

# RESCI



## Optimizing first purchase conversion rate with smart segmentation and artificial intelligence

### Company Background

Reese Witherspoon started this company to honor her Southern heritage and in particular her grandparents, Dorothea Draper and William James Witherspoon. Whether it's Nashville or New Orleans, Beaufort or Birmingham, there is a special breed of charm and grace that's signature to the American South.

*"We know our customers have a range of affinities for and interactions with Draper James, and our partnership with ReSci is essential in helping us connect with the right people in the right way. Their personalization and decision making engine allows us to put our best foot forward in delivering each user the best email experience possible."*

- Helen Nightingale, Digital Marketing Manager

### Challenge

Draper James had a common problem: they were able to find quality leads to grow their email list, but they struggled with converting a high amount of these leads to customers. How could they utilize incentives, which typically help with increasing first purchase rates, without devaluing their luxury brand?

### Solution

Draper James was able to utilize ReSci's real time AI to make decisions about the content that they created. Utilizing AI acquisition stages, the team at Draper James was able to quickly and efficiently test their incentives and messaging to increase their first time purchase conversion rate. Together with their Client Success Manager, they came up with an all encompassing strategy leveraging their customer data to increase the conversion of first time buyers, as well as drive subsequent conversions, leading to an increase in Draper's repeat purchase funnel.



### Results

**30%**  
Increase in repeat purchase funnel

**10x**  
Increase in number of first purchases

**6x**  
Increase first purchase conversion rate

**10-15**  
Hours per week saved in segmentation and setup of automated stages

