AI-POWERED PERSONALIZATION

+$23K in 14 Days with Polar x Bespoke

PROBLEM

Katie Kime's lifecycle team relied on manual design and ESP setup for each campaign, slowing down output and limiting personalization. With tens of thousands of disengaged subscribers, the team lacked the time and tools to deliver relevant emails at scale.

ACTION

By connecting Shopify and Klaviyo data to Polar and enabling the Bespoke Chrome extension, the team turned 20 existing templates —including repurposed legacy designs—into personalized campaigns. Bespoke's AI handled the variable logic and customer matching, powered by real-time insights from Polar.

OUTCOME

In just two weeks, Katie Kime generated $23,000 in incremental revenue and re-engaged 30,000 dormant profiles. What used to take hours per campaign was reduced to minutes—unlocking more sends, faster testing, and less lift for the team.