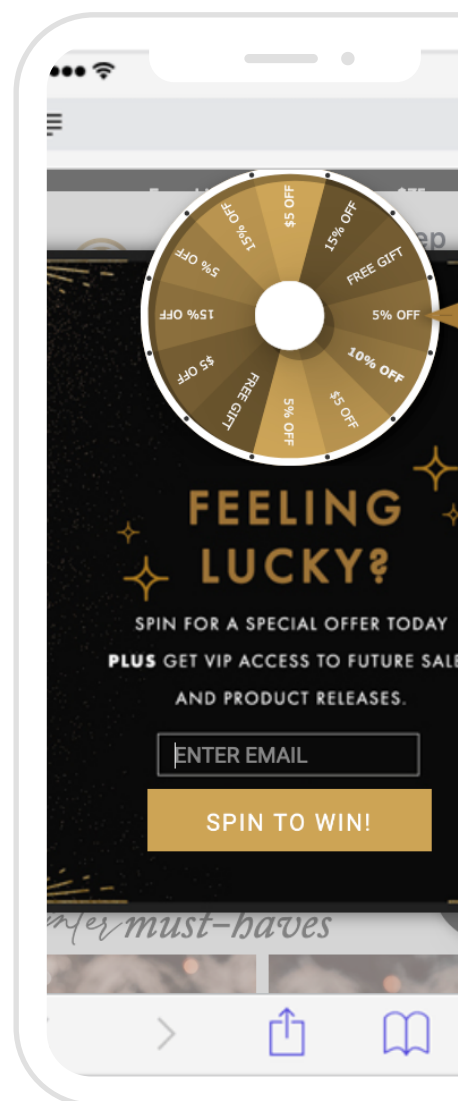
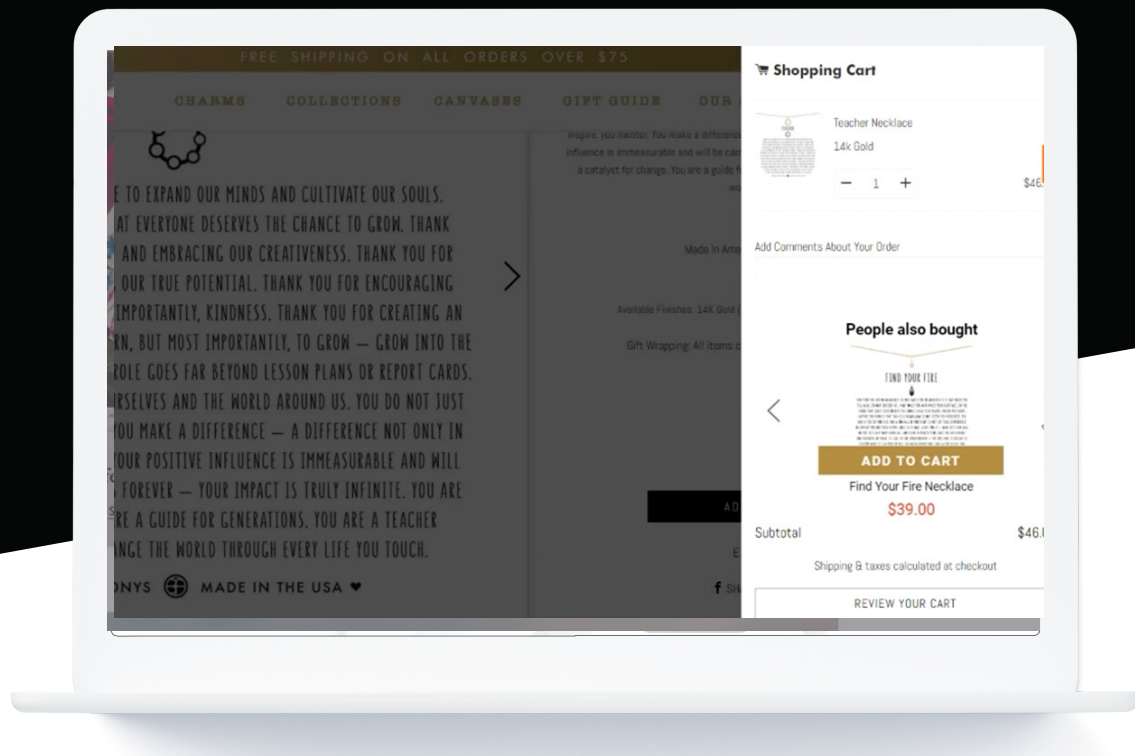




Founded in 2015, Bryn Anthony's is an e-commerce jewelry brand who has grown into a multi-million dollar lifestyle brand experiencing tremendous growth from effective onsite optimization. Before using Justuno, they were getting the website traffic they wanted, but not the conversions. On paper, they were doing everything right: a great looking website, backend SEO, effective ads, social media outreach; but something was missing. Their email marketing agency, Tinuiti, knew that an onsite optimization campaign was the first step needed to help with a clear customer acquisition strategy.

The second step of their website optimization strategy involved Commerce AI, Justuno's intelligent product recommendation engine to boost their AOV through personalized upsells and cross-sells. They were able to reach **\$200k** added revenue from in-cart cross-sells alone. Let's dive into the details.





Intelligent Product Recommendations

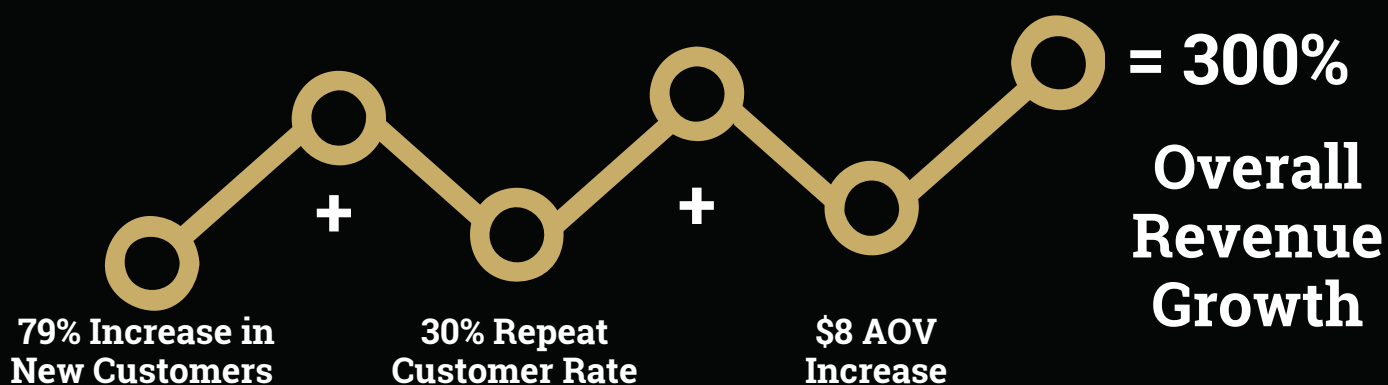
Using Justuno's Commerce AI, Bryan Anthonys implemented intelligent cross-sells on their cart and check-out pages. By dynamically displaying other items from related product categories, these slide-outs were especially effective for boosting AOV and had a **126% lift** in engaged conversion rate over the standard email opt-in.

One of the best features of Commerce AI recommendations is that they appear native to your site design, creating a stylish, seamless aspect of the checkout process.

The most compelling aspects of Commerce AI are advanced targeting and personalization options. These can turn an obvious last-minute "wait please buy more from us!" pitch into a compelling call-to-action through subtle, relevant suggestions.

The upsells and cross-sells improved their Average Order Value (AOV) by a little more than \$8 which, although appearing as a relatively small number, meant big growth in the context of their explosive customer acquisition.

Let's do some math:



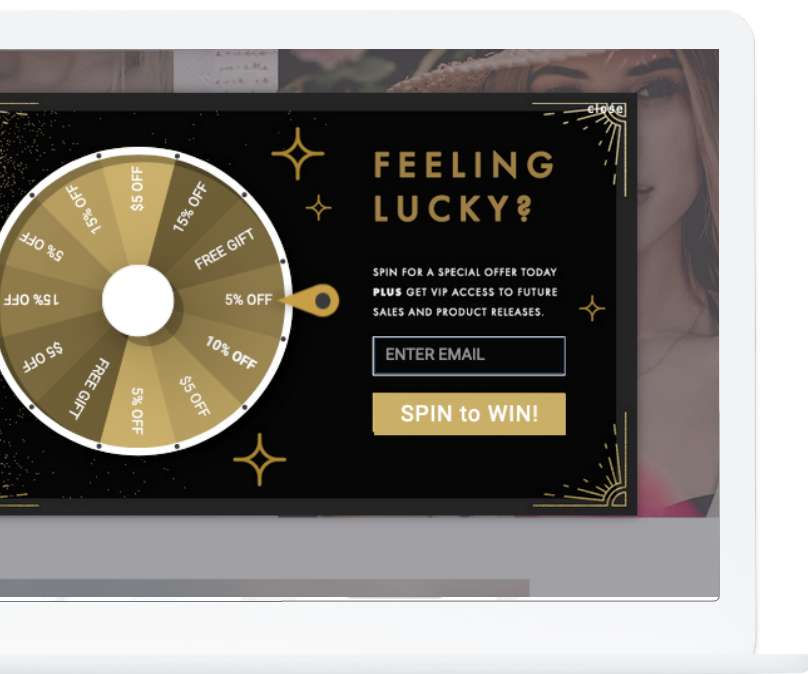
What would this look like for your business? Take your current revenue and multiply it by four. That's \$1,000,000 if your revenue is already at \$250,000. Or \$100,000 if you're at \$25,000. Big numbers from a relatively small optimization project.

"The Justuno platform is more user-friendly and un-matched in targeting abilities from others I've used."

Emily Collins, Senior Manager CRM & Email, Tinuiti



Email Optimizations For 3,788% Growth



Bryan Anthonys onsite promotions all work together to create a funnel from email opt-ins to sitewide banners, exit overlays, and in-page Commerce AI recommendations. Their opt-in offers convert at an industry-leading **17.15%**. Since incorporating Justuno into their MarTech stack, they've grown their email list by **3,788%**.

3,788%
Email List Growth



17%
Opt-In Conversion

Banners to augment their current campaigns, such as Valentines Day or a new product launch; exit overlays to keep shoppers browsing longer and encourage same-session conversions; intelligent recommendations on cart and check-out pages. Together these Justuno promotions create a highly optimized on-site experience to convert at every stage from acquisition to checkout (with a higher AOV to boot!)





The MarTech Stack Dream Team

This sort of streamlined efficiency isn't just how their marketing strategy fits together but also how Justuno fits into Bryan Anthony's tech stack - a one-click integration with their Shopify Plus store and ESP, Klaviyo, means they can spend less time on managing marketing minutiae and more time on what matters: satisfying their customers.

Interested in implementing some AI-powered promotions for your site? Check out [this page](#) to see how Justuno can help you optimize your website with AI, from email list building to intelligent personalization.

Justuno



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To learn more about Justuno Plus and our AI-powered features click [here](#) or shoot us an email at sales@justuno.com.