



Online? In-store? Phrasee helps Party City boost sales everywhere.

Party City is a US retailer that has the perfect costume, party theme, or inspiration for your next event.

Email's a key channel, so the world's largest supplier of party goods has been using Phrasee Engage for Email to optimize since the start of 2021. The results had been great; Party City started out by testing Phrasee on a single email per week, then two, then four and now all of its emails. Party City saw terrific results from online shoppers. Tracking email conversions to online sales is a piece of cake, right?

But there was one small challenge: over 80% of Party City's sales come from in-store shoppers. And tracking email ROI to in-store sales is a bit trickier – you don't just read, click and purchase, there's a bit more lag time. So Party City wondered, would Phrasee-optimized emails give in-store sales the same kind of boost that it had seen with its online sales?

To find out, Party City put Phrasee through its paces with a statistically significant experiment where Phrasee Engage would be used to optimize its email subject lines. It sent a Phrasee-optimized email to one group and a human-written email to another, which was easy thanks to the fact that Phrasee is fully integrated with its current ESP, Salesforce Marketing Cloud. Then, Party City tracked the in-store purchases for both groups using their email addresses as an identifier at checkout.

The Phrasee email translated into 4% more in-store sales than the human one. Party City anticipates a projected \$649K in additional in-store sales per year.



4%

increase in in-store sales



300K+

more opens per email

\$649K projected increase of
in-store sales using Phrasee



"Allocating marketing dollars to drive the greatest return is always top of mind. As we continue to grow our relationship with Phrasee it was important to understand the holistic value received.

The idea to test Phrasee's AI-powered subject lines and apply them to in-store performance has really paid off. We're thrilled."

*Alisa Stewart, Sr. Director Acquisition,
CRM & Loyalty, Party City*



What's next?

Using Phrasee Engage to optimize email subject lines is just the beginning – Party City is also exploring in-email copy like headlines and CTAs, and looking for new ways to optimize across new audiences, campaigns and channels. No matter the channel, Phrasee's optimization is ready to drive increased sales, whether online or in-store.