How a North American E-Commerce Retailer used VectorScient's PredictAlly™ Reactivation Analytics for realizing significant untapped revenue.

The Yetee is a premier, artist owned website that sells limited edition, designer T-Shirts and apparel. With hundreds of thousands of customers all over, The Yetee is a go to destination for T-Shirts and gear that represents the latest in pop culture.

ENVIRONMENT

- Marketing spends about ~ $300K / year.
- ~190K existing customers.
- ~ 1 MM Emails / month
- Release daily designer T-shirts.

  Licensed merchandize for YouTube

  influencers.

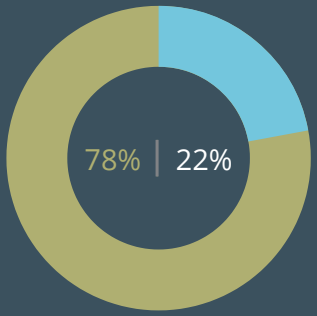
CHALLENGES

Targeting based on 4 month email click activity.

Current rule based targeting methodology resulted in ~55K dormant customers, as identified by VectorScient's PredictAlly™ technology.

No insight on who/how to reactivate any of the dormant customers for realizing NEW revenue.

HUGE IMPACT WITHIN THE FIRST 30 DAYS OF LAUNCH



22% INCREASED REVENUE

22% increase in the revenue within the first 30 days of PredictAlly™ program launch due to the reactivation of the dormant customers.

6X ROI (Revenue)

Every $1 spent on PredictAlly technology returned $6 with additional revenue in several thousands of dollars.

25% REACTIVATED CUSTOMERS

25% increase in "active" customers due to the reactivation

THE VECTORSCIENT'S AI SOLUTION

PredictAlly™ AI

- Configured our suite of AI products custom-tailored for The Yetee's specific data challenges.
- Reactivation science identified all the most likely to reactive customers.

Customer Insights

- Created customer segments based on the likelihood to convert.
- Identified "likely to reactivate" from the inactive customer base, that yielded a highest ever conversion rate **@21.5%..**

Increased conversions

- Reactivated hundreds of dormant customers within the first 2 email campaigns.
- Generated several thousands of **new revenue within the first 30 days.**

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Driving growth with AI