

AI-POWERED PERSONALIZATION

+\$45K in 3 Weeks with Polar x Bespoke

PROBLEM

Organic Olivia needed to increase email volume without hurting engagement, but lacked visibility into which creatives actually drove conversions. Without a way to measure template performance, the team risked over-sending or relying on guesswork.

ACTION

The team used Polar's Creative Reporting to identify which templates converted best, then fed those into Bespoke's AI system to build personalized, 1-to-1 campaigns at scale. With Polar surfacing order-rate by creative and Bespoke tailoring content to customer intent, sends increased safely and effectively.

OUTCOME

In 21 days, Organic Olivia generated \$45,000 in incremental revenue while reaching 50% more profiles. Email frequency rose without sacrificing relevance, and for the first time, the team had a clear view of which designs were actually driving orders.

