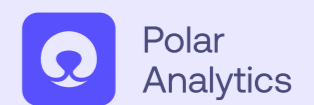


FIRST-PARTY DATA & AI POWERED PERSONALIZATION

+10% Revenue Per Subscriber with *Polar x Bespoke*

**PROBLEM**

DÔEN manually created multiple newsletter campaigns each week, limiting personalized outreach at scale. Without automation, emails weren't reaching the right customers at the right time, creating missed revenue.

ACTION

DÔEN used first-party data via Polar in real time with Bespoke's AI-powered newsletter system, shifting from static campaigns to continuous, data-driven optimization. Polar's insights fueled Bespoke's AI to test and refine content, send times, and frequency, ensuring each email reached the right audience for maximum impact.

OUTCOME

By matching emails to each customer's interests and engagement, DÔEN's revenue per subscriber rose 10%, delivering a ~60x return on investment, while streamlining workflow for the marketing team.

