

# Retailer Increases Holiday Sales by \$1 Million with Unsupervised



# \$1M

## INCREASED REVENUE

80% Contribution to Change ⓘ



7,895 (65%) of 11,542 Sessions

Conversion Rate performance was 3.8x better than expected for Product : Gold Jewelry and Descriptor : Women's



## INSIGHT

Gold jewelry products marketed for women are 3.8x more likely to convert to purchase.

## CHALLENGE

With the holidays approaching, a jewelry retailer needed a deeper understanding of which products would lead to higher sales from new and repeat customers across the store. Their analytics tools weren't digging deep enough to get them the insights they needed, so they turned to Unsupervised.

## ANALYSIS

Unsupervised's AI found that jewelry that had "gold" and "women's" in the product description had a 3.8x higher purchase rate, with the order value averaging over \$800 per customer.

## ACTION

Based on the patterns surfaced by Unsupervised, the jewelry retailer began to run campaigns to showcase their gold collections. When marketing and promoting holiday sales, they specifically targeted women as their main demographic.

## VALUE

Once the retailer's marketing team began their holiday strategy based on Unsupervised's insights, they found over 1 million dollars in additional sales revenue.