

Luxury Retail Brand:

the COOL company

COOL AI Didn't Just Lift Campaigns.
It Impacted How the Entire Marketing System Performed

The Opportunity

| Accelerate Awareness & Revenue Through AI-Powered Ad Optimization.

A global luxury lifestyle brand with \$200M+ in annual ecommerce revenue wanted to increase customer acquisition while maintaining its premium brand positioning across Google Search and Meta.

To validate the impact of AI-powered optimization, the brand launched a pilot with COOL AI to determine whether it could identify new sources of demand, continuously optimize campaigns in real time, and drive incremental revenue beyond traditional campaign management.

During the pilot, performance improved across key business metrics. When the pilot concluded and COOL AI was paused, performance rapidly declined, confirming that the incremental growth was directly attributable to COOL AI.

The Solution

**| Thousands of AI-Powered Decisions.
One Smarter Marketing Platform.**

The COOL AI pilot was deployed across search and social to continuously create, test, and optimize campaign performance.

Unlike traditional campaign management, COOL AI made ongoing micro-optimizations across audience targeting, bidding, creative performance, and media allocation, helping uncover new high-value demand while continuously improving campaign efficiency across Google search and meta.

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Key Takeaway

When COOL AI was live, the account grew. When it stopped, performance declined. The biggest proof wasn't what happened during the pilot—it was what happened after.

Results

| AI That Learns, Tests, and Optimizes in Real Time.

The results demonstrate that COOL AI doesn't simply optimize individual campaigns, it continuously identifies new demand, improves performance across channels, and compounds results through thousands of AI-powered micro-optimizations.

+29%

Increase in daily revenue

Revenue increased from \$31.7K to \$40.8K per day while COOL AI was active

+24%

Increase in daily orders

AVG daily orders grew from 166 to 206, demonstrating meaningful business growth across the entire account

+39%

Meta revenue growth

Meta revenue increased by 39%, while Google Search revenue increased 20% during the pilot

39%

Net-new demand

Expanding customer acquisition beyond existing demand

Performance Fell without COOL AI

When the pilot ended and COOL AI was paused:

⦿ Revenue declined 28%

⦿ Orders declined 30%

⦿ Brand search revenue dropped 52%

⦿ Revenue from COOL AI's converting search queries fell 91%, even though search demand remained largely unchanged

BEFORE COOL AI	DURING COOL AI	AFTER COOL AI
Mar 1 – May 27	May 28 – Jul 9	Jul 10 – Jul 20
\$11.9K \$19.9K	\$16.6K \$24.3K	\$11.7K \$17.7K
\$31,737 /day Orders/day 165.9 ROAS 6.99x	\$40,846 /day Orders/day 206.1 ROAS 7.99x	\$29,330 /day Orders/day 144.7 ROAS 7.86x
Baseline	Revenue +29% Orders +24% ROAS ▲	Revenue -28% Orders -30% ROAS ▼