

Retailer Increased First-Purchase AOV by 65%



\$820K

INCREASED RECURRING REVENUE



65%

INCREASE IN FIRST-TIME CUSTOMER AOV

75% Contribution to Change ⓘ



6,794 (65%) of 10,453 Sessions

Average Order Value performance was **4x better than expected** for **AOV : > \$150** and **Customer Status : 1st Visit**



INSIGHT

Product attachment on a client's first visit is correlated with a higher likelihood of a second visit as well as increased AOV for first-time purchases.

CHALLENGE

A popular spa retailer was struggling to find the best way to increase the average order value of first-time buyers in addition to converting them to repeat customers. With the help of Unsupervised, they were able to surface highly specific insights that led to clear actions they could take to accomplish their goals.

ANALYSIS

Unsupervised AI found that first-time customers who get a specific spa service are more likely to explore other body services and have a higher propensity to purchase discounted recurring service passes.

ACTION

Armed with clear insights, the spa retailer began taking the following actions to increase first-purchase AOV and convert a higher percentage of first-time customers to repeat customers:

- Direct product promotions to clients who are first-time customers
- Direct more marketing and outreach to individuals who haven't purchased products
- Extend a product after-care kit promotion or offer sample-sized products similar to the kit throughout the year

VALUE

Once the marketing team began taking action, they saw an increase of \$820K in recurring revenue and a 65% increase in AOV for first-time buyers.