

RESCI

State & Liberty



Innovation with artificial intelligence and automation

Company Background

Professional hockey player, Lee Moffie, co-founded State & Liberty to create the perfect fitting apparel for men with athletic builds. They were able to achieve this by basing clothing measurements on professional hockey players. The brand offers shirts, polos, pants, and coats with their athletic-fitting, performance fabrics.

Challenge

Accurately creating segments was a manual and time consuming process. The lack of time and resources required their marketing team to do guesswork on customer behavior, send times and frequencies. This resulted in treating most customers the same regardless of where they were in the customer lifecycle. They were also seeking more innovative marketing features not offered by their traditional linear flow based email provider.

"We're all taught to do things the same way. We wanted to do things differently, and work with something fresh and cutting-edge. Cortex gives us the ability to focus on high-level strategy, while it processes data to deliver the best experience to customers. Breaking out of the traditional flow based marketing has to be one of the best things we've done for our business and we encourage others to do the same."

- Jake Allain, Chief Operating Officer

Solution

ReSci's Cortex solved their issues. Cortex, powered by AI, was able to build highly accurate segments, and marketing automation that sent emails based on lifecycle stage instead of manually created flows. Cortex learned user behaviors, automatically sending emails at the right time and frequency for each user, which eliminated guesswork, and saved the marketing team valuable time.

The data collected through Cortex enables them to send the right messaging to specific audiences on their email lists, delivering a highly personalized experience to their customers. The powerful AI and automation, with the innovative features improved their overall email marketing campaigns, beating out traditional email providers.

Results

73%

Increase in Revenue (AI vs Manual flows)

26%

Increase in Conversion Rate

25%

Increase in Average Order Value

