

REVOLVE

In the Studio: Streamlining Stories Advertising at REVOLVE

If you haven't heard of REVOLVE, you clearly haven't been spending enough time perusing the web for wardrobe necessities you never knew you needed. The fashion e-tail powerhouse is one of the fastest growing e-commerce businesses in the world thanks in part to the brand's aspirational L.A. lifestyle image, crafted by a super savvy team of marketers. Instagram is a sweet spot for REVOLVE, so it only makes sense that the company would leverage the channel to reach fans in dynamic ways.

The Results

9+ Return on ad spend

+471% purchases



All Access

One of REVOLVE's favorite ways to connect with its community is through Instagram Stories. REVOLVE uses the functionality to inspire its audience with knockout outfit ideas, influencer content, and behind-the-scenes access to its glam international events. The brand's paid social team also loves using Instagram Stories to share a slice of the REVOLVE lifestyle with new consumers.

But new formats also come with new challenges—the paid social team at REVOLVE was looking to create elevated ads on Instagram Stories that would be engaging and easy to produce. They turned to Dash Social's latest release, Story Studio, to tackle this task.

"One of our concerns with Instagram Stories ads is that we are limited on resources. Often when we want to push ads, they take a lot of time to create and launch days get delayed. With Story Studio and the ability to create ads immediately, it really cuts down on the time it takes to go live. The templates have been so helpful for us!"

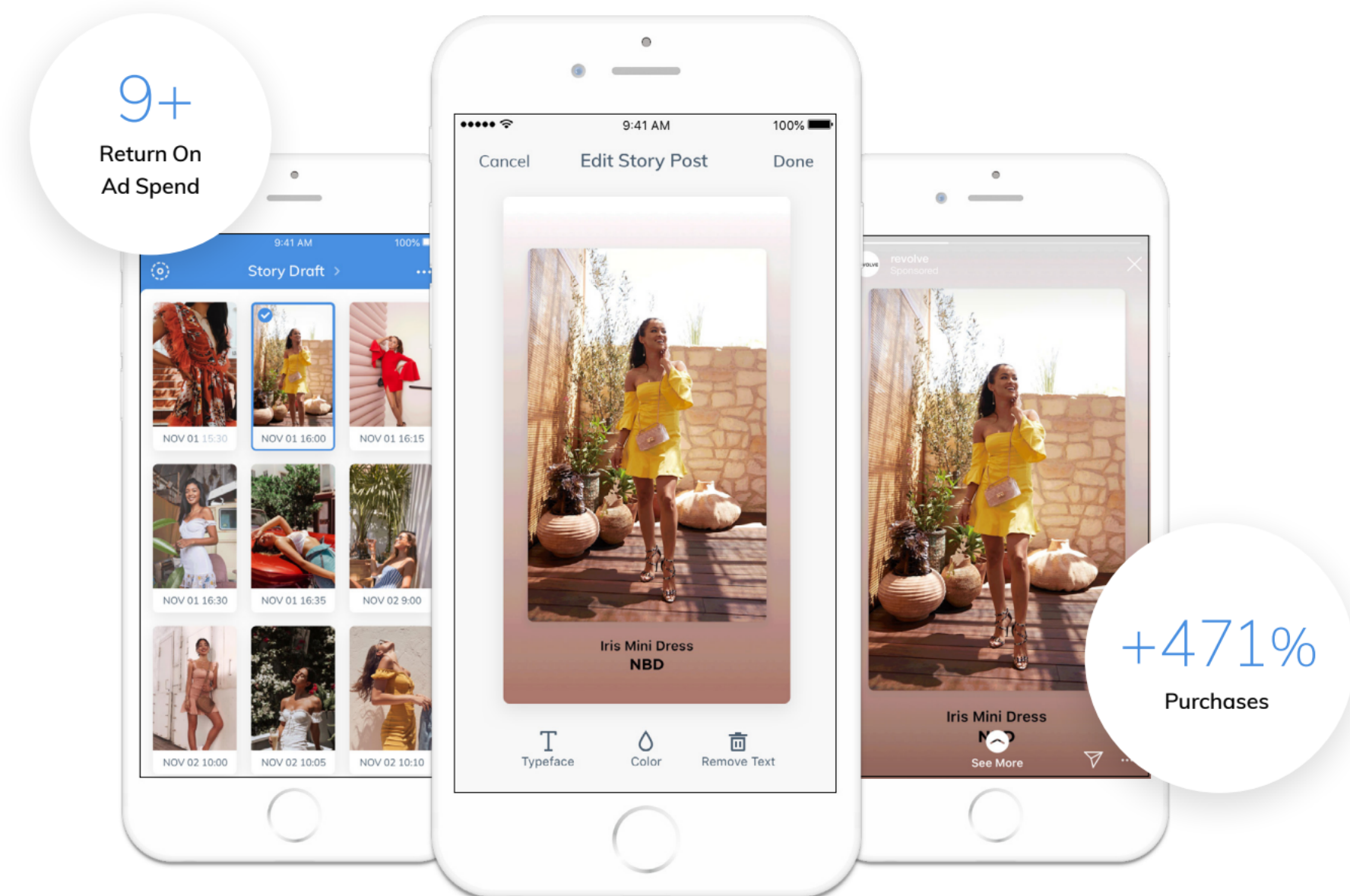
*Alisa Harada,
Marketing Manager at REVOLVE*

Creative Freedom

Story Studio empowers brands to take their best owned or earned photos and videos, and turn them into high quality creative in an instant. REVOLVE typically showcases new arrivals, best sellers, and dresses in ads, and with this new tool at the team's disposal, they're able to choose from unique, eye-catching templates, fonts, and colors to make their product images on-brand and on-point. For a company like REVOLVE that runs Stories ads every day, the ability to be agile and operate in real-time is key.

"The Story Studio templates are very clean, crisp, and on-brand for REVOLVE. I like how in many of the templates, we have the opportunity to use more than one piece of creative. For instance, an editorial shot alongside a product image. It's amazing to test what works best, and to see the performance of these mixed looks."

*Alisa Harada,
Marketing Manager at REVOLVE*





REVOLVE experienced dramatically increased effectiveness and return on ad spend (ROAS) after running three ads built with Story Studio when compared against the brand's standard creative. Story Studio assets resulted in ROAS figures of 9+. Additionally, the Story Studio templates garnered on average, 471% more purchases than the REVOLVE control ad.

Shattering the Status Quo

With Story Studio, REVOLVE's Instagram Stories advertising is fully streamlined. The paid social team is able to bring quality creative to life and drive conversions rapidly. REVOLVE's business moves at lightning speed, and having the right resources means the difference between being reactive and proactive. REVOLVE continues to be a leader in the social sphere, and never fails to outdo the status quo—and it's no different with Instagram Stories ads.