



# The Automation of Aspiration

How Fendi Used Meta's Advantage+ AI to Scale Luxury E-commerce

By Shreya Krishna

Discover how a heritage luxury brand leveraged artificial intelligence to triple conversions whilst protecting the exclusivity and prestige that defines its identity in the digital marketplace.



# Why This Campaign Matters

Fendi deployed Meta's Advantage+ AI Shopping Campaign to fundamentally transform their digital performance, addressing the critical challenge of increasing online sales whilst maintaining the exclusivity and prestige that luxury consumers expect.

By strategically combining AI-driven automation with meticulously crafted, high-quality creative assets that honour Fendi's heritage, the brand achieved extraordinary results that exceeded industry benchmarks.

## Higher Purchases

Triple the conversion rate compared to traditional campaigns



## Lower Cost Per Purchase

Dramatic reduction in acquisition costs

## Lower Cost Per Add-to-Cart

Significantly improved funnel efficiency

This case study definitively proves how AI can scale luxury e-commerce without diluting brand identity or compromising the aspirational values that define the category.



# Fendi: Heritage Meets Digital Performance



## Founded 1925

Nearly a century of Italian craftsmanship and luxury heritage rooted in Rome



## LVMH Group

Majority shareholder since 2001, part of the world's leading luxury conglomerate



## Product Range

Bags, accessories, footwear, and ready-to-wear collections

Fendi's core brand values centre on exceptional craftsmanship, uncompromising quality, and authentic heritage storytelling that resonates across generations.

The digital requirement is unequivocal: high-fidelity assets that accurately showcase textures, intricate stitching, and premium fabrics—details that justify luxury price points and maintain brand prestige in the online environment.

# The Core Challenge: The Luxury Paradox

## Maintain Luxury Exclusivity

Preserve the rarefied brand identity, aspirational positioning, and premium perception that luxury consumers demand

- Protect heritage and craftsmanship narrative
- Maintain price integrity and prestige
- Deliver sophisticated brand experiences

## Achieve Broad Digital Scale

Expand reach, increase conversions, and grow market share in competitive digital channels

- Reach new luxury consumers at scale
- Optimise performance marketing efficiency
- Compete in crowded digital marketplaces

📄 **The Central Question:** How can luxury brands scale performance marketing without cheapening the brand? How can they deliver personalisation at scale without losing the aesthetic sophistication and exclusivity that defines luxury?

This fundamental tension—the luxury paradox—led Fendi to explore AI-led automation as a potential solution that could balance these seemingly contradictory imperatives.

# Why Fendi Needed a New Approach



## Engage Gen Z

Connect with younger luxury consumers across Instagram and TikTok with content that feels authentic and visually compelling



## Middle Eastern Expansion

Aggressively grow market share in the rapidly expanding Middle Eastern e-commerce luxury sector



## Hyper-Personalisation

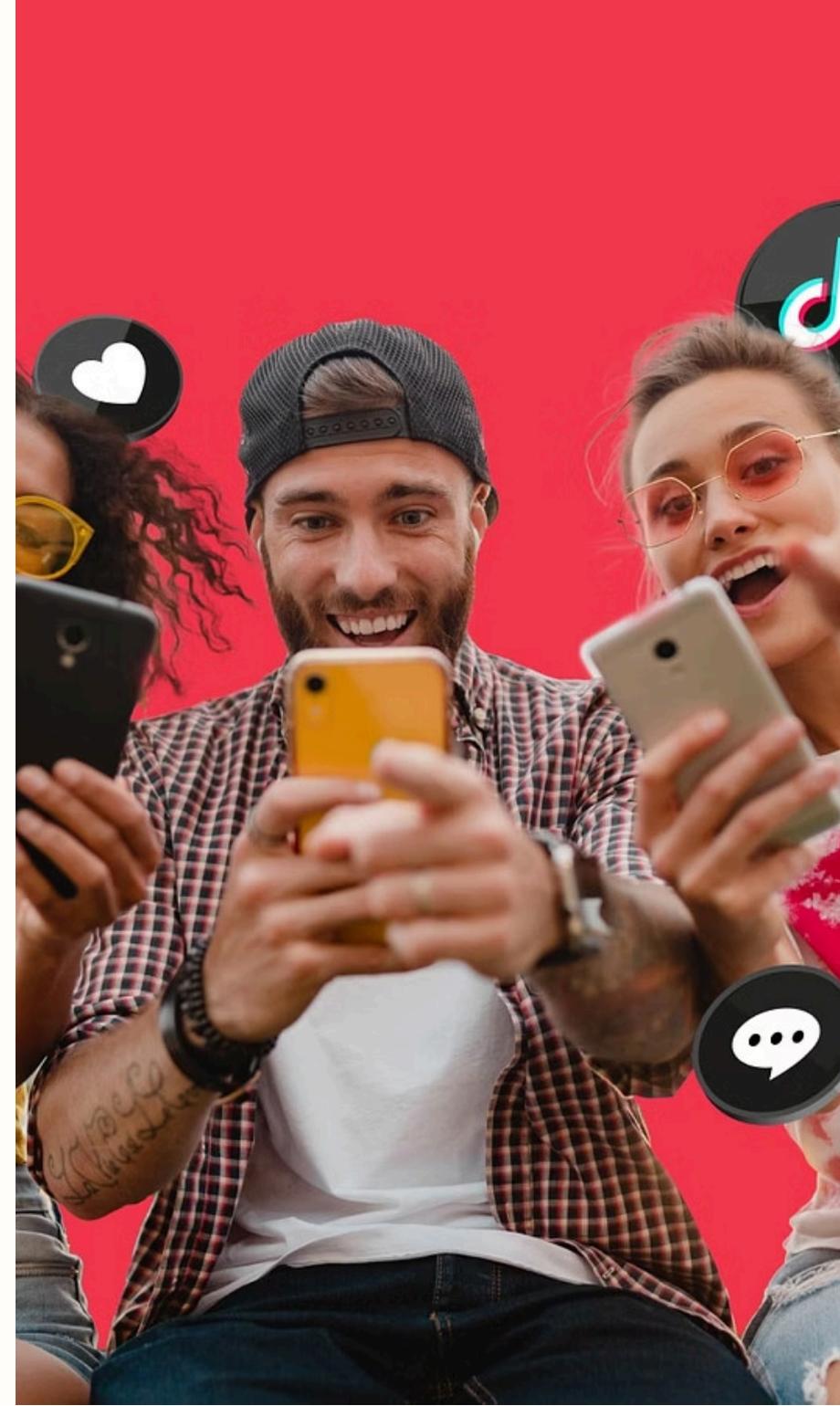
Deliver bespoke, individualised experiences to millions of potential customers simultaneously



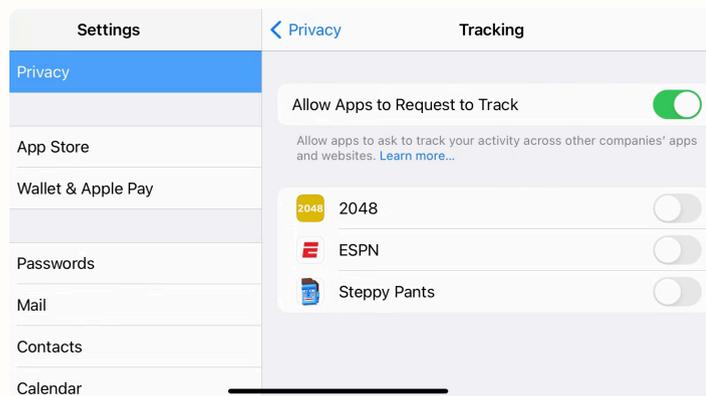
## Content Velocity

Test hundreds of creative variations rapidly to identify what resonates most effectively

Traditional marketing approaches—manual targeting, limited creative testing, segmented campaigns—simply could not support this level of scale, speed, or sophistication. Fendi required a fundamentally different methodology.



# The Shock: iOS 14 Privacy Disruption



Apple's iOS 14 update introduced App Tracking Transparency, causing severe signal loss that disrupted digital advertising across the industry. For luxury brands like Fendi, the impact was immediate and destabilising.

## Advertiser Account Instability

Campaign performance became unpredictable and difficult to forecast

## Performance Deterioration

Conversion rates and ROAS dropped significantly across all campaigns

## Manual Optimisation Failure

Traditional hands-on campaign management became less effective

**The Verdict:** Automation was no longer optional—AI became a necessity for maintaining competitive performance in the post-privacy era.

# Why Fendi Chose Meta Advantage+

Advantage+ Shopping Campaigns were specifically engineered for the post-iOS 14 landscape, designed to restore performance stability through intelligent automation that works with reduced signal environments.

## Reduce Manual Setup

Streamline campaign creation and management processes

## Restore Performance Stability

Compensate for signal loss through machine learning

## Automate Core Functions

Let AI handle targeting, placements, creative testing, and budget allocation

## Scale Creative Testing

Test up to 150 creative assets within a single campaign structure

## Consolidate Funnel Stages

Unify acquisition and retention in one optimised framework

📌 **Fendi's Strategic Conclusion:** "Let AI handle optimisation. Humans handle creative quality." This division of labour became the foundation of their approach.

# Fendi's Three Pillars of AI Success



## Creative Testing

Deploy up to 150 assets to find top performers

## AI Audience Optimisation

Broad targeting with intelligent matching

## Dynamic Delivery

Real-time conversion-driven budget decisions

## Pillar 1: Creative Testing

Deploy up to 150 creative assets—video, static images, and dynamic product ads—showcasing apparel, luxury bags, and footwear with 'Shop Now' actions. AI identifies which creatives resonate with different users at different funnel stages.

## Pillar 2: Audience Optimisation

Shift away from manual segmentation. AI analyses user behaviour, matches users to relevant products, and uses creative assets as targeting signals to identify high-intent luxury buyers through broad targeting parameters.

## Pillar 3: Delivery & Budgeting

Automatically split budgets between new versus existing customers, allocate spend to top-performing ads, match products to buyers using real-time signals, and maximise customer lifetime value whilst reducing human error.

# The Results: Verified Performance

## Campaign Parameters



Region: Saudi Arabia

Targeting a key Middle Eastern luxury market



Dates: 2 March – 1 April 2024

30-day A/B test period



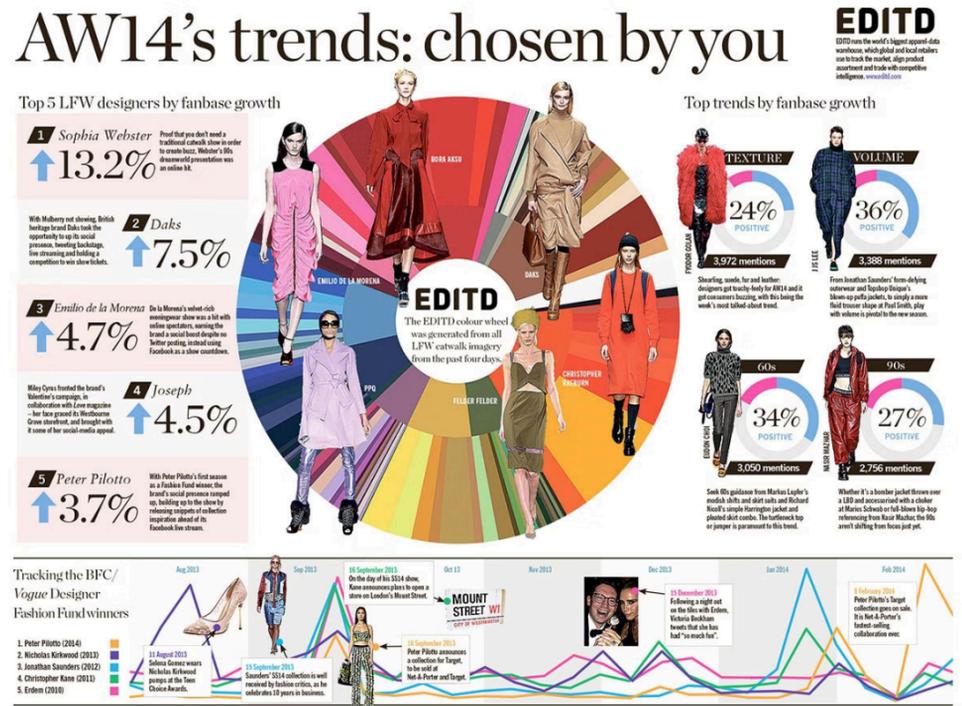
Platforms: Facebook & Instagram

Meta's premium visual channels



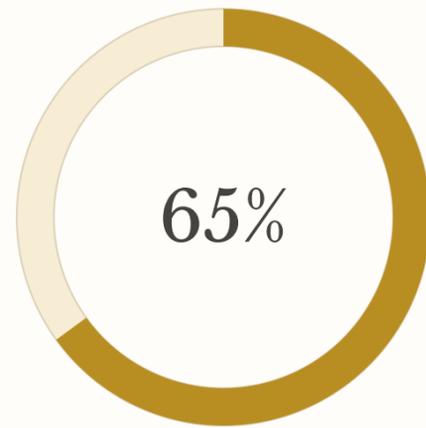
Audience: Ages 18+

Men and women interested in luxury fashion, beauty, and fragrances

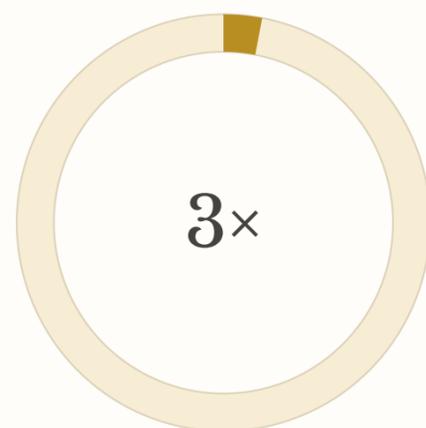


## Extraordinary Outcomes

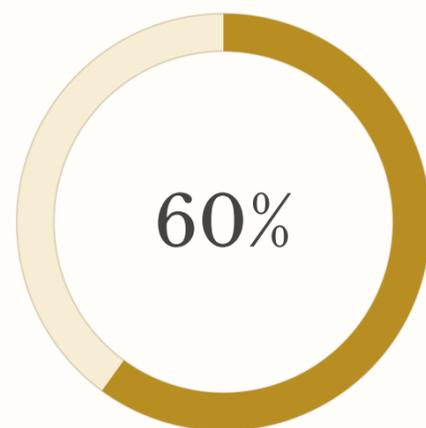
Data verified directly from Meta's A/B reporting in Ads Manager demonstrates Fendi's campaign dramatically exceeded both control groups and industry benchmarks.



Lower Cost Per Purchase



Higher Purchases



Lower Cost Per Add-to-Cart

## Final Takeaway

# When High-Quality Creative Meets AI Optimisation, Luxury Performance Accelerates

### What Fendi Proved

- AI can triple conversions in luxury e-commerce
- Costs can be reduced by up to 65% through intelligent automation
- Luxury brands can scale without diluting exclusivity
- Premium brand identity can be maintained and even enhanced
- Automation improves results when paired with creative excellence

### Strategic Imperatives

- Feed the algorithm with creative quality and volume
- Trust broad targeting for smarter AI decisions
- Leverage dynamic budgeting to increase profitability
- Keep luxury identity under human creative control
- Embrace the division: AI optimises, humans create

Fendi's success demonstrates that the future of luxury marketing lies not in choosing between heritage and innovation, but in harmonising human creativity with artificial intelligence to deliver exceptional performance whilst honouring brand legacy.