



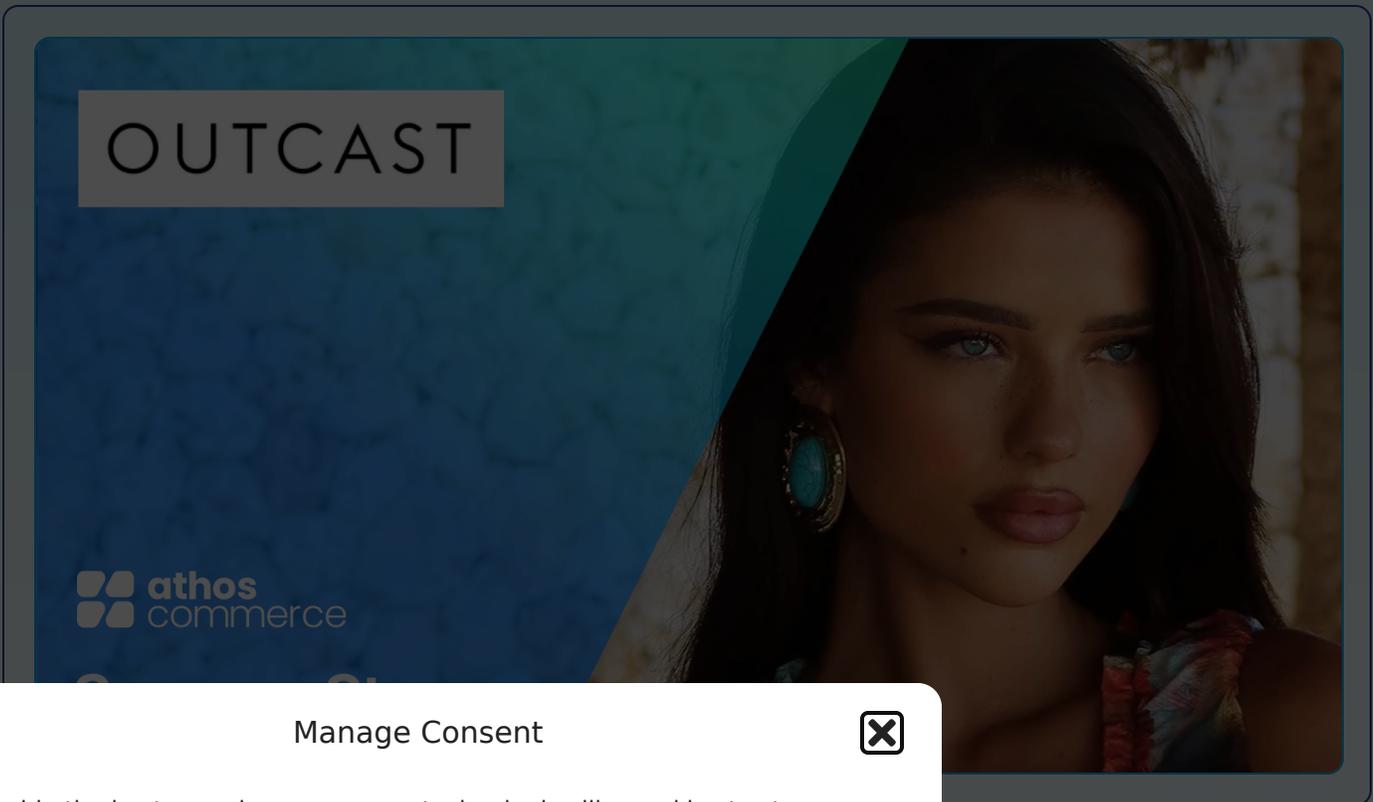
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Outcast Clothing Case Study

Outcast Clothing empowers bold self-expression with fearless fashion and optimized campaigns that drive global growth.



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+191.24%

Revenue

+174.21%

Conversions

The Brand

Outcast is a fashion brand shaped around how the next generation lives, travels, and shops, keeping their focus on the customer—delivering trend-forward pieces that match their lifestyle and energy. They focus on building emotional connection, not just transactions. Outcast was established to empower a socially engaged, modern woman to live boldly and authentically — fully embracing every part of who she is.

Celebrating a decade of success, Outcast has grown from a single brand and has since expanded to Australia and the UK—operating across the globe.

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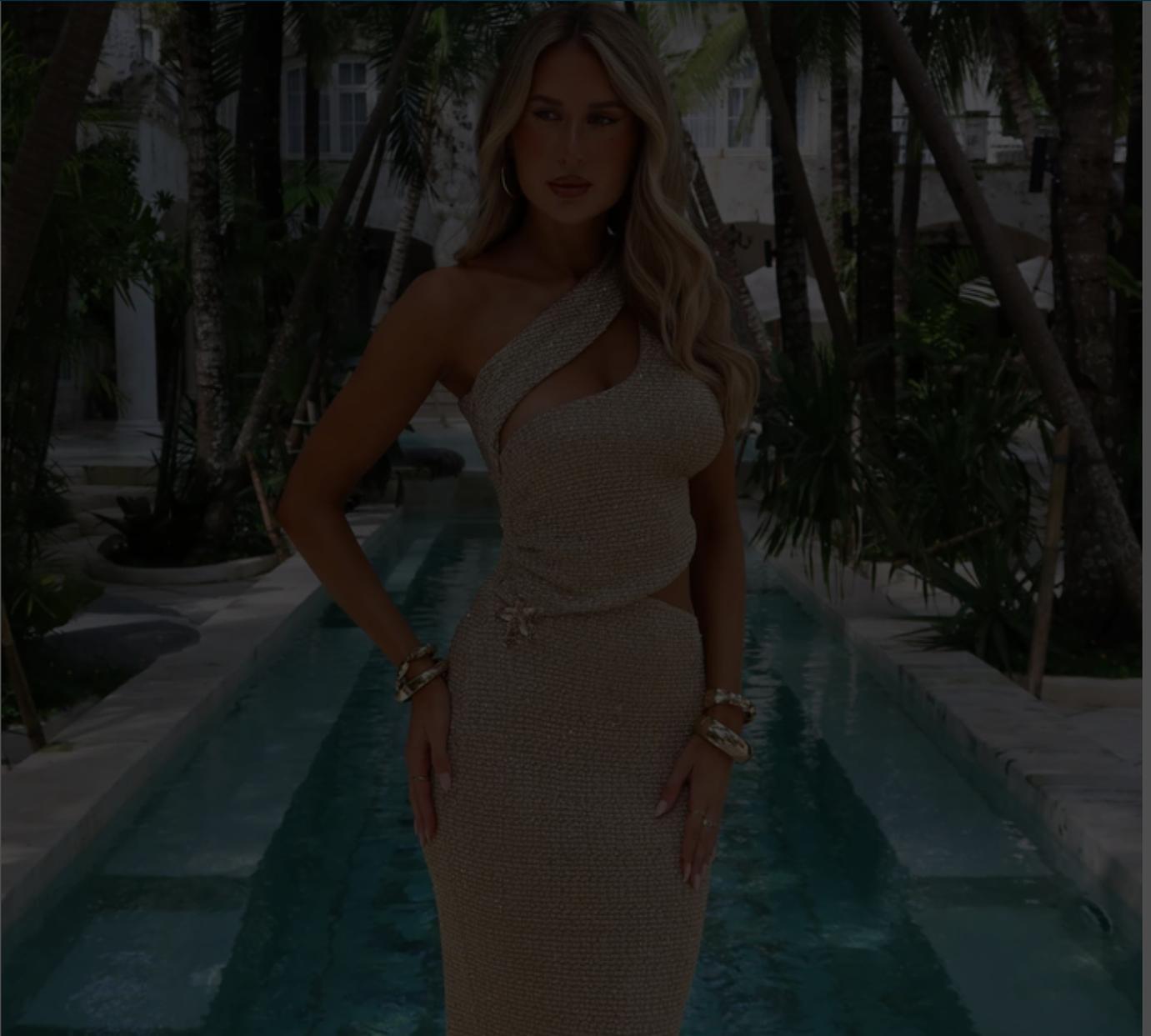
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proactive partner who could provide strategic insights, innovative solutions, and drive their business to new heights.



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As an existing Athos Commerce customer, utilizing their leading Searchspring [Generative](#)

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With peak season fast approaching, the ecommerce team was initially hesitant about switching to a new provider for their feed and marketplace management. However, the Athos Commerce team's clear expertise and frequent communication throughout the process quickly instilled confidence, making the transition much smoother. Outcast was impressed with the effortless onboarding and seamless integration of the IR Feeds Module and Data Connector.

”

Being guided through the dashboard and seeing the potential we could achieve through a rule-based approach was impressive—it far exceeded the capabilities of our current processes.

Emma Coyer

Digital Marketing Director, Outcast Clothing

The Feeds Module empowered Outcast to streamline operations and maximize product visibility. The team optimized data for multiple channels, ensuring items reached more potential customers across marketplaces, social platforms, and ads. Customizable feed management tailored product listings for each platform, improving search relevance and click-through rates. Automation saved time by keeping stock, pricing, and descriptions up-to-date without manual effort. With unlimited feed scalability, Outcast easily expanded into

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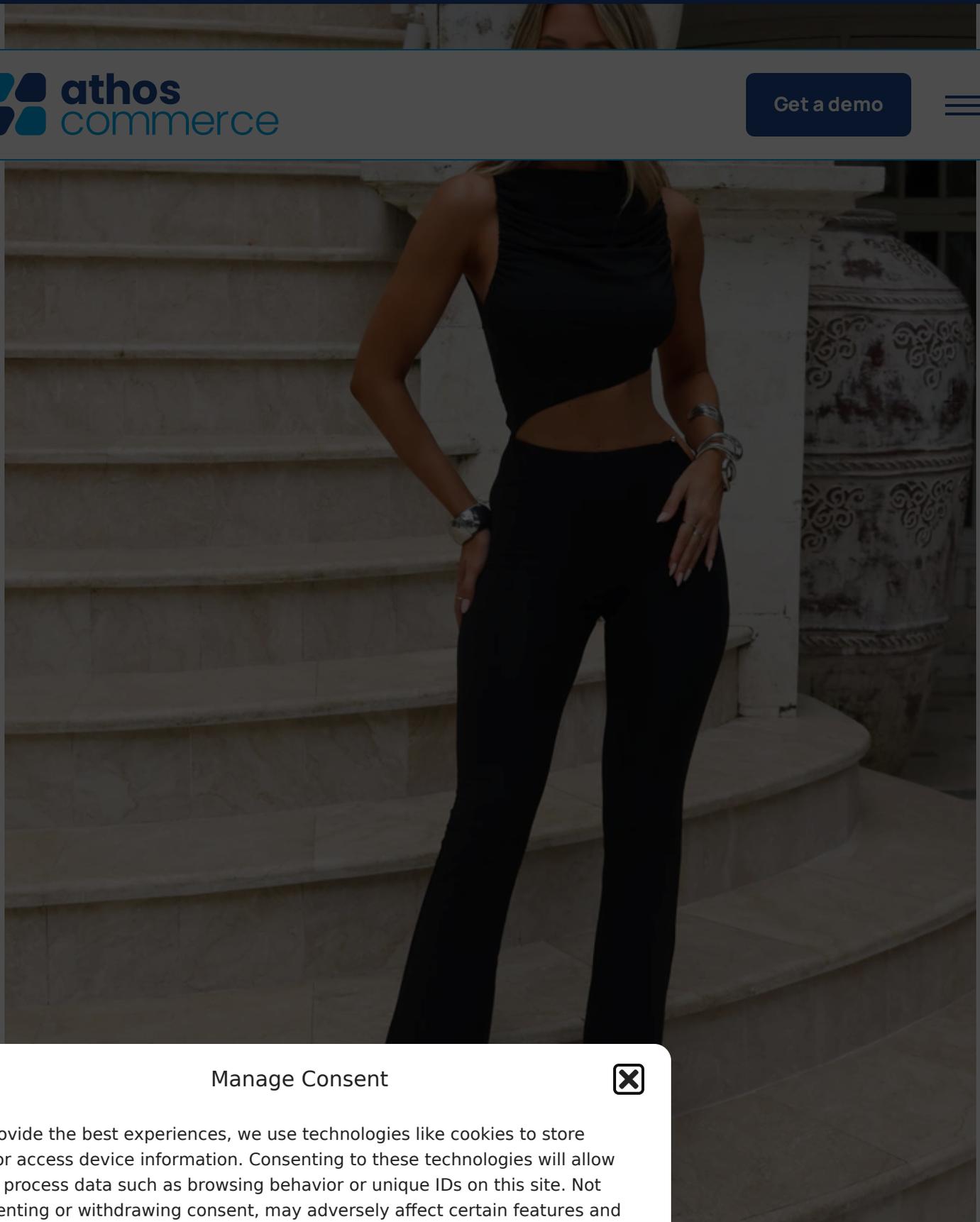
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higher conversion rates, and

Us by providing detailed
centralizing data, it
le improving the visibility of
cluttering campaigns,
enabled strategic decisions,
ombie SKUs or removing
ad spend toward the most



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automation. We've truly bridged the gap between digital, marketing, and e-commerce, accelerating our revenue growth faster than ever.


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Digital Marketing Director, Outcast Clothing

Outcast Clothing AU

Outcast AU delivered exceptional performance in the December-January timeframe, largely driven by the strategic use of the Intelligent Reach platform and Searchspring. By leveraging Intelligent Reach, the business optimized its data and ensured the most relevant and high-performing products were prioritized in campaigns. The IR Google AdWords Data Connector enabled precise segmentation, allowing for the exclusion of low-performing and invisible products. The strategy focused around limiting the number of products served in campaigns, thereby allowing a greater portion of the ad budget to be allocated to key high-performing products.

From December 1, 2024 to January 31, 2025—compared to the same period in 2023/24—Outcast AU achieved a **77.09% reduction in ad spend** and a **72.23% decrease in impressions**. Despite these cuts, the business saw a **24.79% increase in revenue** and a **21.97% rise in conversions**.

These results highlight the effective synergy between Athos Commerce's Intelligent Reach and Searchspring solutions driving high-quality traffic to the website, as well as enhancing on-site engagement and boosting the average order value (AOV). This combination enabled the business to significantly lower ad spend while generating higher returns.

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ch solution and applying the
\$ experienced significant
notable uplift in both overall
outlines I a comparison of
to the previous year. It also
visibility of underperforming

Feeds switched over immediately and a zombie campaign was launched. This saw

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This new campaign, designed around zombie SKUs and leveraging the **IR Labels Manager** and **Google AdWords Data Connector**, achieved impressive results, including:

- **Impressions:** 1,467,024
- **Clicks:** 27,774
- **Revenue:** \$126,003.71
- **Conversions:** 664

The success of the zombie campaign demonstrates the potential of utilizing the Intelligent Reach platform and the IR Google AdWords Data Connector to tap into previously underperforming and invisible products, yielding significant returns.

The integration of Intelligent Reach has driven substantial growth for Outcast US across various metrics. The sharp increases in impressions, clicks, revenue, and conversions, particularly outside BFCM and in the new zombie campaign, highlight the effectiveness of the IR platform and its modules in optimizing campaign performance. These results demonstrate the power of data-driven decision-making and targeted strategies to enhance brand visibility, consumer engagement and, ultimately, profitability.

Product Optimization Experiment – Outcast US

In February 2025, the Athos Commerce team launched a product optimization experiment focusing on injecting keywords related to Festivals into the product type attribute for Outcast US. The goal was to complement a new campaign Outcast was running to highlight products in their new festival collection.

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g by 41.67%, boosting clicks
control group. Additionally,
spend (ROAS) improved by
ol group.

he experiment early and
so quickly.



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Product Type Optimisation - Coachella without Festival Boost Exp

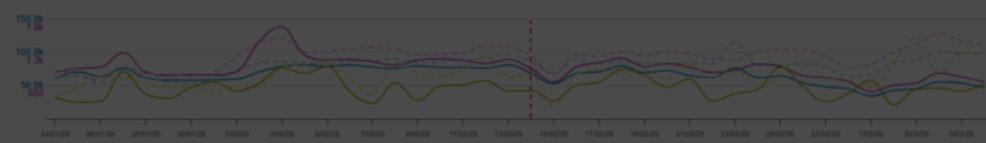
Created by: Mr Dayne Merriss

21 / 21 days

13/02/2025 - 06/03/2025

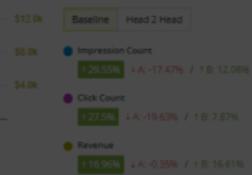
1,029 (A: 515 / B: 514)

Performance



Download Data | Read-Only View | Duplicate | Make Permanent

Summary



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These results truly speak for themselves, and it's amazing to see a more strategic and data-driven approach paying off in such a big way. Moving from Feedo to IR was one of the best decisions. The impact is undeniable—not to mention the cost savings—and I can't wait to see where we take things from here!

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advanced labels based on conversion metrics to drive even smarter, more profitable campaigns



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