



Eco-friendly baby & homegoods subscription retailer sees 170% increase in trial-to-purchase conversions

About The Honest Company

Co-founded by actress Jessica Alba, The Honest Company produces non-toxic and eco-friendly baby, home, and personal care products. Customers sign up for a monthly subscription service with customized “bundles” including diapers, wellness, and household cleaning items.

“Retention Science’s automated Lifecycle Marketing Campaigns increased trial customer engagement and we saw a 170% increase in customer conversions to paid membership.”

Sean Kane
- Co Founder & COO, The Honest Company

Challenge

The Honest Company wanted to convert their email subscribers into paid subscribers via a free trial program. Their free trial program allows customers to sign up and try various products before committing to a paid membership. Though this proved an effective way to get customers through the door, the challenge was to then engage these interested customers enough to convert them to paid subscribers. Although they had access to transactional and behavioral data, they needed the technology and scientific know-how to implement smart and streamlined retention marketing campaigns in a time saving-way.

Solution

The Honest Company chose Retention Science based on their predictive data science and technology, so they could aggregate all their data sources and deliver campaigns in an automated way, therefore saving time.

Retention Science determined that educating trial customers would be key in furthering engagement with the brand, and worked with The Honest Company to launch a Welcome Series lifecycle marketing campaign. Two weeks after the set-up and onboarding process was complete, 10 types of initial welcome email templates for trial subscribers and first-time purchasers were created.

Retention Science’s marketing platform analyzed The Honest Company’s transactional, behavioral and demographic data to identify what messaging would resonate the most with each individual shopper, and what optimal delivery time, sequence of engagement, and product incentives would drive the most conversions. Since working with Retention Science, The Honest Company was able to develop new ways of engaging their customers, free up their staff’s time and avoid wasting valuable data sources.

Results

The results were staggering. Over 2.5 million targeted campaigns were sent over a 12-month period and The Honest Company saw a 170% increase in conversion rates to paid membership. An added benefit to personalizing incentives and targeting individual shoppers was an 85% lift in average order value even after decreasing the value of sent offers by 10%. Together, the changes amounted to a 130% increase in bi-annual revenue.

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