



**[COMFORT ZONE]:
INCREASE SALES,
ACQUIRE NEW
CUSTOMERS, AND
REACTIVATE EXISTING
CUSTOMERS THROUGH
DATA ANALYSIS**

STOREIS.



[comfort zone]

conscious skin science

CASE STUDY

[comfort zone]

conscious skin science

Main Challenge

Increase sales of [comfort zone] in the Italian market by analyzing consumer purchasing behavior in relation to product type.

How To

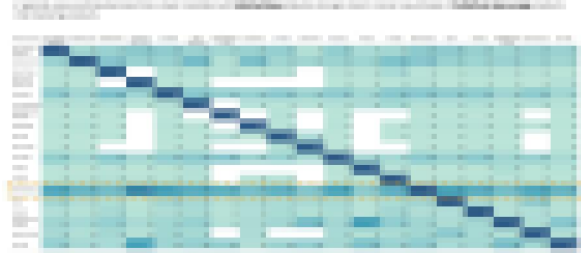
- We used **Market Basket Analysis (MBA)** to analyze buying patterns and product correlations.
- Using this data, the [comfort zone] ecommerce team **created targeted and optimized sets and bundles** to **maximize sales opportunities**.

Key Wins

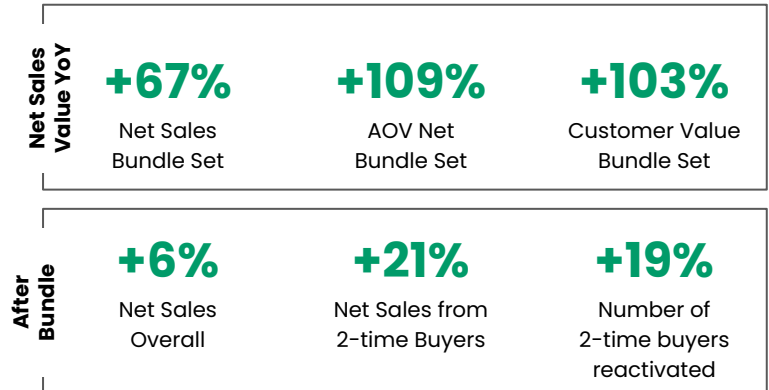
- The creation of targeted bundles based on order analysis resulted in **increased bundle revenue from both new and existing customers**.
- After purchasing a bundle as a first purchase, the brand saw a **+21% increase in Net Sales** from those who placed a second order, with **+19% of customers reactivated for the second order** compared to the previous year.
- Successfully test bundle sales to **encourage the purchase of full-size versions** of the samples included.

Example of MBA

BASKET ANALYSIS | PRODUCT SOLUTIONS - ALL CUSTOMERS



From MBA to incremental Bundle Sales



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