

RESCI



How Perfect Bar helps customers pick their perfect flavor

Company Background

[Perfect Bar](#) — The Original Refrigerated Protein Bar — was founded out of the love of family and whole food nutrition. They believe in doing life your way, having fun in the kitchen and surrounding yourself with people who believe in your dreams. Fresh, whole food ingredients are always the best choices and that eating healthy on-the-go should be as delicious as it is nutritious.

Challenge

After dramatically raising its acquisition traffic by focusing on digital marketing efforts with the help of jetfuel.agency, Perfect Bar quickly realized they needed to invest in retaining all these new customers at scale. They had three goals in mind:

- 1) Raise engagement metrics such as CLV and time to buy with intelligent promotional campaigns
- 2) Personalize their emails with behavioral or AI-driven decisions
- 3) Increase email open and click rates with scalable A/B testing



"ReSci is invaluable to our greater digital strategy as it provides optimization and automation that otherwise would be at the time expense of our team. The results support our goals as a brand, and offer a more personal experience for our fans."

- Jeff Perkel, Director of E-Commerce & Digital

Solution

ReSci's AI platform, "Cortex", allowed Perfect Bar and jetfuel.agency to immediately deploy automated email lifecycle campaigns to achieve their goals. These self-correcting campaigns predicted the most opportune moment to reach each customer, allowing the team to focus on content creation.

The AI self-learned customer tendencies and automatically inserted product recommendations in every email personalized to each user. The Perfect Bar and jetfuel.agency teams then utilized Cortex's predictive analytics to identify more purchase cycle opportunities.

Lastly, Cortex's "bandit" technology saved the team hours of manual A/B testing by analyzing all templates and subject lines, and finding the right combinations of content to send, at each user's optimal time.

Results

18%

Increase in average order value

42%

Decrease in time to repeat purchase

238%

Increase in open rates