

Retailer Uncovers Over \$1 Million in Upsell Opportunities with Unsupervised



\$1.4M
INCREASED REVENUE

38% Contribution to Change ⓘ

596 (52%) of 1,146 Sessions

LTV performance was **2x better than expected** for **Customer Status: 1st Visit** and **Product Add-On: Yes**



INSIGHT

Offering lower cost and faster services after a first visit increased the likelihood of a second visit.

CHALLENGE

A spa retailer needed deeper insights that would help them understand the buying behavior of new clients and increase their likelihood of converting to repeat customers. The team brought in Unsupervised to surface patterns in their data that found a direct correlation between bundled services and repeat visits.

ANALYSIS

Unsupervised's AI found that adding on spa services of lesser cost or that take less time than the original service booked increases the likelihood that a new customer will return for a second visit

ACTION

Based on the patterns surfaced by Unsupervised, the spa retailer began to offer service pairing discounts for the same visit through an email sent ahead of the visit or upon check-in. They also started to promote a specific service that statistically pairs well with the service that the guest had already booked.

VALUE

Once the retailer began taking data-driven actions, they uncovered over \$1.4 million in revenue opportunities.