

STYLITICS



Flag & Anthem Case Study

Customer:

Flag & Anthem

Industry:

Men's & Women's Apparel





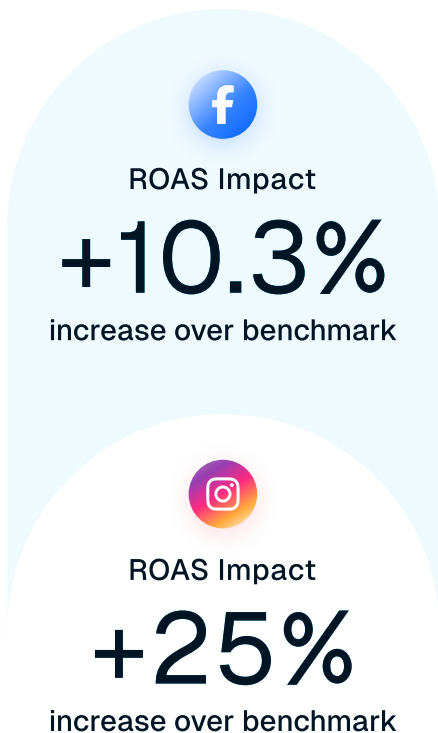
Challenge

Flag and Anthem sought to enhance their social media advertising by adding a layer of inspiration and context to their dynamic ads. They were looking to introduce a compelling mid-funnel touchpoint that educated and inspired their audience in a scalable, automated way.

According to Matt Kurkowski, Director of Performance Marketing & Analytics, **“Sometimes our customers need to see more than just the products they viewed in retargeting; they need inspiration on how to wear it, to see it styled, and what it goes with.”**

Traditional dynamic ads on Meta platforms often focus on retargeting users with products they have already viewed. However, Flag and Anthem wanted to go beyond this approach by offering a richer, more engaging experience to drive better conversion and overall ad performance.

Flag & Anthem was founded as a premium quality clothing brand in 2016. They realized most clothing options were either too cheap and disposable or too expensive and out of touch. They wanted to create casual, everyday clothing that their customers can really wear every day.



Flag & Anthem sees 20%+ increase in ROAS over benchmarks by adding outfitting to social campaigns

Solution

With Meta's evolving approach to blending prospecting and retargeting through Advantage+, Flag and Anthem found an opportunity to leverage Stylitics' outfitting and styling solutions. Adding outfits and styles to Facebook and Instagram ads using their Stylitics integration helped Flag & Anthem provide their audience with added inspiration and context for both previously viewed products and new items of potential interest.

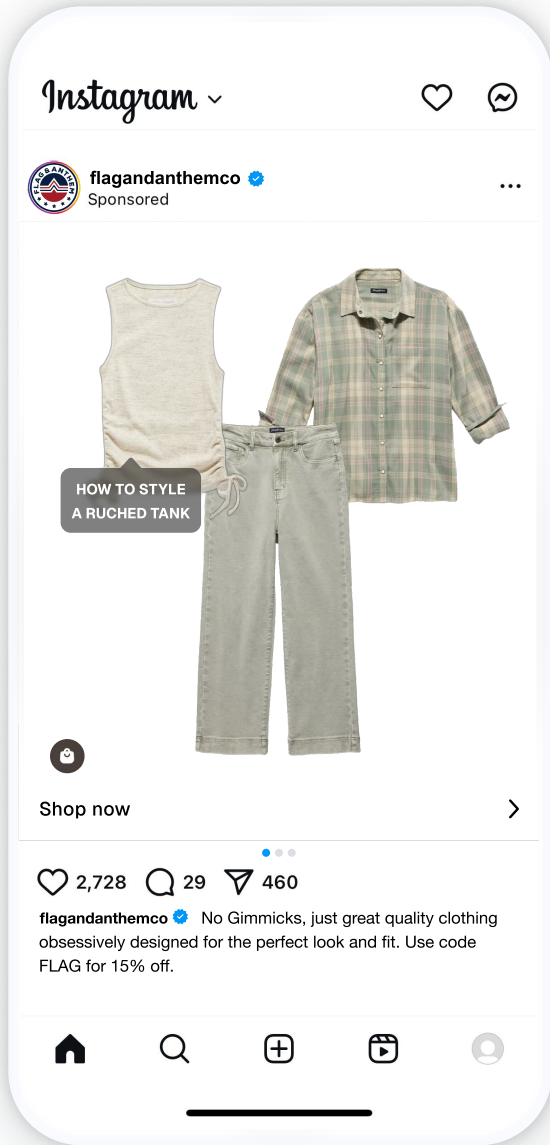
“If a regular dynamic ad is the equivalent of seeing something on the hanger, a Stylitics ad is like seeing a whole range of styled options laid out to choose from.” the team noted.

This approach not only attracted their shopper’s attention but also offered a comprehensive view of how different products could be styled and worn together, significantly enhancing customer engagement. By giving customers broader context, Flag and Anthem ensured a more impactful and memorable shopping experience.

“Adding Stylitics to our paid social mix took our dynamic Meta campaigns from 'You might like this' to 'Have you seen all the ways you're going to love this?'” explained Matt.

This transformation provided their audience with various styled options, making the ads much more engaging and effective. As a result, customers were able to visualize how different pieces could be styled together, increasing their likelihood of making a purchase.

“The proof is in the ROAS,” said Matt.

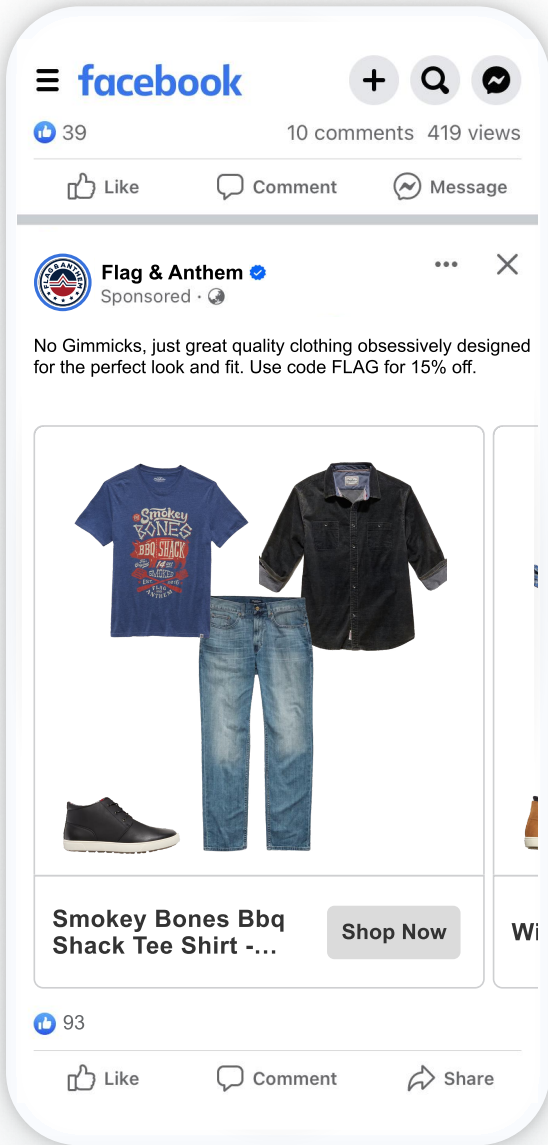


Machine Learning & AI Strategy

In AI and machine learning, creative content has become crucial in improving campaign performance. Flag and Anthem recognized this shift and utilized Stylitics to create styled ads at scale.

“As our digital channels continue to evolve to embrace machine learning and AI, creativity has returned to center as the way to steer campaigns towards success. Adding Stylitics into our dynamic and Advantage+ campaigns let us turn on hundreds of personalized, styled ads overnight,” said Matt.

This allowed their customers to see not only the products available but also how they could be mixed and matched into a perfect wardrobe. Rapid deployment of creative content will continue to ensure that their campaigns remain fresh and highly relevant to their audience.



Inspirational Commerce

Inspirational Commerce and Outfitting has a powerful impact on paid social campaigns. In partnering with Stylitics, Flag and Anthem has successfully transformed their ad creative, bridging the gap between prospecting and retargeting, and leveraging AI-driven content. By providing customers and prospects with inspirational content and styled outfit options, they have seen a significant boost in Return on Ad Spend (ROAS) over benchmarks. This approach has proven to be a game-changer in their social ad strategy.

At Stylitics, we are committed to helping retailers unlock the full potential of their digital marketing efforts through innovative solutions that inspire and engage. Stay tuned for more success stories and insights as we continue to drive the future of Inspirational Commerce.

Want to learn more? [Book a demo.](#)