

CASE STUDY

How a leading global manufacturer and marketer of consumer and professional products used RevTrax AI to increase audience engagement, units moved and gross sales.

27%

INCREASE IN AUDIENCE
ENGAGEMENT

660%

INCREASE IN WEIGHTED
UNITS MOVED

\$196,353.65

INCREASE IN ESTIMATED
GROSS SALESTHE CLOROX
COMPANY PROFILE

The Clorox Company (formerly Clorox Chemical Company), based in Oakland, California, is an American global manufacturer and marketer of consumer and professional products, with approximately 8,700 employees worldwide, as of June 30, 2018. Net sales in the company's 2019 fiscal year were US\$6.2 billion. Clorox ranked #468 on Fortune's 2018 Fortune 500 list.

Clorox products are sold primarily through mass merchandisers, retail outlets, e-commerce channels, distributors and medical supply providers. Clorox brands include its namesake bleach and cleaning products, as well as Burt's Bees, Formula 409, Glad, Hidden Valley, Kingsford, Kitchen Bouquet, KC Masterpiece, Liquid-Plumr, Brita (in the Americas), Mistolin, Pine-Sol, Poett, Green Works Cleaning Products, Soy Vay, RenewLife, Rainbow Light, Natural Vitality, Neocell, Tilex, S.O.S., and Fresh Step, Scoop Away and Ever Clean pet products.

THE CHALLENGE

In September 2019, the Clorox Company, a leading global manufacturer and marketer of consumer and professional products, approached RevTrax with the desire to increase promotional marketing efficiency.

The main objective was to increase the number of units moved for three specific products: Toilet Wand Starter Kit, Clorox Disinfecting Wipes, and 55oz Bleach. In addition, the Clorox Company required the acquisition of consumer behavioral insights to further optimize future promotional marketing campaigns.

THE SOLUTION: REVTRAX AI

Clorox deployed the RevTrax AI solution.

“By analyzing billions of consumer engagement data points over a decade of consumer purchase insights and state of the art machine learning algorithms, our AI assigns price sensitivity ratings for similar consumers in a privacy-by-design framework. RevTrax AI recommends and changes offer-values for brands across consumer segments with various engagement levels and consumers are presented with the lowest possible offer value for conversion.

THE RESULTS

After a performance analysis of previous offer engagement, the RevTrax Data Science team designed a set of recommendations for Clorox's AI campaign. The result was a campaign which tested 5 offer values, ranging from \$0.35 for a consumer with a Low-Price Sensitivity to \$2 for a consumer with High Price Sensitivity, depending on the product. The variances in the control offers is due to the range in average MSRP. For example, a control offer of \$0.50 was introduced for the lower priced products and a \$1.50 control offer was introduced for the higher priced product.

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Price Sensitivity Group	Product Name: Clorox 55oz Bleach
Control Offer	Offer: Save \$0.50 on purchase of one
Very Price Sensitive	Offer: Save \$0.75 on purchase of one
Price Sensitive	Offer: Save \$0.65 on purchase of one
Moderately Price Sensitive	Offer: Save \$0.50 on purchase of one
Price Insensitive	Offer: Save \$0.35 on purchase of one

Consumers seeking offers go directly to the Clorox offer portal. The brand does not advertise the portal making all of their site traffic organic. As consumers sign in, they are greeted with a personalized offer. The offer value presented is based on the consumer's unique Price Sensitivity Rating, powered by RevTrax's AI engine.

“Based on a proprietary formula, our AI engine compares the digital footprint of consumers and their offer engagement history to recommend a value that similar consumers have engaged with. The differing offer values are meant to entice the consumer with the lowest dollar value needed for conversion. This is done anonymously, in order to adhere to consumer privacy laws.

The three products chosen by Clorox were selected for reasons ranging from advancing product adoption to accelerating campaign optimization. Collectively, RevTrax's AI offers drove a **27% increase in audience engagement**, a **660% increase in units moved*** and an **over \$196k increase in estimated gross sales^** throughout the duration of the campaign.

ASSUMPTIONS/DEFINITIONS:

Units Moved* - Result when only running AI Offer versus the historical control offer.

Estimated Increase in Gross Sales^ - Based off units moved x estimated MSRP of each product

WHAT'S NEXT FOR THE CLOROX COMPANY

Clorox has only started leveraging what RevTrax AI has to offer. What's next? There are several areas RevTrax AI can help enhance Clorox's marketing efficiency, improve business intelligence and boost sales.

As consumers continue to engage with each AI offer, more consumer engagement data is collected making RevTrax AI better and more intelligent. As with any campaign, continuous optimization is the best way to get the most value out of your promotional marketing strategy and budget. RevTrax is dedicated to maximizing our client's marketing efforts.

ABOUT REVTRAX

The RevTrax industry-leading Offer Management Platform (OMP) automates the entire coupon ecosystem by empowering brands to modernize offers through scalable efficiencies and emerging-technology, delivering value to consumers and driving engagement, loyalty, and purchase across channels.

INTERESTED IN LEARNING MORE?

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