



 **PERSOSA**

+

*Spiritual
gangster*

CASE STUDY

Learn how using Persosa led Spiritual Gangster to increase conversions by 49% and increase add-to-cart clicks by 31%.

THE CHALLENGE

Nearly 90 percent of Spiritual Gangster's site visitors were young women between the ages of 25 and 34.

They hit a point where they wanted to extend their lifestyle brand's reach into menswear and kid's clothing, but ***they didn't want to alienate their current female audience.*** They needed a way to make their brand more approachable for men, parents and children while preserving their successful experience for fashionable female yogis.

Ultimately, that meant ***keeping their lifestyle brand's website the same for current consumers – while providing a relevant, unique experience for new groups.*** So, how could they tailor their website to deliver a custom experience for each of their audience segments?



A PERSONALIZED SOLUTION

With Persosa, Spiritual Gangster can dynamically change content, images and styles based on their segmented visitors. Persosa harnesses real-time data to provide a consistent experience from acquisition to website views to re-engagement efforts.



REAL WORLD EXAMPLE

Spiritual Gangster served up a “kids” experience with Persosa for parents shopping online. With our personalization platform, Spiritual Gangster was able to feature a sale focused exclusively on their kids apparel to all relevant segments visiting the site.

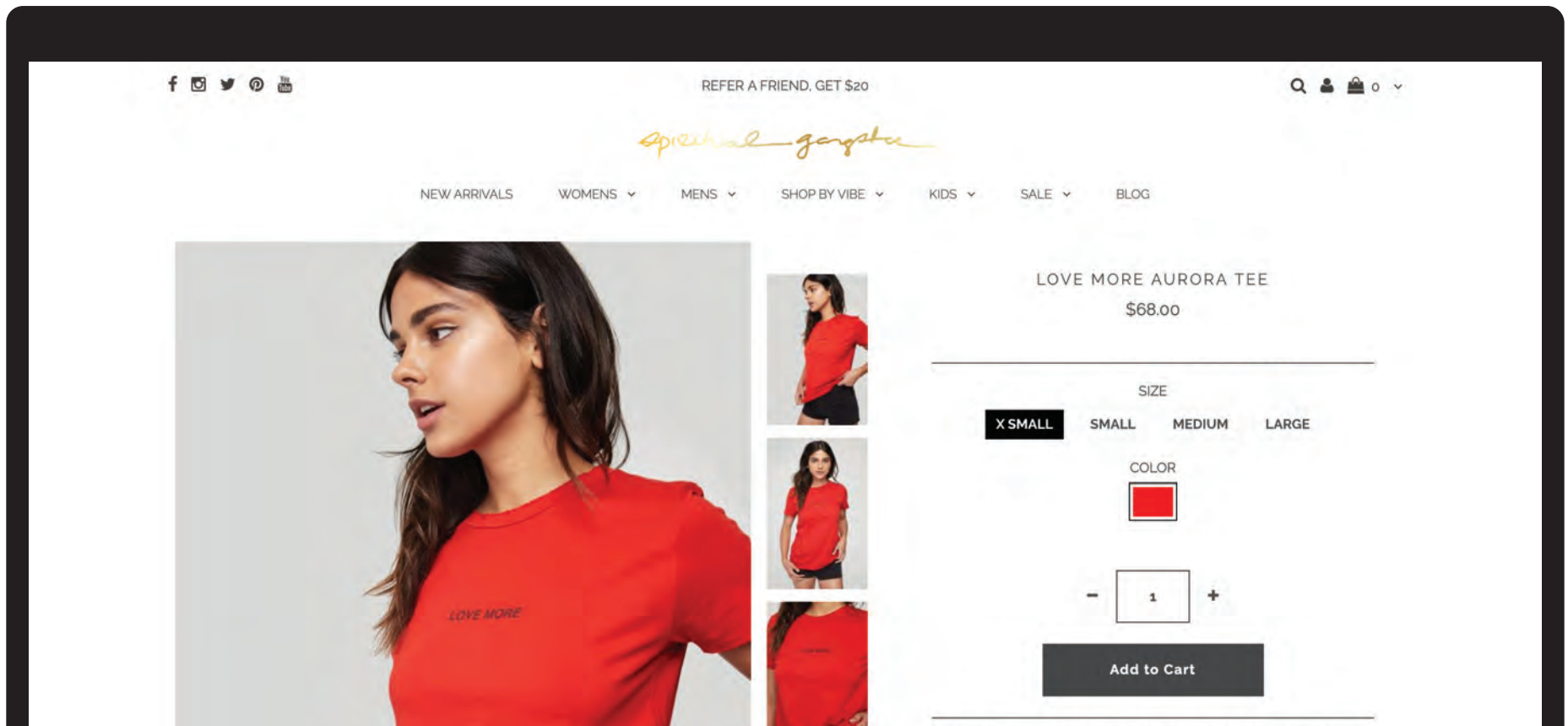
It was coordinated with their “kid’s sale” marketing campaign to ensure that the kids experience was only shown to visitors who were looking for children’s clothing. Any other sources of traffic were served the existing web experience.

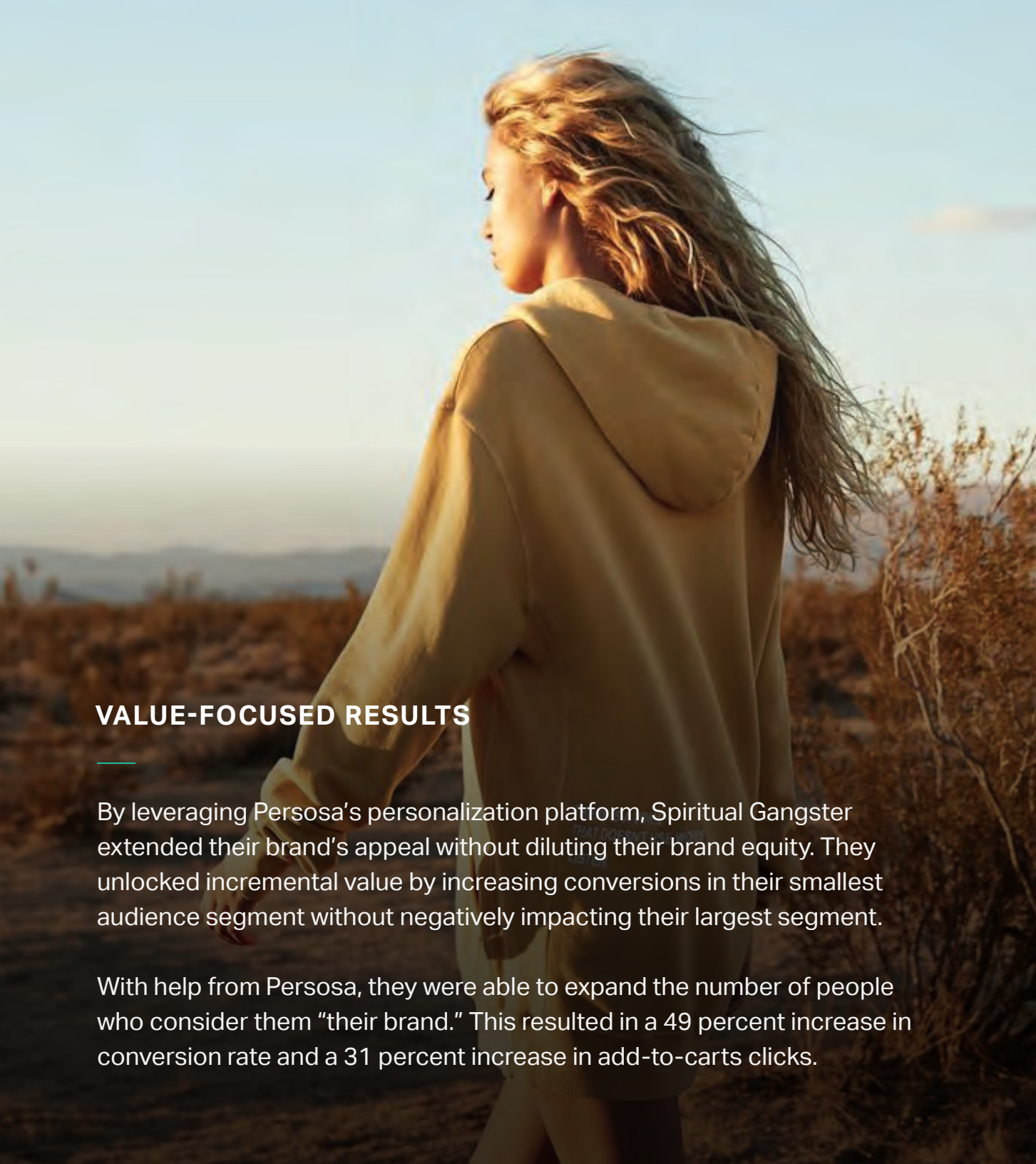
OUR RESULTS

To further test its effectiveness, we split the “kids” traffic between the kids experience and the existing experience to measure the effects of Persosa’s segmented experiences on site performance.

The results were clear: ***With personalization, Spiritual Gangster was able to drive major improvements in onsite activity and shopping cart engagement.***

We kept the digital experience consistent for the loyal young female customers who were already passionate about the brand, while successfully speaking to completely different demographics through tailored content, images, CTAs and more.





VALUE-FOCUSED RESULTS

By leveraging Persosa's personalization platform, Spiritual Gangster extended their brand's appeal without diluting their brand equity. They unlocked incremental value by increasing conversions in their smallest audience segment without negatively impacting their largest segment.

With help from Persosa, they were able to expand the number of people who consider them "their brand." This resulted in a 49 percent increase in conversion rate and a 31 percent increase in add-to-carts clicks.



49%

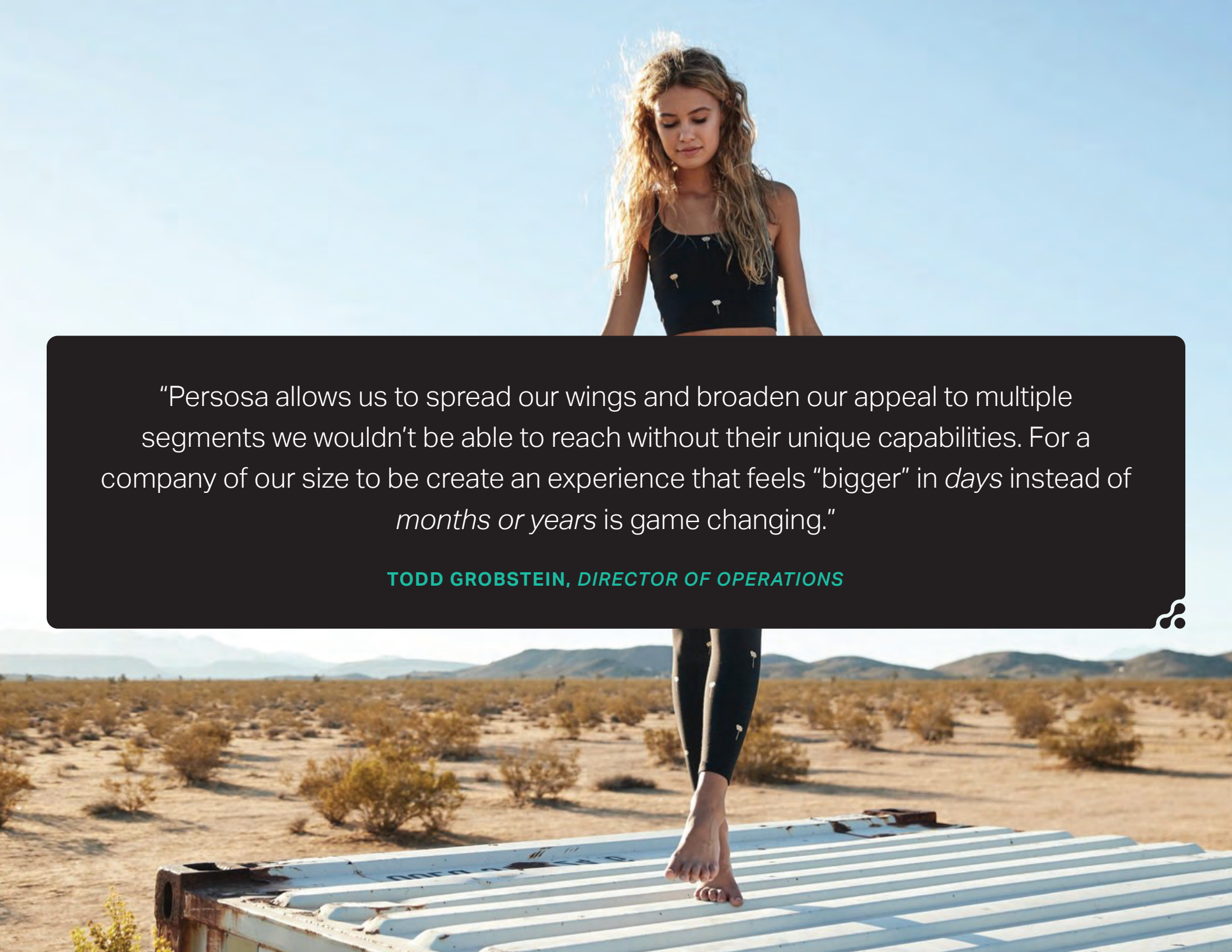
INCREASED
CONVERSIONS

8%

INCREASED
VIEWED PRODUCTS

31%

INCREASED
ADD-TO-CART



“Persosa allows us to spread our wings and broaden our appeal to multiple segments we wouldn’t be able to reach without their unique capabilities. For a company of our size to be able to create an experience that feels “bigger” in *days* instead of *months or years* is game changing.”

TODD GROBSTEIN, DIRECTOR OF OPERATIONS



WORK WITH US

Learn how to create memorable experiences for your customers to increase engagement and sales. We would love to help your business grow.

GREG LIM

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