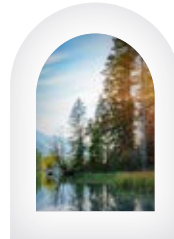


One Retention Insight Leads to Big Boost in Second Orders for DTC Retailer



\$80K

INCREASED
REVENUE



28%

INCREASED
AOV

68% Contribution to Change ⓘ

563 (38%) of 1,485 Sessions

Average Order Value performance was **4x better than expected** for **Product Category : Liquids** and **1st Purchase Value : > \$150** and

Campaign : **Free Add On: Gummies**

INSIGHT

Two of the brand's most popular products (oils and gummies) result in higher second orders when purchased together vs separately.

CHALLENGE

DTC retailer struggled to diagnose why AOV and repeat purchases were lower than expected. The number of possible variations and combinations in the POS data meant finding root causes and optimizations was increasingly time-consuming, resource-intensive, and slow.

ANALYSIS

Unsupervised's AI quickly surfaced patterns that revealed customers who purchase oils without purchasing gummies have a much lower AOV than those who buy these two products together.

ACTION

Based on the insight surface, the marketing team created a bundle offer to customers purchasing one of the popular products separately, leading to both higher AOV and repeat purchases.

VALUE

After implementing the new campaigns, they quickly boosted sales revenue by \$80K and increased the average order value of oil customers from \$134 to \$172.

With a new campaign offering free 30ct gummies with every order over \$150, the retailer saw an **immediate increase** in AOV among customers who purchased oil products.