

RESCI



eSalon Activating New Customers

Company Background

eSalon is a subscription business that offers customized, professional grade at-home hair color solutions. Customers complete a comprehensive hair color profile, which includes information on natural hair color and condition, desired color, and other variables. In-house colorists then custom blend, bottle, and package the products, which are delivered directly to the customer's home.

Challenge

eSalon experienced dropoff in engagement with users who completed extensive hair color profiles but did not take the final step to purchase. Although the 9-page profile collected valuable information on potential customers and indicated serious interest, eSalon didn't have the in-house resources to turn this data into action.

“We’re seeing an increase in conversion and customer retention as a direct result of our partnership with ReSci.”

Tamim Mourad
Co-Founder
eSalon

Solution

ReSci used the profile data in conjunction with eSalon's behavioral, transactional, and demographic data to specifically target non-paying customers with completed profiles. With eSalon, 20 different pieces of new marketing creative were sent out, each individual receiving a maximum of 10 marketing touches over a 70-day period. ReSci's AI technology automatically assigned the correct subject line, messaging frequency, and optimal timing for each recipient, creating personalized experiences designed to engage.spoke to each individual shopper.

Results

39%
increase in click-through rate

5%
lift in conversions

eSalon Shop About Support

Last Chance!
custom color
for just **\$10!**

with no strings attached!

▶ ORDER NOW

Don't Let This Offer Fade!

For just \$10 (plus \$4.95 shipping), get a one-time order of completely personalized hair color delivered right to your door. **One week only.**

ORDER NOW

Offer is valid only for the account registered to ryan@retentionscience.com - non-transferable. Offer expires at midnight Pacific Time on November 23, 2014. Activate by clicking through this email. Applies to one-time hair color order only, and first order only. The regular price of a one-time hair color order is \$24.95, plus \$4.95 shipping. Terms are subject to change.

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