

Daphne the Label Case Study


Creative Engine

Intro + Problem

- Daphne came to us looking to scale, after relying entirely on organic sales and influencer-led demand (brand was founded by influencer).
- They had **never run paid ads before**, so we needed to introduce the brand to net-new customers who didn't already know Paige or follow Daphne.
- Initial creative was more editorial and brand-focused, **but it wasn't built to feel native to Instagram or quickly communicate why someone new should buy.**

Solution

- We launched Daphne's first-ever Meta campaigns and used early testing to identify what creative messaging resonated with cold audiences.
- After initial learnings, DP took over creative production and shifted toward Instagram-native concepts: UGC-style assets, social proof overlays, grid layouts, and clear product-on-body shots.
- We built a repeatable creative engine by testing, identifying winning formats, and refreshing creatives as fatigue set in.



Daphne the Label
Ad · 🌐

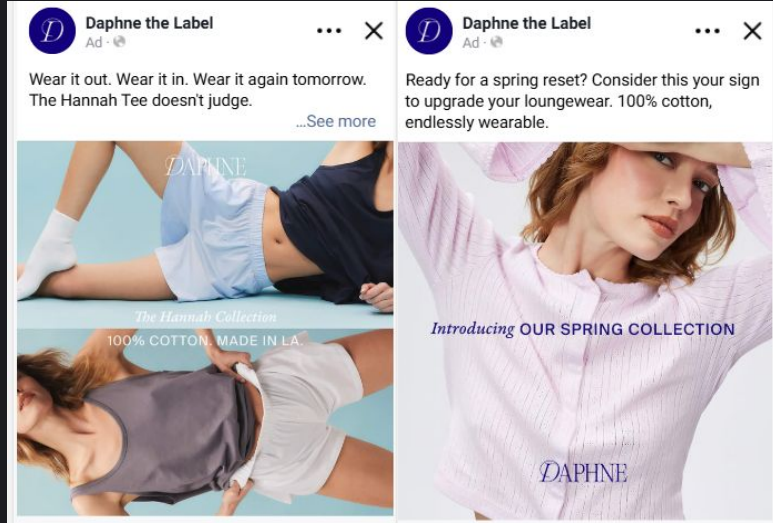
Our best selling summer dress. As cute on the couch as it is on the go.
Premium airy poplin + elastic back ...See more

As someone who owns the ragdoll dress in pink, this is making me realize I need it in every single color actually
1d · Reply

daphnethelabel.com
Best-Selling Summer Dress
100% Cotton, Woven In Italy

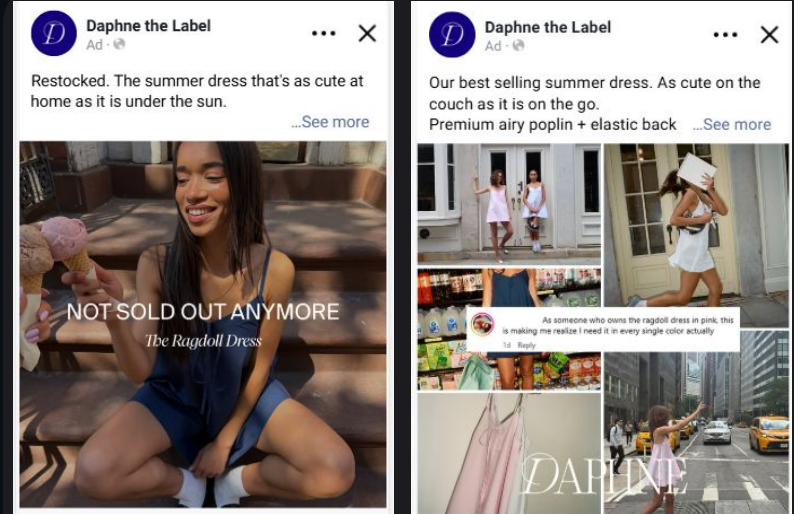
Shop now

Creative Performance Evolution



Before: Editorial & Studio

Relying on polished assets that underperformed due to lack of a clear hook and native aesthetic.



After: Native & Proven Hooks

Feels more like a “photo dump,” using direct comments, and clear hooks.

Results

- **+60% sales PoP** since launching Meta
- **+\$127k in incremental revenue** driven by ads

