

RESCI

GARMENTORY



Creating a curated customer experience with artificial intelligence

Company Background

Garmentory is a curated marketplace of indie boutiques and designers, located in Seattle, Washington. With new arrivals on the daily and boutiques and designers joining the party every week, Garmentory's goal is to connect people to new indie designers who push the envelope on design, craftsmanship, and quality.

Challenge

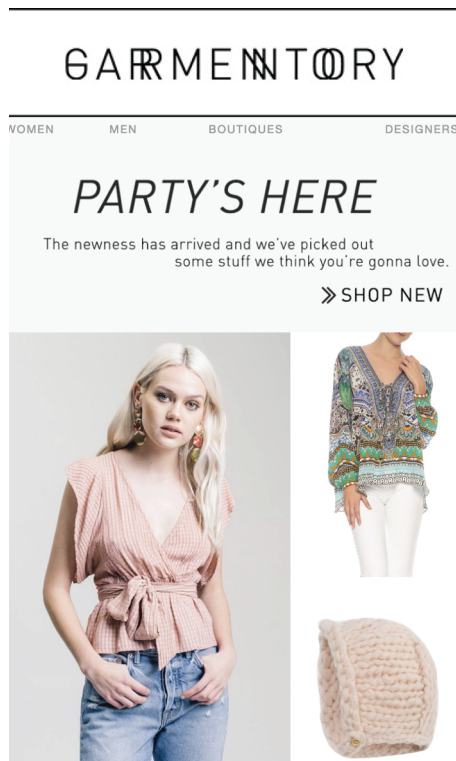
Garmentory has an extensive catalogue of products, composed of a wide variety of designer items and categories, making curating the right products for users a challenge. Typically, brands and items that performed well in the past would be chosen for their "new arrivals" promotional emails. But it was not guaranteed that the optimally performing items or users were reached with these campaigns.

"It's been refreshing to work with ReSci on development and strategy. We've been able to fill in key holes with a direct impact on sales. Everything is automated, making the execution process so much easier and seamless. It's one less thing to worry about, and we can focus on high level strategy."

- Adele Tetangco, Co-Founder

Solution

By partnering with ReSci, Garmentory was able to use artificial intelligence to curate brands and garments that their customers would love. ReSci's New Arrivals lifecycle stage can identify customer interest in never-seen before products, which is a revolution in recommendation research. The automation then ensures only those with the highest intent to purchase will be notified, while others will receive more relevant messaging. The Garmentory team was able to free up eight hours a week to focus on other sidelined marketing initiatives.



Results

154%

Increase in open rate

158%

Increase in click rate

6.5x

Increase in conversion rate

40%

increase in average order value