

# RESCI



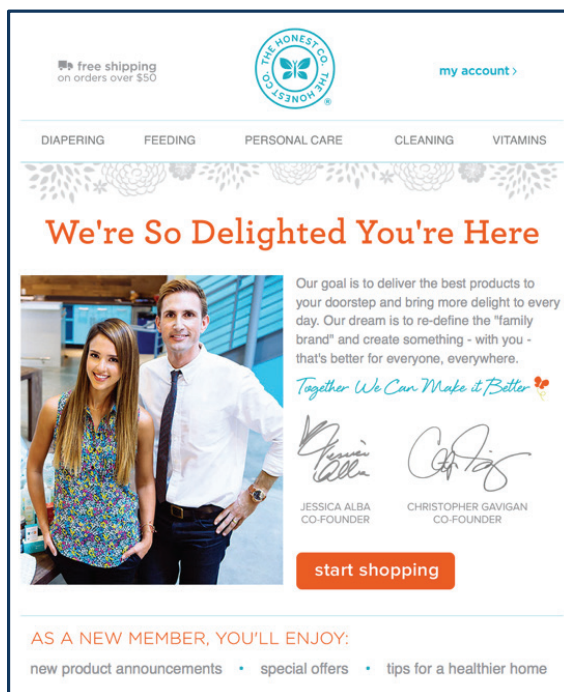
## The Honest Company New Customer Journeys

### Company Background

Co-founded by actress Jessica Alba, The Honest Company produces nontoxic and eco-friendly baby, home, and personal care products. Customers can choose to make one-off purchases or sign up for a monthly subscription service with customized “bundles,” which include diapers, wellness, and household cleaning items.

### Challenge

The Honest Company saw great engagement with their free trial program, but needed help converting those free-trial customers into paying subscribers. They had access to transactional and behavioral data, but lacked the technology to use that data effectively to guide their messaging.



**“ReSci’s technology increased trial customer engagement significantly, lifting both email and purchase conversion”**

Sean Kane  
Co-Founder & COO  
The Honest Company

### Solution

ReSci’s technology analyzed the Honest Company’s customer data to identify what types of messaging resonated with their client base. 10 new email templates were crafted based on these insights, and ReSci sent the most relevant template to each user at the optimal delivery time, populated with dynamic product incentives, and in the sequence most likely to engage. By doing so, the Honest Company created highly personalized customer journeys that spoke to each individual shopper.

### Results

**19%**  
increase in email conversion rate

**7%**  
lift in user conversions

**10%**  
increase in revenue per user