

Prism + Pilot



The Issue:

- PRSMFRND Eating £2 Profit per Order
- Discount training customers



The Opportunity:

- Prism + increases customer engagement
(more sessions, orders, and lifetime)



The Fix:

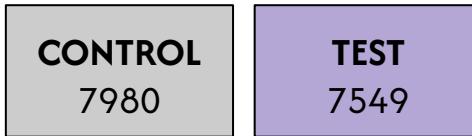
- Discount Club ⇒ Members Experience (Early Access, Exclusive products)
- Predicted +100k annual revenue



Prism

What we Tested: Customers Matched by History

Bronze



Silver



Gold



Platinum



Control Group (Similar Customers)

Tiered on:

- Order Frequency
- Opted In
- Before < 2024

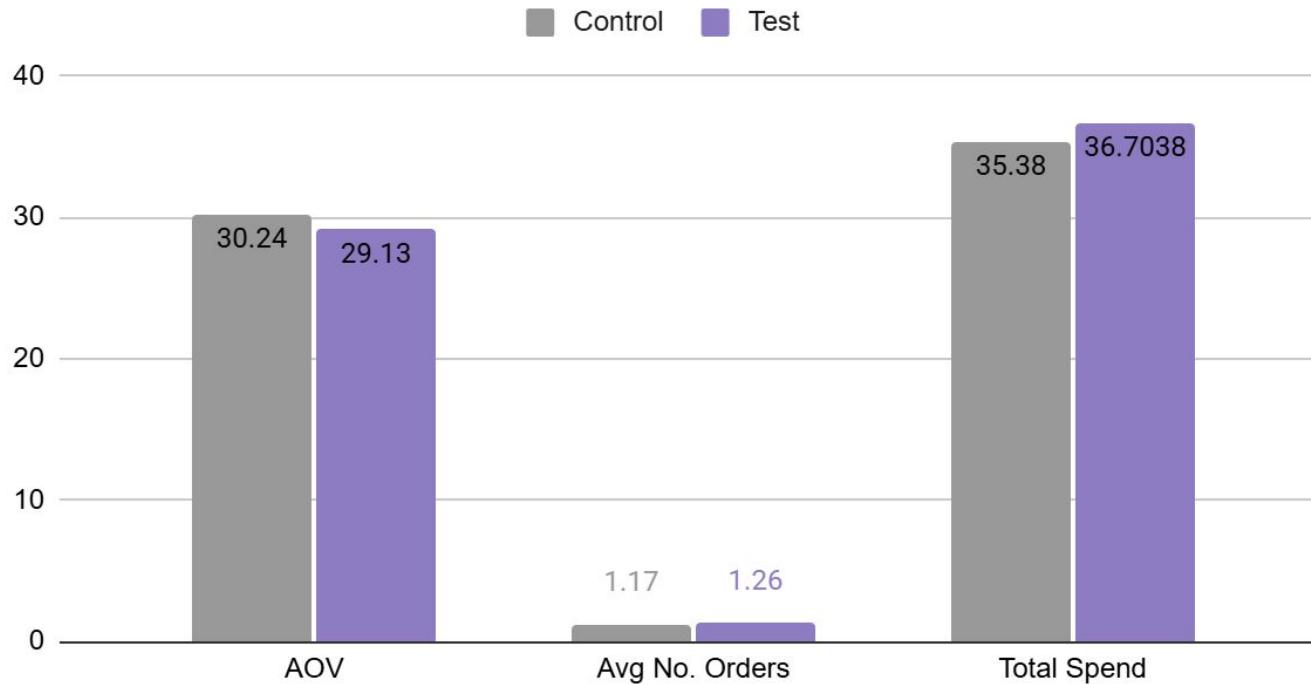
Methodical issues with A/B Test

- No match on demographic
- Temporal Bias



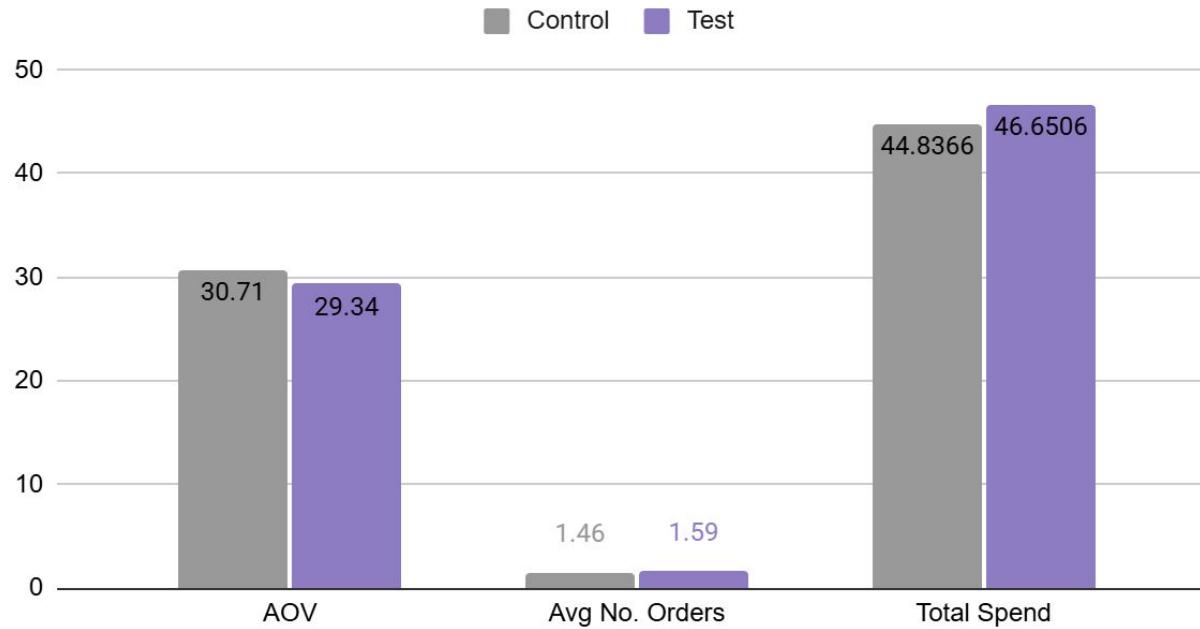
Pattern Holds Across Tiers: Lower AOV, Higher Frequency and Total Spend

Bronze



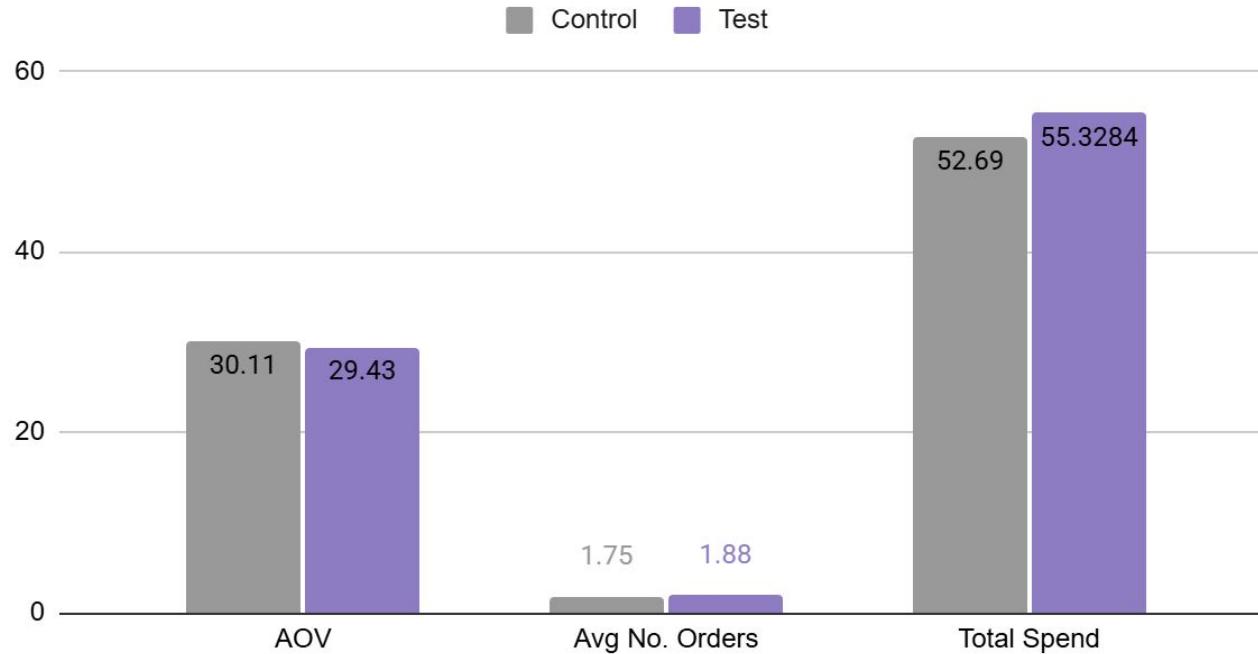
Pattern Holds Across Tiers: Lower AOV, Higher Frequency and Total Spend

Silver



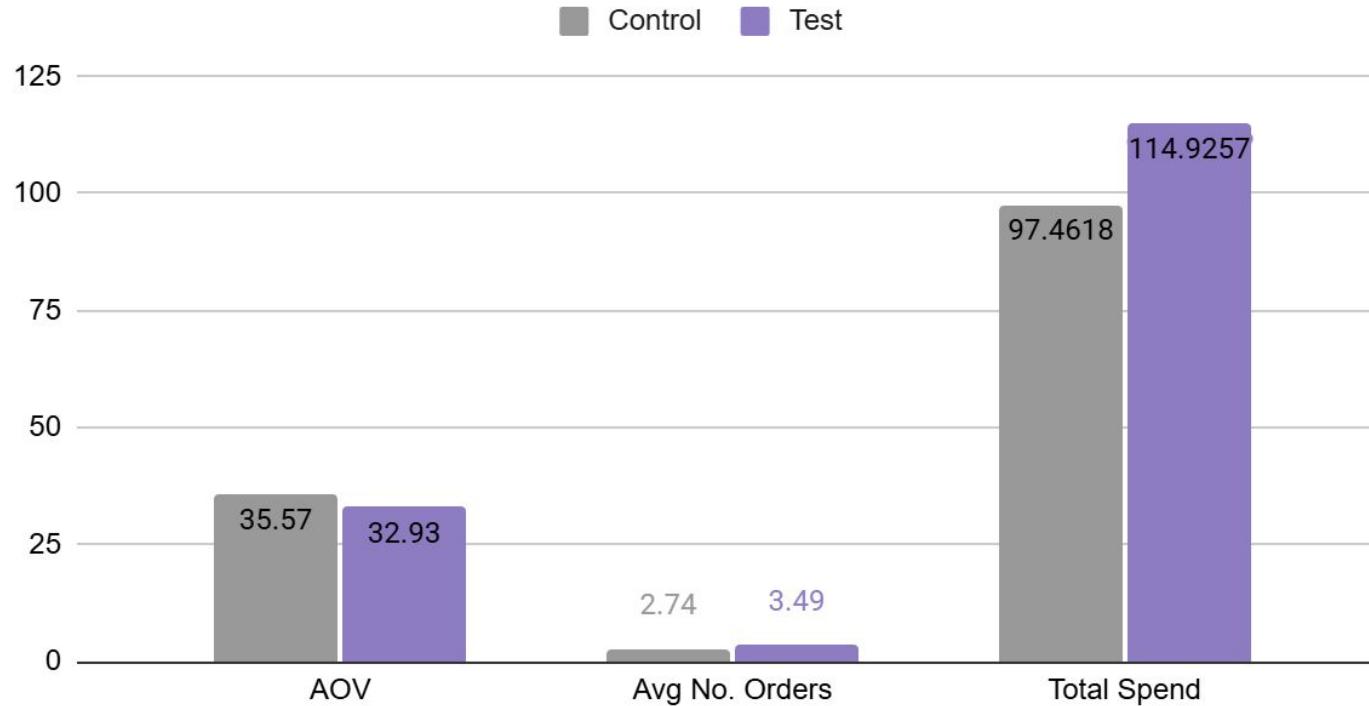
Pattern Holds Across Tiers: Lower AOV, Higher Frequency and Total Spend

Gold



Pattern Holds Across Tiers: Lower AOV, Higher Frequency and Total Spend

Platinum



Discount Galore eating AOV and Profit

	Control	Test	Difference
Total Revenue	£77,825	£99,282	19%
Total Orders	2111	2785	31%
Profit	£36,770	£42,320	15%



Why AOV down?

Platinum member:

Customer A



4 x £10 orders

Total: £40

Platinum member:

Customer B

4 x £100 orders

Total: £400

Are we throwing discounts at people who would've bought regardless?



PRSMFRND Cannibalization

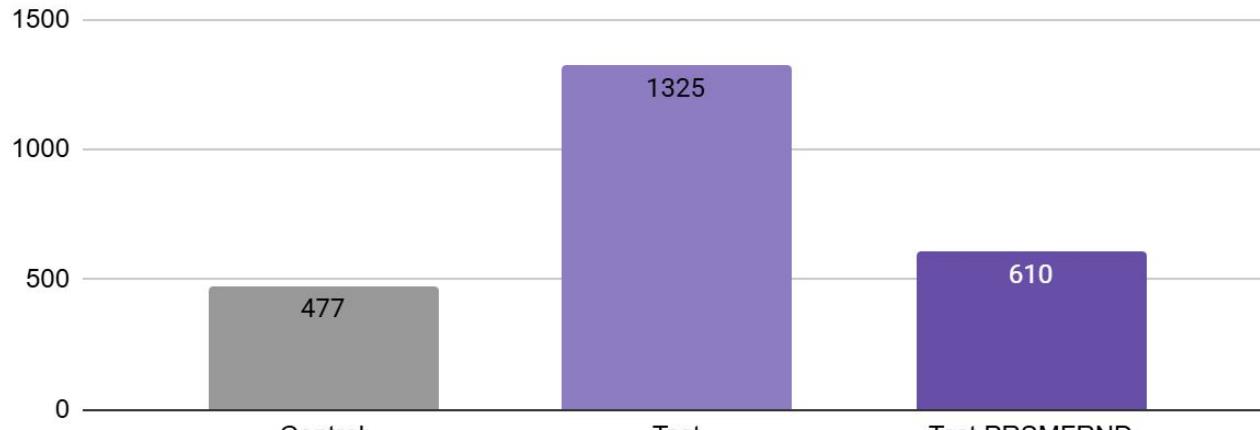
Control Coupons

- Revenue: £27,392
- Profit: £10,672
- Coupon orders (all types): 477

Test Coupons

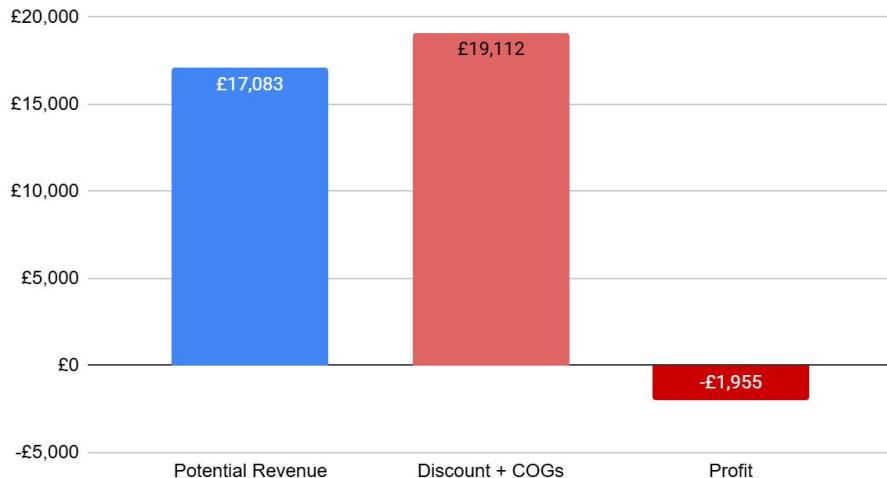
- Revenue: £35,973 (31%)
- Profit: £10,016 (-1%)
- Coupon orders (all types): 1325 (170%)
- PRSMFRND orders: 610 (46% of coupon orders)

No. Coupon Orders between Groups



50% Discount = DISASTER

PRSM FRND Potential Revenue vs Profit



This does NOT include:

- Free shipping costs
- Warehousing and storage
- Operations

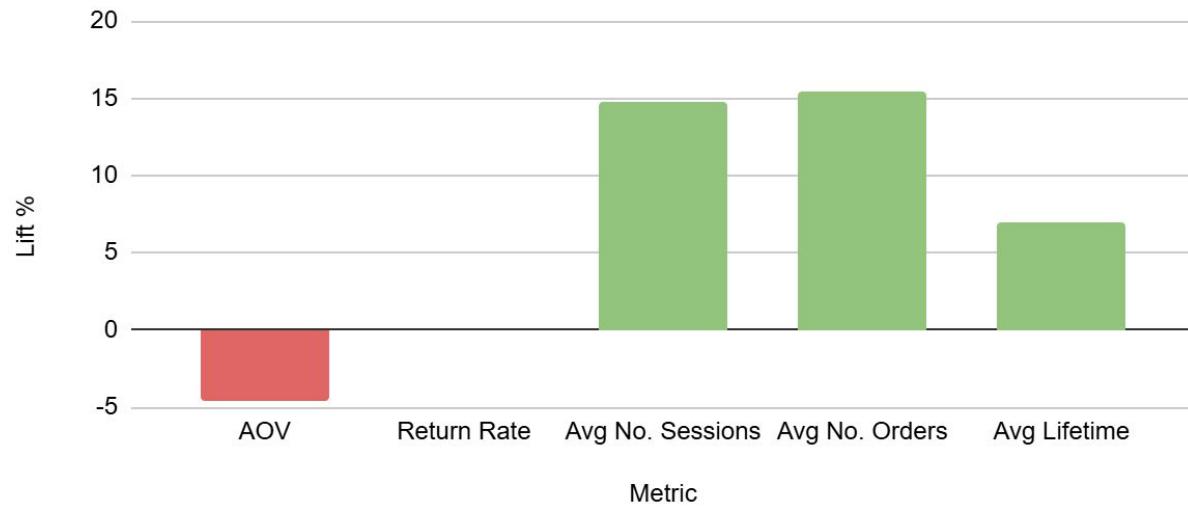
THE REALITY:

- Our Cost of Goods = ~50% Item Price
- Discount = 50% off
- **Profit Margin = Negative**



Prism + Drives Engagement

Prism + Behavioural Difference



Metric	AOV	Return Rate	Avg No. Sessions	Avg No. Orders	Avg Lifetime
C - AVG	31.6	0.75	1.7	1.7	696.75
T - AVG	30.2	0.75	2.0	2.0	745.12
Lift %	-4.5%	0	14.7%	15.4%	6.94%



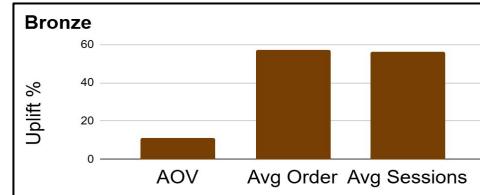
Same “Test” Customers Before ⇒ After

Bronze

BEFORE
AOV: £23.42
Orders: 1
Sessions: 1



AFTER
AOV: £29.13
Orders: 1.2
Sessions: 1.5

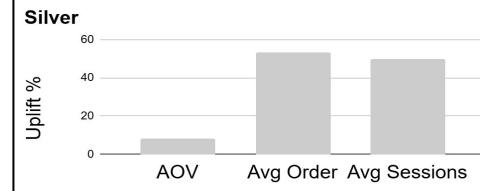


Silver

BEFORE
AOV: £24
Orders: 1
Sessions: 1.5



AFTER
AOV: £29.34
Orders: 1.5
Sessions: 2.9



Gold

BEFORE
AOV: £23.33
Orders: 1.2
Sessions: 2



AFTER
AOV: £29.43
Orders: 1.8
Sessions: 4.2

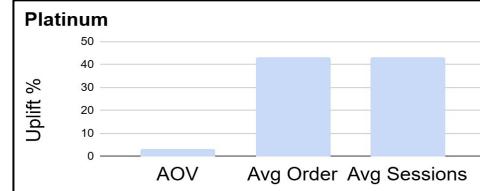


Platinum

BEFORE
AOV: £25.12
Orders: 2
Sessions: 3



AFTER
AOV: £32.93
Orders: 3.49
Sessions: 5



Transform Prism Plus Discount Club ⇒ Premium Experience

STYLIST: Free to Join

- Free standard shipping (orders over £50)
- Referral 10% Discount

CURATOR: £100+

- Early access to sales (24 hours before public)
- Birthday month: 20% bonus discount code

ICON: £250+

- Birthday month: free gift
- Exclusive access to products (limited editions)

A LISTER: £550+

- First access to everything (1 week early)
- Prism Digital Stylist
- VIP event invitations (fashion shows, launch parties)

2025: More A/B Testing

Frequency vs Spend: Match on

- Demographic
- Location
- Product categories

Example

	1 STYLIST FREE TO JOIN	2 CURATOR SPEND £100+	3 ICON SPEND £350+	4 A LISTER SPEND £750+
Early access to the latest drops	✓	✓	✓	✓
ASOS digital stylist	✓	✓	✓	✓
Birthday discount	20%	20%	20%	25%
Early access to exclusive edits		✓	✓	✓
Members-only sale			✓	✓
Early access to sale			✓	✓
Invite to IRL events				✓
Priority back-in-stock alerts				✓



THANK YOU

Any questions?