



How Kendra Scott Leverages AI Technology to Drive ROI for the Brand's Paid Social Campaigns

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Combining Data with Creative Genius

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Kendra Scott + Vision

Dash Social’s Vision technology uses computer vision and machine learning to build brand specific prediction models for photos. Kendra Scott partnered with Dash Social to analyze a set of potential photos to use in paid social advertisements. To put Vision to the test, Kendra Scott’s team launched a campaign with images that Vision predicted to be top performers, and using Facebook’s A/B campaign testing, compared the results to a campaign with creative that they would have used otherwise.

Shining Bright

It’s no secret that making a statement in the jewelry and accessories industry is challenging. In a market where it is difficult to identify a brand solely based on an image of the product, visual differentiation is key. Kendra Scott was able to gain an edge on competitors by using data-backed creative to engage its audience and drive ROI as a result.



Kendra Scott’s Control vs Vision recommended Images for Ad Creative

14x

ROAS, an increase of 48%

25%

increase in purchases on-site.