

## How Revolve Achieved a 60% increase in ROAS with Spangle's AI Agents that bridge marketing and digital experiences

**60%**

increase in Return on Ad Spend (ROAS)

**50%**

lift in revenue per visit

**15%**

increase in average order value (AOV)

**30%**

conversion rate lift



Capture more revenue with **self-optimizing shopping experiences**.

[Learn More ↗](#)

### Summary

Revolve, the fashion powerhouse for Millennial and Gen Z consumers, partnered with Spangle to elevate its already high-performing marketing strategy by seamlessly connecting highly targeted marketing experiences with contextually relevant onsite digital experiences. Spangle's AI Agents bridge the post-click customer experience gap, driving better engagement and conversion at scale.

The test began with image and video ads and expanded to Catalog Ads (i.e., DPAs).

The result? A 60% increase in ROAS and 50% lift in revenue per visit by bridging digital and marketing team workflows at scale while reducing operational overhead.



**"As a data-driven, innovation-focused retailer, we're always looking for ways to elevate the customer journey and maximize conversion. Our internal teams are focused on innovating across our site and mobile app and Spangle allowed us to extend that same innovation with the latest AI tech to our ad landing experiences. The adaptive nature of the technology meant we could meet shoppers in the moment, without slowing down our internal roadmap. The results speak for themselves, all while staying true to the dynamic, trend-forward spirit that defines REVOLVE."**

- Ryan Pabelona, Vice President of Performance Marketing at REVOLVE

### Seizing the Opportunity to Maximize Revenue From Paid Traffic

While Revolve's world-class tech and product teams focused on enhancing the core site and mobile app, paid media landing experiences were not yet a priority on the roadmap. At the same time, the lean performance marketing team ran engaging campaigns across multiple platforms on a rapid two-week cadence, yet shoppers often clicked through to static brand or category pages, a missed opportunity to create a seamless bridge from ad engagement to the shopping experience.

Customizing landing pages for each campaign took a lot of time and required coordination between teams which had scale limitations.


#### Digital Growth Priorities Included:


- 1 Increasing ROAS and revenue from high-intent paid traffic
- 2 Continuous innovation on delivering best-in-class user experiences
- 3 AI adoption to reduce operational complexity and unlock scale


Revolve saw Spangle as a way to seamlessly connect their innovative marketing strategies with a best in class digital shopping experience.

## Implementing AI-Driven Adaptive Shopping Experiences

Revolve first activated Spangle's landing experience for image and video campaigns. After spending time testing and learning, the solution was expanded to Catalog Ads (DPAs), unlocking contextual personalization across more channels.

-  **Bridging the Customer Experience Gap**

Spangle delivers an immersive shopping journey that extends the visual, tonal, and messaging consistency of Revolve's Meta ads to their site, ensuring a frictionless handoff post click to conversion. Key moments like product discovery, category exploration, and add-to-bag are conversion optimized with adaptive experiences that continue the storytelling from the ad creative, reducing drop-off and improving continuity from inspiration on media platforms to conversion on the site.
-  **Real-Time, In-Session Adaptation**

Spangle powers adaptive, infinite-scroll product discovery experiences enriched by ProductGPT. ProductGPT is Spangle's proprietary product intelligence model trained to read structured and unstructured data, imagery, engagement signals, reviews, and trends to provide context-aware product recommendations. Dynamic categories allow users to explore by occasion, style, trend, or related product groups. Meanwhile, built-in AI prompts deliver instant answers to FAQs, reducing friction and supporting confident buying decisions.
-  **Fast, No-Code Deployment for Agile Teams**

Spangle's low-lift integration aligned perfectly with Revolve's fast-moving campaign calendar, enabling the performance marketing team to launch, test, and optimize adaptive experiences without drawing resources from internal product priorities or the site roadmap. The partnership gives Revolve access to cutting-edge AI innovation executed at startup speed, without compromising focus.

## Results & Strategic Impact

In a controlled A/B tests with 97% statistical significance, Spangle's solution drove measurable business value:

**60% increase in Return on Ad Spend (ROAS) on image and video ads**

**50% lift in revenue per visit**

**15% increase in average order value (AOV)**

**30% conversion rate lift**

Even within Revolve's strong-performing Meta Catalog Ads (i.e., DPAs), Spangle delivered a 34% ROAS lift, proving that with adaptive, AI-powered landing experiences, there's still untapped potential in even the most optimized channels.

## Strategic Takeaways:

- Bridging the customer experience gap between marketing and e-commerce platforms and reducing friction throughout the shopper journey pays off; AI makes it possible to solve this at scale.
- Maintaining contextual relevance and adapting to users' behaviors as they shop and navigate across different channels are key to providing a seamless and personalized experience.
- Insights from highly personalized ad to conversion shopping journeys can improve marketing performance by closing the loop.



**"As someone who manages multiple marketing channels, a successful proof of concept for me means seeing clear improvements in ROAS and overall efficiency without adding complexity to our workflow. Working with the Spangle AI team was a breeze—the collaboration was low lift, transparent, and genuinely enjoyable. Their ability to seamlessly integrate AI-powered landing experiences allowed our channels to perform better while keeping the process fun and stress-free. When technology delivers measurable results and the partnership feels effortless, that's a true win for our team."**

**- Francesca Lagudi, Performance Marketing at REVOLVE**

## Looking Ahead: AI That Revolves With the Shopper

Revolve continues to lead the fashion industry by leaning into agile, AI-native infrastructure. With Spangle, the retailer activates intelligent digital experiences that evolve in real time based on shopper behavior and match the contextual awareness of an in-store sales expert.

This success is shaping future plans for extending adaptive experiences across other channels, proving that innovation does not have to wait on a roadmap.

## About Revolve:

Revolve is a next-generation fashion retailer serving Millennial and Generation Z consumers. As a trusted premium lifestyle brand and go-to online destination for discovery and inspiration, Revolve offers exceptional service and a highly curated selection of over 110,000 apparel, footwear, beauty, accessories, and home products. Its dynamic platform connects millions of engaged consumers, thousands of global fashion influencers, and more than 1,400 emerging, established, and owned brands. Backed by over 20 years of investment in technology, data analytics, and innovative marketing and merchandising strategies, Revolve has built a powerful platform that is redefining fashion retail for the 21st century.



Capture more revenue with **self-optimizing shopping experiences.**

[Learn More ↗](#)