

CASE STUDY | U.S. FASHION RETAILER

AI personalization and retention: transforming SMS and on-site experience into growth driver

~31%

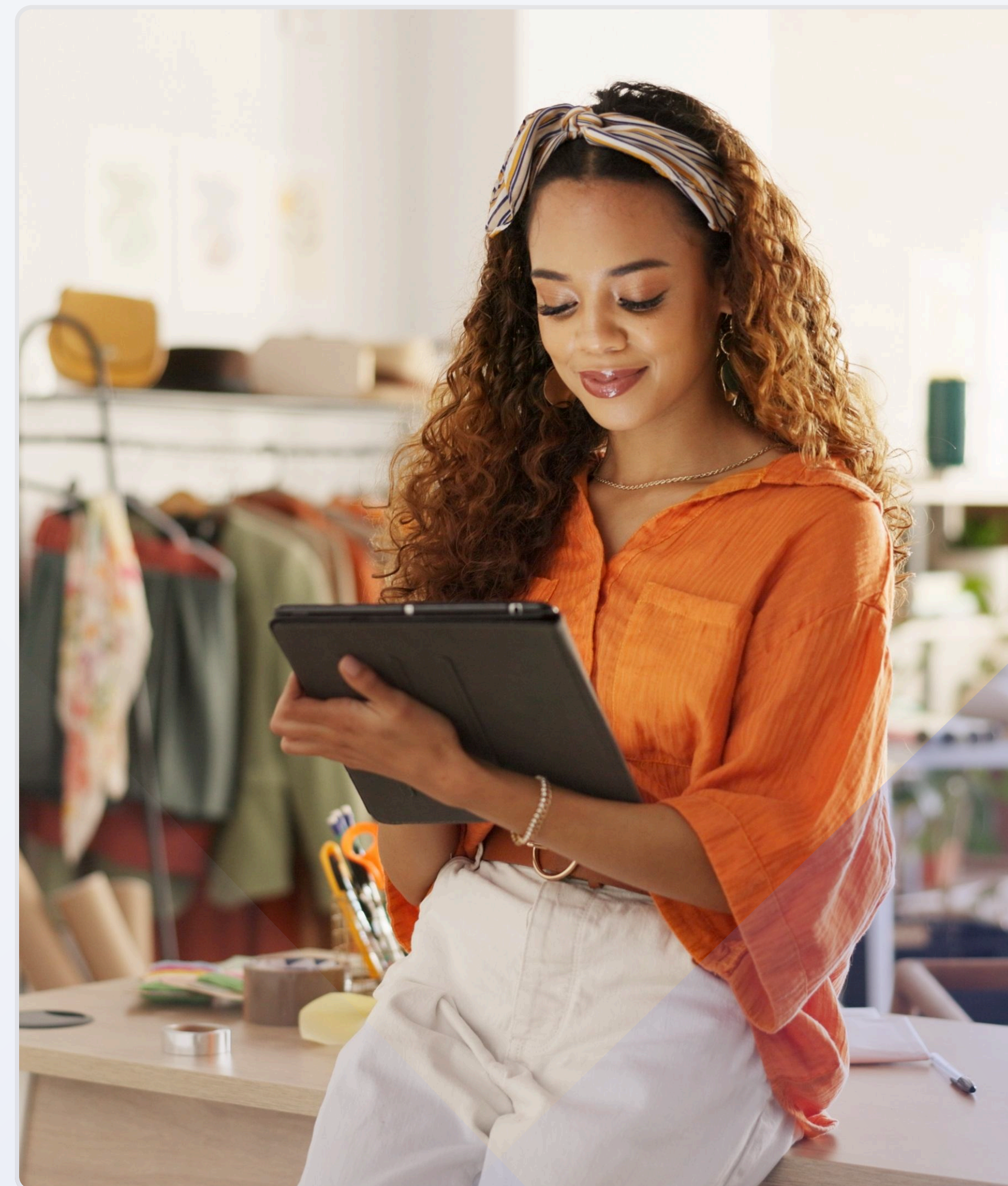
Returning customers

20%

Time on site

+8%

Average order value



Executive summary

A U.S.-based apparel brand (\$28M annual revenue, 90 employees) had strong acquisition momentum through TikTok and Meta campaigns, but profitability was under pressure. Repeat purchases stagnated, SMS campaigns felt “spammy,” and the Shopify storefront offered the same generic experience to every visitor. Without visibility into churn or margin drivers, leadership feared a cycle of rising ad spend with diminishing returns.

In partnership with their agency, GetDevDone designed a retention-first roadmap focused on personalization, data integration, and AI-readiness. Within one quarter, the client reshaped its approach to customer engagement — protecting margins, restoring confidence in SMS, and laying the foundation for predictive churn management.

Strategic challenges

- Flat repeat revenue: returning customer rate stuck at ~28% despite heavy promotions.
- Weak SMS performance: CTR below 2%, high unsubscribe rates, customers complaining of irrelevance.
- Generic on-site journey: Shopify storefront reduced to “bestsellers,” ignoring visitor behavior.
- Churn blindness: no early-warning signals, leading to reactive and late retention campaigns.

Business impact delivered

- **SMS channel revived:** CTR rose from ~2% to ~6%, while unsubscribe rates declined by roughly a quarter. This restored profitability to a channel leadership feared was no longer viable.
- **Repeat revenue lifted:** the returning customer rate increased from 28% to just over 31% within three months — a modest percentage shift, but one that translates into a material six-figure annual impact at current scale.
- **On-site engagement improved:** personalized bundles and recommendations increased average time on site by ~20% and boosted average order value by ~8%. The merchandising team can now compare bundle performance against generic “bestsellers.”
- **Executive visibility gained:** leadership now has dashboards showing the split between acquisition-driven and retention-driven revenue, giving finance and marketing a shared view of efficiency and profitability.

Strategic opportunities unlocked

- **Churn prediction underway:** AI models in AWS SageMaker are being developed to score churn likelihood, with win-back campaigns to follow.
- **Acquisition-retention alignment:** personalization logic will extend into TikTok and Meta audiences, helping reduce dependency on pure acquisition.
- **Compliance foresight:** preparing for digital product passport requirements by 2026, strengthening transparency and brand trust.



“We were great at getting customers in the door but not at keeping them. Ads kept driving growth, but our profits were shrinking. With personalization in place, we finally see how retention moves the needle. For the first time, I believe we can grow without leaning only on paid acquisition.”

— VP of eCommerce, U.S. Fashion Retailer