

# DTC Retailer Turns Insight Into 400% Increase in Holiday Sales



## \$778K

IN LABOR DAY WEEKEND  
SALES REVENUE



## 400%

INCREASED REVENUE  
FROM PREVIOUS LDW SALE

85% Contribution to Change ⓘ

1,164 (45%) of 2,588 Sessions

Average Order Value performance was **4x better than expected** for **Product Category: Liquids** and **Product Add-On: Gummies** and

Discount Code: **HOLIDAY20**

## INSIGHT

Based on historical purchases and product-focused cross-sell, creating targeted offers for discounted oils and upselling gummies will lead to an increase in sales revenue over a holiday weekend (labor day weekend sale)

## CHALLENGE

A DTC retailer was struggling to bring in additional revenue during an annual holiday weekend sale. While they offered a standard sitewide promotion on all channels, they lacked the insights needed to create highly targeted campaigns for various customer segments.

## ANALYSIS

Unsupervised's AI surfaced patterns that confirmed the retailer could more than double AOV during their Labor Day weekend sale by upselling a popular add-on product to a segment of customers and offering a 20% discount on a popular oil product.

## ACTION

Armed with detailed insights from Unsupervised, the retailer ditched its generic promotion in favor of data-backed campaigns for specific customer groups. The campaigns included:

- Sitewide promotion for 20% off oils sent out to their most valuable customers
- Targeted offers based on historical purchases and product-focused cross-sell
- Single-day "upsell" for Sunday Special featuring gummies

## VALUE

With the help of Unsupervised, the retailer saw an increased open rate to 18%, they doubled the average revenue per recipient, doubled AOV for a customer segment by upselling 2nd product, and increased LDW sales from last year from \$156K to \$778K.