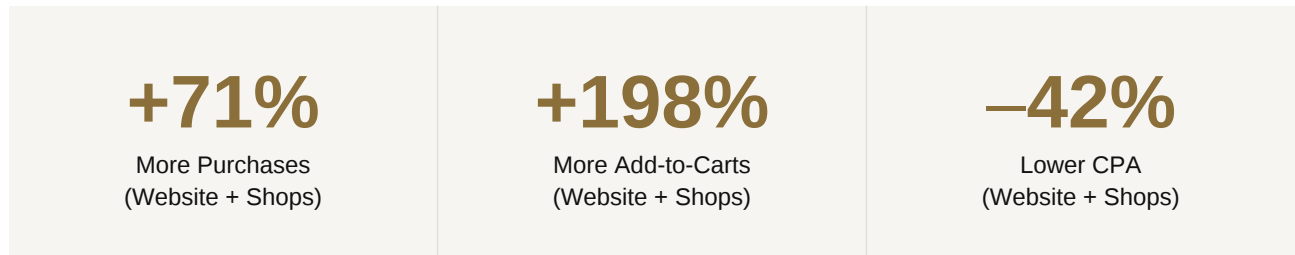


CASE STUDY · META ADS

Scaling Sebastian Cruz Couture on Meta

An A/B placement test that rewrote the luxury menswear media strategy.



AT A GLANCE

CLIENT	Sebastian Cruz Couture
AGENCY	The Growth Maverick
INDUSTRY	Luxury Menswear (DTC, online-only)
SERVICES	Meta Ads · Creative Strategy
FOCUS	Placement A/B testing, editorial performance creative, luxury audience targeting

01 · SECTION

The Brand

Sebastian Cruz Couture is a luxury menswear label built on bespoke suits and formalwear, positioned for clients who treat tailoring as an expression of how they carry themselves. Every piece is handcrafted with old-world precision, and the brand has built its reputation in a category where craftsmanship and heritage carry weight.

The Growth Maverick was brought in to build a paid media presence that matched that reputation — one that could scale acquisition without compromising the editorial polish the brand is known for.

02 · SECTION

The Challenge

Selling luxury menswear exclusively online at a high average order value creates a specific set of paid media constraints. Three of them shaped the entire strategy.

High AOV leaves little margin for inefficiency.

At premium price points, every click and conversion needs to be earned. There is no room to average out weak ad sets against strong ones — targeting and creative have to work on the first impression.

No physical touchpoints to close the sale.

With all conversions happening online, purchase hesitation has to be overcome entirely through the ads and the on-site experience. There is no showroom, no fitting room, and no in-store staff to bridge the gap between interest and purchase.

A narrow addressable audience.

Luxury buyers are a small slice of the total market. Reaching them efficiently — and only them — requires precise targeting and creative that speaks the language of the category.

03 · SECTION

The Approach

The Growth Maverick's strategy combined editorial-grade creative with a disciplined, test-driven approach to placement and audience.

Editorial performance creative

Ads were built to look and feel like fashion editorial rather than direct-response marketing — campaign-style imagery and video that preserved the brand's luxury positioning while still driving

performance. In a category where creative quality is non-negotiable, the goal was to make the paid media feel like a natural extension of the brand story rather than an interruption of it.

Luxury audience targeting

Prospecting focused on high household income, fashion-forward affinity signals, and occasion-based triggers (weddings, formal events, milestone purchases). The goal was to reach the right buyer at the moment they were most likely to consider a bespoke suit.

A strict placement A/B test

The centerpiece of the engagement was a controlled A/B test isolating a single variable: **placement**. Two identical campaigns were run in parallel — same budget, same creative, same audience — with the only difference being the placement configuration:

- **Variant A:** Website placements only
- **Variant B:** Website + Meta Shops placements

The hypothesis worth testing was whether Shops placements — often associated with lower-consideration purchases — could actually work for a high-AOV luxury brand, or whether they would drag down performance.

04 · SECTION

The Results

The Website + Shops variant won decisively across every metric that mattered.

+71% more purchases.

With identical budget and creative, the Shops-inclusive placement drove 71% more transactions than the Website-only variant.

+198% more add-to-carts.

ATC volume nearly tripled under Website + Shops, signaling meaningfully higher purchase intent among the audiences reached through that placement mix.

–42% lower CPA.

Cost per acquisition dropped by 42%, disproving the assumption that Shops placements underperform for high-AOV luxury brands.

Website + Shops became the foundation of the ongoing media strategy for Sebastian Cruz Couture, and the test provided a clear, data-backed answer to a question that most luxury advertisers default to answering by instinct.

05 · SECTION

Key Takeaways

Placement is a variable worth testing, not assuming.

The intuition that luxury shoppers must be routed to the brand's own site turned out to be wrong for this brand. Testing challenged the default, and the default lost.

Isolate one variable at a time.

Because budget, creative, and audience were held identical, the test produced clean, defensible signal — no ambiguity about what caused the lift.

Editorial creative and performance goals are not opposed.

The campaign held onto the brand's luxury positioning while still driving efficient acquisition. The two objectives reinforced each other rather than competing.

High AOV doesn't disqualify unexpected placements.

Even in a category where every acquisition has to be earned, the 'obvious' placement wasn't the best one. Structured testing surfaced a meaningfully more efficient path.

Conclusion

For a brand where craftsmanship, heritage, and creative quality set the tone, the growth unlock didn't come from spending more or targeting differently — it came from testing an assumption most luxury advertisers never bother to challenge. A disciplined, single-variable placement test paired with editorial-grade creative rewrote Sebastian Cruz Couture's Meta strategy and delivered a 42% cheaper cost per acquisition on the same media budget.

The broader lesson: in performance marketing, the biggest wins are often hiding behind conventional wisdom no one has actually tested.