



## Optimizing first purchase conversion rate with smart segmentation and artificial intelligence.

### Company Background

Reese Witherspoon started this company to honor her Southern heritage and in particular her grandparents, Dorothea Draper and William James Witherspoon. Whether it's Nashville or New Orleans, Beaufort or Birmingham, there is a special breed of charm and grace that's signature to the American South.

### Challenge

Draper James\* had a common problem: they were able to find quality leads to grow their email list, but they struggled with converting a high amount of these leads to customers. How could they utilize incentives, which typically help with increasing first purchase rates, without devaluing their luxury brand?

### Solution

Draper James was able to utilize our real time A.I. to make decisions about the content that they created. Utilizing A.I. acquisition stages, the team at Draper James was able to quickly and efficiently test their incentives and messaging to increase their first time purchase conversion rate. Together with their Client Success Manager, they came up with an all encompassing strategy leveraging their customer data to increase the conversion of first time buyers, as well as drive subsequent conversions, leading to an increase in Draper's repeat purchase funnel.

### Results

**30%**

Increase in repeat purchase funnel

**10x**

Increase in number of first purchases

**6x**

Increase first purchase conversion rate

**10-15**

Hours per week saved in segmentation and setup of automated stages

*Draper James*



WE THINK YOU'LL ❤️

