LATICO LEATHERS × UPSCALE CREATIVEOS

How Upscale built an AppLovin creative engine for Latico Leathers.

A channel-specific creative system that turns each launch into the next opportunity to learn.



APPROVED CREATIVE / 45-SECOND DEMO

>80%

of daily AppLovin spend now goes to Upscale creative.

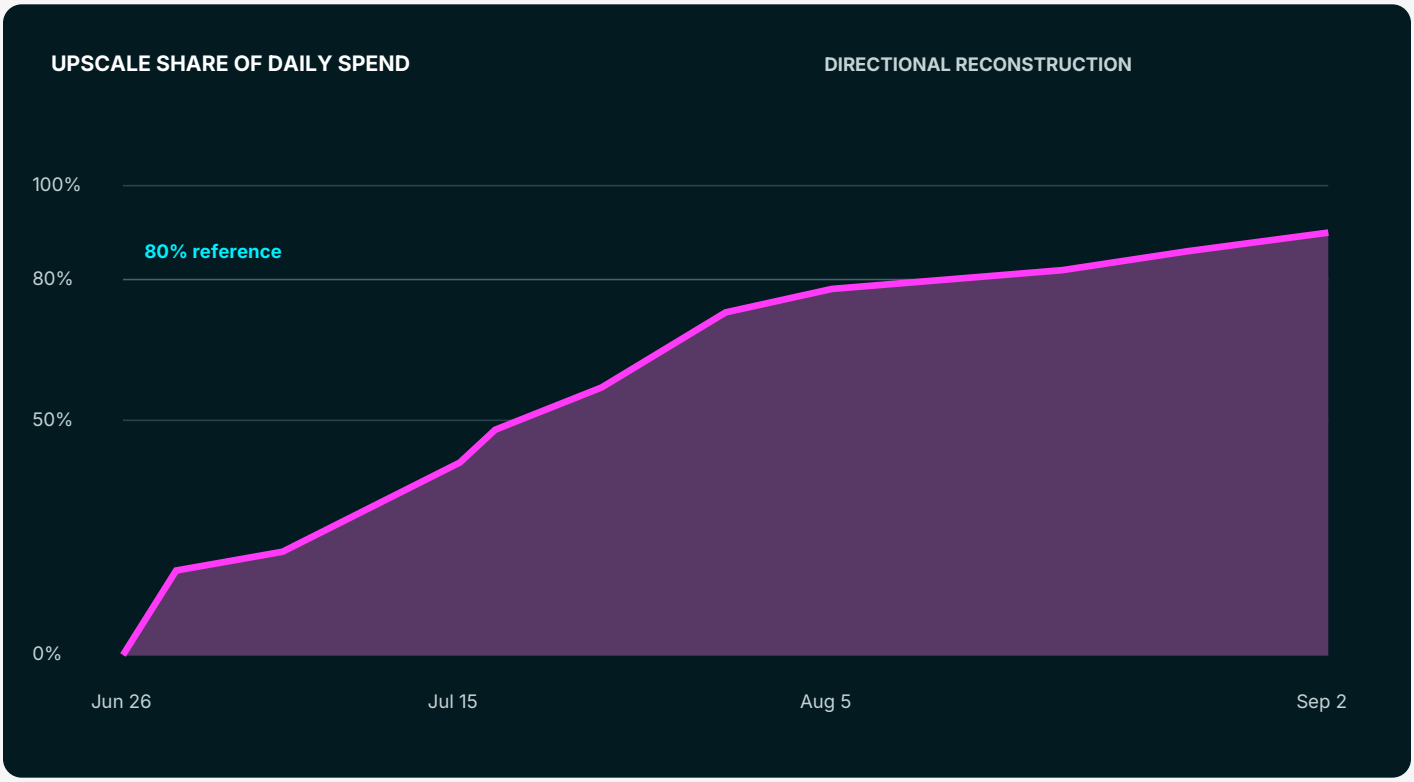
Behind that allocation is a repeatable process: build for AppLovin, launch consistently, read the results, and decide what to make next.

Current daily allocation reported for the case study. It is not the 90-day cumulative spend share. Reporting snapshot: September 2026.

01 / THE WORK EARNS ALLOCATION

Creative became a core part of Latico's AppLovin account.

AppLovin allocates spend among available ads as it optimizes delivery. Upscale's growing share shows the role its creative now plays in the account.



All intermediate values are approximate, reconstructed from the supplied dashboard trend. The curve illustrates direction; it does not establish the date that 50% or 80% was crossed. Daily source export still required for an audited time series.

6.10%
Account CTR

+19%
vs. prior 90-day CTR

$1.10
Upscale cost per click

Account comparison: Jun 5-Sep 2 versus Mar 7-Jun 4, 2026. The current window includes pre-launch days; it is not a controlled before/after test of Upscale.

02 / BUILD FOR THE CHANNEL

Give AppLovin its own creative brief.

The aim is not simply to reformat a Meta ad. It is to choose the runtime, offer and product story for the AppLovin test.

01 / DURATION

Make room for the proof.

A 45-second demonstration can show storage, organization and use, while shorter variants test how quickly the story can land.

02 / OFFER

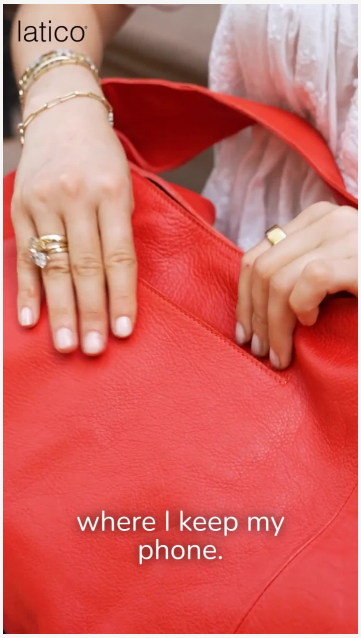
APP20

Channel-specific coupon language gives the audience a clear offer and Latico another way to distinguish response.

03 / STRUCTURE

Show the product working.

Product-first openings and useful demonstrations turn features into a clear reason to click.



THE EXAMPLE

Everything has a spot

A 45-second product demonstration gives the organization story room to unfold. The next test can change the opening, runtime or offer while keeping the core product benefit consistent.

Watch the approved 45-second creative

These are creative design choices, not proof that one element alone caused an improvement. Each variation should be evaluated against its campaign objective.

03 / KEEP THE ACCOUNT SUPPLIED

Six batches.
A repeatable creative rhythm.

The approved batch date is the go-live date, as supplied by Latico's team. The work spans evergreen product stories, new concepts and seasonal offers.

2026 GO-LIVE	BATCH	ENTRIES	CREATIVE FOCUS
Jun 26	Batch 1	4	Foundation / first evergreen launch
Jul 15	Batch 2	2	Crosby + Lindsey product heroes
Jul 17	Batch 3	5	Proof + product demonstrations
Aug 05	Batch 4	4	Full-line stories / Bianca + Terry
Aug 25	Batch 5	4	Problem / solution + listicle
Sep 02	Labor Day	2	Seasonal, offer-led creative

21 catalog entries across six dated batches. The current player package contains 17 unique video files; four Batch 4 entries share earlier source files and need final asset reconciliation.

FROM SLACK REQUEST TO APPLOVIN LAUNCH

01

Find the gap

Use performance and the Matrix to shape the next brief.

02

Review in Slack

Briefs and feedback stay where the team already works.

03

Approve the batch

Approve concepts and assets; record the release date.

04

Launch + learn

Move approved work into AppLovin and feed results back.

04 / LET RESULTS SHAPE THE NEXT BRIEF

Winning creative is a starting point, not the finish.

Three named creative sets show different routes to useful attention. The next-test ideas below are hypotheses to evaluate, not causal explanations of the results.

Montage V4

6.9% CTR

2.34× D7 ROAS

$6.3K spend / 103.8K impressions

Next test: vary the opening product sequence while holding the offer and runtime steady.

Callie V9

6.4% CTR

3.00× D7 ROAS

$5.3K spend / 75.3K impressions

Next test: compare a travel-focused Callie story with an everyday-organization story.

Terry V1

6.1% CTR

2.19× D7 ROAS

$1.8K spend / 15.6K impressions

Next test: lead with a different practical product benefit and compare the new opening.

Reporting: Jun 5-Sep 2, 2026. CTR and D7 ROAS are reported at the named creative-set level, weighted across the campaigns carrying that set. They are not individual-video ROAS and are not Day 0 new-customer ROAS.

05 / MAKE THE NEXT INVESTMENT DELIBERATE

One persona. One creative type. One campaign objective.

The Matrix organizes what to build next. For acquisition, the objective is Day 0 new-customer ROAS: finding ads that help bring new customers to Latico.

PERSONA

Practical Traveler

CREATIVE TYPE

Demonstration

CAMPAIGN

New-customer acquisition

OPTIMIZE TOWARD

Day 0 new-customer ROAS

Start with a useful signal, then design the next comparison. Practical Traveler × Demonstration has five creatives, $1,228 in spend and 1.30% CTR in the imported Matrix window. It is a candidate for the next acquisition test, not a proven D0 acquisition winner.

PERFORMANCE BY PERSONA

PERSONA	SPEND	CTR	EST. ROAS
Organized Realist	$5,568	1.13%	2.17×
Practical Traveler	$5,514	1.23%	1.58×
Quietly Stylish	$3,406	1.13%	1.63×
Value-Conscious Discoverer	$3,070	0.76%	2.53×

Source: Creative Strategy Matrix, Aug 28 run / imported performance window. Four named personas total $17,558. ROAS is an internal estimate; this table does not measure Day 0 new-customer ROAS.

MATRIX DETAIL / WHERE TO TEST NEXT

Coverage reveals the next creative question.

A strong result in one cell is a reason to investigate. Open cells and contrasting results help the team choose what is worth producing next.

PERSONA	CREATIVE TYPE	SPEND	CTR	COVERAGE
Organized Realist	Demonstration	$3,358	1.00%	8 ads
Organized Realist	Trust & Validation	$1,075	1.08%	3 ads
Practical Traveler	Demonstration	$1,228	1.30%	5 ads
Practical Traveler	Product Discovery	$3,841	1.27%	Live
Quietly Stylish	Demonstration	$1,728	1.47%	4 ads
Quietly Stylish	Trust & Validation	$1,552	0.83%	7 ads
Value-Conscious	Trust & Validation	$1,346	0.93%	Live

TURN A CELL INTO A BRIEF

For the Practical Traveler, show what fits and how the bag works on the move. Test the demonstration against another creative type in the same acquisition campaign, then compare mature results against the chosen objective.

Selected cells from the imported Matrix; not the complete account. Different reporting windows and attribution grains should not be combined into a single leaderboard.

06 / EXTEND THE SYSTEM

Let shoppers explore the product inside the ad.

Playables add another creative format to test alongside video. The goal is to make the product benefit tangible through an interaction, then measure whether that experience helps acquisition.

LIVE EXAMPLE / JUL 30

Build your Callie Sling

Choose a leather color, pack the bag and reach a personalized product end card.

1. Choose a color

2. Pack the bag

3. Explore the product

Open the browser demo

APPROVED EXAMPLE / JUN 29

Gentle Breeze

A motion-led product experience gives handcrafted leather another way to be seen and explored.

1. Watch the motion

2. Discover the bag

3. Visit the product

Open the browser demo

Callie Sling: two live creative sets and 0.88% CTR in the supplied AppLovin media-library snapshot, checked Sep 3, 2026. This is point-in-time evidence, not proof of higher ROAS. The account library has 77 approved interactives; that inventory is not attributed exclusively to Upscale.

PDF NOTE: DEMOS OPEN IN A BROWSER; THIS PAGE IS NOT INTERACTIVE.

APPENDIX / APPROVED BATCH CATALOG

The work behind the system.

All 21 entries from the current case-study gallery. Click a title to open its supplied media file. Batch labels reflect the approved go-live dates.

#	GO-LIVE	CREATIVE / OPEN VIDEO
01	Jun 26	**Callie / Product hero**
02	Jun 26	**Callie / Amanda VO**
03	Jun 26	**Full line / Montage intro**
04	Jun 26	**Full line / Social montage**
05	Jul 15	**Crosby / Product hero**
06	Jul 15	**Lindsey / Product hero**
07	Jul 17	**Callie V9**
08	Jul 17	**Lindsey V10**
09	Jul 17	**Made to age**
10	Jul 17	**Full line / Evergreen**
11	Jul 17	**Everything has a spot**
12	Aug 05	**Full line / Bianca 42s***
13	Aug 05	**Full line / Bianca 20s***
14	Aug 05	**Terry / No VO***
15	Aug 05	**Full line / Bianca 35s***
16	Aug 25	**You should know**
17	Aug 25	**Three reasons**
18	Aug 25	**Full line V19**
19	Aug 25	**Callie V18**
20	Sep 02	**Labor Day / Brand hero**
21	Sep 02	**Labor Day / Montage**

* Four Batch 4 entries currently reuse earlier source files. Their unique asset mappings still need verification. Hero and two Labor Day files are 1080p; other current files are low-resolution previews. Links may require access to the media host.

Open the approved Frame.io batch library

APPENDIX / READ THE EVIDENCE CORRECTLY

More useful tests.
A clearer next creative decision.

Each launch gives Latico another opportunity to learn what resonates. CreativeOS turns those learnings into the next brief, the next approved batch and the next set of ads for AppLovin to evaluate.

90-DAY ACCOUNT CONTEXT / JUN 5-SEP 2, 2026

METRIC	UPSCALE	NON-UPSCALE	ACCOUNT
Spend	$27.7K	$33.8K	$61.5K
Spend share	45.03%	54.97%	100%
CTR	6.48%	5.77%	6.10%
CPC	$1.10	$1.34	$1.22
D7 ROAS	2.64×	3.58×	3.16×
D7 sales	345	553	898
D7 revenue	$73.1K	$121.2K	$194.2K

The >80% headline is a current daily allocation measure; 45.03% is the cumulative share for a 90-day window that includes pre-launch days. These describe different periods. Upscale CTR is higher and CPC lower in this snapshot, while D7 ROAS is lower than non-Upscale. No controlled causal lift is claimed.

SOURCE AND MEASUREMENT NOTES

Account + creative sets: User-supplied AppLovin dashboard screenshots and campaign export, captured Sep 3, 2026. Displayed figures are rounded.

Persona + creative type: Creative Strategy Matrix run dated Aug 28, 2026. Imported-window estimates are separate from the 90-day AppLovin account figures.

Production + experience: Approved Frame.io batch labels and supplied workflow context. No verified turnaround-time claim is made; the next-test ideas are recommendations.