. We're thrilled with the 2.3x RoAS result we've achieved so far!"

Chip Malt  
Director of Strategy and Growth

### Results\*

- ◆ 175% Increase in Revenue YoY
- ◆ 209% Increase in Customers YoY
- ◆ 2.6x RoAS with DPA retargeting
- ◆ 6.6x RoAS with DPA targeting top tier customers



### About Rhone

Rhone is a premium and innovative men's only active wear company.

### Challenge

As a new company with limited resources, limited budget, but aggressive revenue goals, Rhone needed a way to maximize ad performance. They found native ad management tools difficult to use for accomplishing their goals.

### Solution

After learning about StitcherAds' advanced Dynamic Product Ad features, Rhone approached StitcherAds to help them achieve their revenue goals. The customer success team at StitcherAds worked closely with the Rhone team to help them develop a strategy to effectively utilize the StitcherAds platform to set up and test ads before Black Friday.

### Success Strategy

After Chip Malt, Director of Strategy and Growth at Rhone, approached StitcherAds to help achieve their revenue goals, the customer success team at StitcherAds worked with Chip to develop a detailed strategy. "The support team at StitcherAds is an invaluable asset. Combining their platform automation features with an understanding of our business and goals, we developed a winning strategy," said Chip.

### Automated Permutations

Part of the strategy for improving performance included testing various ads across different segments. From the creation of one ad, StitcherAds automated the creation of permutations based on gender, devices, product sets, and age ranges. This functionality not only saved time for Rhone, but also provided the much-needed analysis for which ads performed best within each segment. This also allowed the young brand to learn more about its customer, a key component of optimizing their digital and global strategy going forward.

### Time-Saving Campaign Creation Workflow

The easy-to-use campaign creation workflow in StitcherAds provides timesaving functionality for Chip. Utilizing 'saved creative' and 'saved targeting' specs, Rhone was able to launch new campaigns at-scale without sacrificing time. "In a few clicks, I'm able to accomplish what previously took me a long time in creating campaigns across devices. StitcherAds saves me a lot of time in ad creation," said Chip.

### Results

Within a few months of working with StitcherAds, Rhone was able to exceed their aggressive revenue goals for the year. The strategy, testing and timely deployment resulted in a 175% year-over-year increase in revenue. Chip was able to achieve a 2.3x RoAS for DPA retargeting with his ad budget, commenting on the results he said, "StitcherAds provides us with new innovative ways of getting in front of new customers and selling to existing ones. We're thrilled with the 2.3x RoAS result we've achieved so far!"