

# RESCI



## Fun and Function

How AI increased engagement and repeat purchase rate

### Company Background

Fun and Function was started by Aviva and Haskel Weiss because they couldn't find kid-friendly sensory tools for their family's needs. Aviva's expertise as an occupational therapist goes into each part of this company and their unique products. Their mission is to empower kids and adults with special needs to reach their full potential.

### Challenge

Fun and Function wanted to increase repeat purchases outside of seasonal peaks. It was difficult to personalize the exact relevant email messaging and optimal time for each individual customer, due to a broad population of families, school districts, clinics, daycare centers and early intervention programs.



*“ReSci’s predictive technology enables us to focus on each customer’s interest, lifting engagement and conversions. The ReSci team adds the human element, sharing their strategic perspective and responding quickly to any issues.”*

Daniela Weiss, CMO, Fun and Function

### Solution

Fun and Function utilized ReSci’s automated lifecycle stages by simply adding email templates, and the artificial intelligence did the rest. Personalized products were sent to users who were algorithmically determined to be *Ready to Buy*, while timely blog articles were sent to users who were between purchases and *Needed Nurturing*. The best templates and subject lines were sent to each user without wasting sends on manual A/B testing, and the models constantly self-optimized over time.

The elite marketing team at Fun and Function created beautiful and content-rich emails, with brand focused and highly engaging subject lines, which powered the artificial intelligence to deliver even better results than expected.

### Results

**33%**  
increase in repeat purchase rate

**86%**  
increase in email revenue

**10%**  
increase in GA conversion rate

**39%**  
decrease in unsubscribe rate