

# RESCI

BURST



MUTESIX

## How BURST helps customers pick the best oral care option

### Company Background

BURST is revolutionizing the oral care industry. Their sonic toothbrush is the highest rated toothbrush online by 15,000+ trusted dental professionals. Founded by Hamish Khayat and Brittany Stewart in 2017, BURST has amassed an incredible following, thanks in large part to their affordable, direct to consumer subscription model that delivers extraordinary oral care right to your front door.

### Challenge

After dramatically raising digital acquisition traffic with the help of MuteSix, BURST realized they needed to invest in retention, at scale. On a first purchase, customers struggled to choose between the BURST brush, that was only available for purchase on subscription, or strips or paste as a one-time purchase.

*“The ability to quickly experiment and deploy campaigns drove tremendous growth. Without Retention Science massive parts of our database would never get touched because we just don’t have the time to setup all the logic or guess which customers we should email everyday.”*

- Ashley Thompson, Marketing Director

### Solution

ReSci’s AI product, Cortex, lead scored every new customer based on their propensity to buy, and personalized lifecycle and abandon emails to educate customers on the value of subscription. If a customer’s behavior was similar to BURST’s best customers, Cortex bucketed those customers into a *high intent to buy* cohort and did not offer promotions or discounts. Predicted *low intent to buy* customers were offered discounts incentivizing them to purchase.

Cortex’s automated A/B testing bandits saved hours of manual testing by analyzing all email templates and subject lines, and finding the highest-performing combination of content to send at each user’s optimal time. ReSci created a safe environment for the marketing team to focus on creation, and experiment with branding.

Lastly, Cortex’s predictive analytics identified purchase cycle opportunities to nurture one-time buyers into subscribers once they were ready to subscribe.

### Results

**26%**

Conversion rate for New Low Intent customers

**10%**

Conversion rate for Subscriber Abandon

**300%**

Return on Facebook ad spend

