

## BARE BONES®

**Bare Bones Broth** aims to reinvent cooking stock, one of the most nutritional products in the world. The mission: nourish people with organic beef, chicken, and turkey based broth products, emphasizing health and longevity.



Working in tandem with both jetfuel. agency and ReSci has made for seamless campaign launches and has allowed us to put email marketing on 'autopilot' but still experience tremendous growth from smarter segments and drip campaigns.

Katherine Harvey,  
Co-founder & CEO



## Challenge

Bare Bones Broth wanted to increase revenue and growth for their lean, direct-to-consumer brand with limited time and resources.

## Solution

Using ReSci's AI platform, jetfuel.agency launched email marketing campaigns, using innovative multi-armed A/B bandit testing. It allowed multiple variations of email content to be tested simultaneously, with the AI automatically sending the best performing content to users at optimal delivery times.

With AI self-optimizing high-performing content faster, hours of manual A/B testing was eliminated. Open and conversion rates substantially increased within a month, with ReSci growing to a 37% share of Bare Bones Broth's digital revenue.

 **+45%**

Increase in Conversion Rate

 **+22%**

Increase in Open Rate

 **37%**

Digital Revenue Attribution

