DTC Retailer Unlocks Additional $40K/month in Revenue

$40K
INCREASED MONTHLY REVENUE

13%
AOV INCREASE ON REPEAT CUSTOMER ORDERS

77% Contribution to Change ⓘ

3,670 **(64%)** of **5,735** Sessions

Average Order Value performance was **3x better than expected** for (Product Category : **Liquids**) and (Repeat Customer : **True**) and

(Campaign : **Restock Alert**)

INSIGHT

Customers who purchase one of the retailer's popular oils are valuable to the business without being upsold on additional products. Data indicates that customers who purchase this specific oil have an above-average tendency to become repeat customers and increase their AOV upon second order.

CHALLENGE

After confirming that a specific oil was popular among a large segment of customers, a DTC retailer began pushing out campaigns to upsell the customer group but saw little to no success. The retailer was struggling to surface patterns in the customer group's behavior that would help them understand why their campaigns were failing.

ANALYSIS

Unsupervised's AI dug deep into the data and revealed behavioral patterns for the group of customers that confirmed they were more likely to become repeat customers when marketed the same product versus upselling additional products.

ACTION

The retailer initiated an aggressive re-marketing offer to move through excess inventory and convert site visitors with the popular oil. After the customers made this purchase, they entered them into a post-purchase flow that continued to market the same product, encouraging repurchase.

VALUE

After leveraging this new strategy, the DTC retailer saw an increase in sales revenue by $40K/month and increased the customer group's AOV from $114 on first-order purchases to $129 on second-order purchases.