MTAILOR + the COOL company

COOL AI Boosted ROAS by 67%on a Live MTailor Campaign

Ecommerce Retailer Accelerates ROAS with COOL AI

Overview

MTailor, a custom clothing retailer, wanted to drive stronger ecommerce performance from an active paid media campaign.

Starting at a 0.66× ROAS, just $0.66 in revenue for every $1 spent, MTailor put COOL AI to the test. The goal: determine whether continuous AI optimization could uncover new performance opportunities and drive higher returns without starting over.

AI Impact at a Glance

1,600+
AI Optimizations

+67%
ROAS improvement

Strategy

Learn. Adjust. Optimize. Repeat.

COOL AI stepped into MTailor's existing campaigns without pausing, rebuilding or disrupting what was already running. From there, it continuously made thousands of real-time adjustments based on what was working, and what wasn't. across bids, audiences, keywords, etc.

Instead of waiting days or weeks for the next manual campaign review, COOL AI responded as performance changed: cutting wasted spend, refining who and what to target, adjusting bids, and shifting budget toward stronger-performing opportunities.



Optimization Activity Timeline

Most changes landed at launch, tapering as performance stabilized.

LAUNCH Aug 30 – Sep 5	WEEK 2 Sep 6 - 12	WEEK 3 Sep 13 - 19	WEEK 4 Sep 20 -26	WEEK 5 Sep 27 - Oct 3
659 **Changes**	**240** **Changes**	**277** **Changes**	**186** **Changes**	**12** **Changes**
Targeting, keywords, campaigns, low-value keyword removal	Campaigns, budgets, keywords paused / enabled, targeting	Keywords, targeting, campaigns, budgets, low-value keyword removal	Targeting, low-value keyword removal	Campaigns, budgets, bids and cost-per-click

Results

More Clicks. More Conversions. Stronger ROAS.

1,600+ real-time optimizations and counting. Every decision informs the next, continuously improving campaign performance.



1,617
AI Optimizations

+44% ↑
Increase in Clicks

+15% ↑
Increase in Conversions

ROAS

BASELINE
0.66x
$0.66 per $1 spent

→

WITH COOL AI
1.10x
$1.10 per $1 spent

IMPROVEMENT
+67%
ROAS improvement

Learn. Adjust. Optimize. Repeat.

STEP 1

Learn

Monitored live campaign performance and signals

STEP 2

Adjust

Refined targeting and search terms; removed low-value keywords

STEP 3

Optimize

Shifted budgets; adjusted bids and cost-per-click

STEP 4

Repeat

1,600+ real-time adjustments across the live campaign

TAKEAWAY

By continuously learning from live campaign performance and acting on those signals faster than a human team could manually, COOL AI drove more traffic, more conversions and higher ROAS from the existing campaigns.

Contact us today at sales@cool.co to get started.

the COOL company