



# UNSUPERVISED ECOMMERCE & DTC

Success in eCommerce is found in the margins. But digging into the data to find optimizations, opportunities, and a competitive edge takes too much time. Unsupervised is changing that for eCommerce and DTC brands by automating analytics to surface the segments in big data that are driving changes to conversion. Unlike a dashboard, we don't just show you what is happening, but why — all without requiring data science resources.

## OUT OF THE BOX INSIGHTS ON DEMAND

Get to why conversions dropped or rose without the slicing and dicing or reliance on agencies. Unsupervised finds the segments that are contributing to changes in your conversion metrics in clear, natural language.

35% contribution to change ⓘ

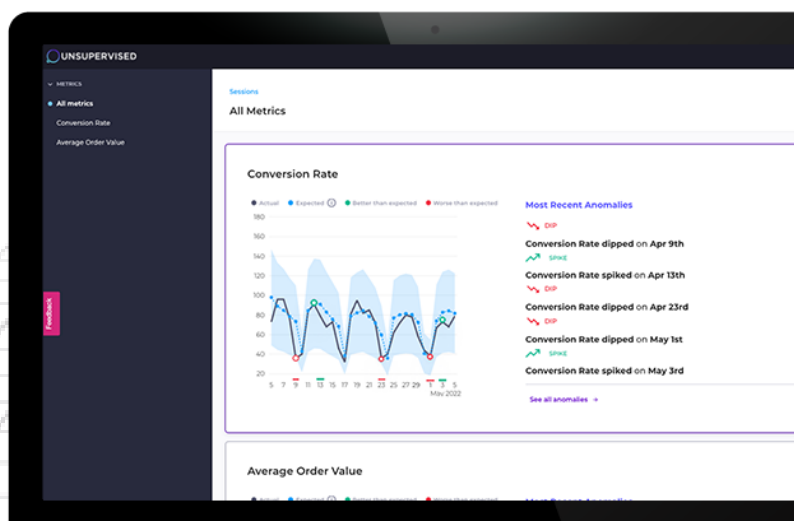
717 (96%) of 744 Sessions

Conversion Rate performance was **85% worse than expected** for **Promo Code: Repeat Purchase 10% Off**

## Move at the Pace of Commerce

Find the opportunities to improve conversion rates, drive up AOV, and boost repeat purchases by getting straight to the customer behaviors and attributes impacting KPIs now. See what tanked cart conversion last week or made sales pop yesterday in 3-4 clicks, not 3-4 weeks.

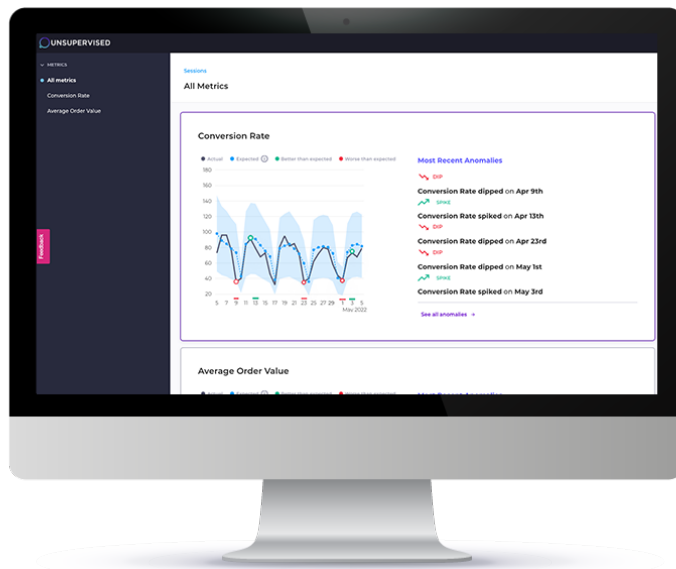
Unsupervised surfaced key insights for an eCommerce company that led to a 10% increase in web conversion.



## Customer Segmentation & Loyalty

Repeat customers are the best customers for CAC, AOV, and brand. Get more of them by finding the patterns in your data that drive loyalty and use that intelligence to improve customer experience, copy, creative, channel mix, and campaigns. Unsupervised does the heavy lifting, finding millions of possible permutations in your data and showing you the ones most contributing to conversion performance. You set the conversion to track, Unsupervised finds the signal.

**Unsupervised identified a customer usage pattern that turned a low-marketed product into a niche seller. By creating a unique promotional cadence targeted at a micro customer segment, it drove an additional six-figure revenue within a month.**



## See the Change to Be the Change

Don't just track the metrics. Unlock the power of unsupervised learning to measure performance and then quickly spot all the segments that are driving positive and negative contributions to that performance as it happens. Armed with this level of specific insight, you can drive change up and to the right rather than react to it.

**With the help of Unsupervised, an eCommerce company found that specific product cross-sells to newly identified buyers leads to highly targeted promotions for annual sale and 2x promotional revenue per customer from the previous year.**

## Why Unsupervised?

### TRACK KPI PERFORMANCE

Immediately see when and how your web metrics performed over time and compared to expectations. Unsupervised automates analysis of your most important KPIs so you don't need to wait to understand why they're dropping or rising.

### SEE WHY FAST

Automate analysis of your data to quickly find and surface the reasons why conversions are spiking or dipping. Gain hours back per week spent deep-diving into raw data in search for answers, and re-dedicate to acting on highly specific insights delivered by AI.

### FIND THE BIGGEST DRIVERS TO PERFORMANCE OVER TIME

See which attributes within your data are driving the most impact to your KPI performance over time, and how that is changing.