

# Charlotte's Web Uncovered \$2 Million+ in New Opportunities with Unsupervised

Calling the eCommerce and retail industries competitive is an understatement. Facing competition from a fragmented market as well as massive companies, Charlotte's Web needed a steady stream of insights from their data to get an edge.

## When Traditional BI Isn't Enough

With so many products, subscriptions and packaging options paired with a robust eCommerce platform, Charlotte's Web recognized the need to embrace their data complexity in order to reveal insights that were immediately actionable — and they needed them on a weekly basis.

Without the luxury of employing hundreds or thousands of data scientists, Charlotte's Web turned to Unsupervised to embrace their eCommerce and customer data from Adobe Magento and Adobe Analytics to identify better ways to engage customers and increase Customer Lifetime Value (CLV). Charlotte's Web wanted to make sure the insights were used in a way that served their customers wellness experience to their mission.

## Turning Insights to Actions

In just a few weeks, Unsupervised surfaced granular insights about their customer's purchasing behavior to the Charlotte's Web's team without requiring a massive investment in data preparation and management. Unsupervised's AI sifted through Charlotte's Web's complex data, spotlighting the patterns most relevant to their KPIs (increasing CLV through retention rate across 5 categories of products).

## Highlights



**\$2.5 million**

in opportunity value



**50+**

Actionable Insights



**3 Person**

Analytics Team

**+ 4 Person**

Cross-functional eCommerce  
/ Marketing Team



**17 Tables**

(2 Adobe Magento + 15  
from adobe)



**40 million+**

rows



**1200+**

columns

Unsupervised found over 50 previously unknown insights and more than 10 had immediate, actionable implications for the Charlotte's Web ecommerce team. They've continued to identify new patterns about product usage, reorder frequency, and cross-category customer retention that has allowed their business to thrive.

These insights best served the Charlotte's Web organization, helping the team better serve their family of customers. As part of their mission-driven approach to business, the team's first goal is to serve their consumers and provide the best possible experience with their botanical products. Secondly, the team identifies opportunities to optimize their limited resources.

An example of this optimization of resources resulted from one pattern's actionable insight: it resulted in increased customer engagement and revenue. Unsupervised identified a customer usage pattern for a particular product that wasn't featured heavily in marketing materials. By creating a promotional cadence targeted at this customer segment based on the specific product, usage timeline and promotional receptivity, Charlotte's Web drove additional six-figure revenue within a month.

**One pattern Unsupervised identified resulted in additional six-figure revenue within a month.**

## **New Promotion Strategy for a Key Sales Weekend**

In preparation for a key sales weekend in Q3 2020, Charlotte's Web used the Unsupervised platform to inform its segmented customer engagement and promotional strategy. Charlotte's Web identified an opportunity to cross-sell a category to a buyer of another category. If it worked, it would not only improve the consumer's CBD experience but Charlotte's Web would also recognize an higher CLV. The team used insights gleaned from the data to target highly specific promotions to customer segments to drive repeat purchases.

**Charlotte's Web saw nearly double the average revenue per customer during the campaign when compared to the previous year.**

**"In eCommerce, we face a lot of competition from some very well-resourced brands. Data is our competitive advantage. Unsupervised allows us to get insights within the data that shows us the surprising and often fast steps we can take to increase revenue and lower costs that would usually require an army of data scientists and long, manual processes. Unsupervised has been a game-changer."**

**Paul Lanham, CIO/CTO  
Charlotte's Web**

## About Charlotte's Web

Charlotte's Web is on a mission to improve life through its proprietary non-GMO wellness products. As one of the leading providers of full-spectrum phytocannabinoid health and wellness products, it has paved a unique path to addressing market needs. Like many in the CPG space, especially in 2020, Charlotte's Web depends on direct-to-consumer channels to sell their products (D2C represents 67% of the Charlotte's Web business, a \$92.5M wellness company).

Relying on a combination of the traditional online retail and subscription models, Charlotte's Web has invested heavily in capturing and understanding the data behind their customers.

Charlotte's Web Holdings, Inc., a Certified B Corporation headquartered in Boulder, Colorado, is the market leader in the production and distribution of innovative hemp-derived cannabidiol ("CBD") wellness products under a family of brands which includes Charlotte's Web™, CBD Medic™, CBD Clinic™, and Harmony Hemp. The Company's premium quality products start with proprietary hemp genetics that are 100-percent American farm grown and manufactured into whole-plant hemp extracts containing a full spectrum of naturally occurring phytocannabinoids including CBD, CBC, CBG, terpenes, flavonoids and other beneficial hemp compounds. Charlotte's Web product categories include CBD oil tinctures (liquid products), CBD gummies (sleep, stress, inflammation recovery), CBD capsules, CBD topical creams and lotions, as well as CBD pet products for dogs. Charlotte's Web is the number one CBD brand in the USA and distributed through more than 22,000 retail locations, select distributors and online through the Company's website at [www.CharlottesWeb.com](http://www.CharlottesWeb.com)

Charlotte's Web was founded by the Stanley Brothers with a mission to unleash the healing powers of botanicals through compassion and science, benefiting the planet and all who live upon it. Charlotte's Web is a socially and environmentally conscious company and is committed to using business as a force for good and a catalyst for innovation. The Company weighs sound business decisions with consideration for how its efforts affect employees, customers, the environment, and diverse communities. The rate the Company pays for agricultural products reflects a fair and sustainable rate driving higher quality yield, encouraging regenerative farming practices, and supporting U.S. farming communities. Management believes that its socially oriented and environmentally responsible actions have a positive impact on its customers, suppliers, employees and stakeholders. Charlotte's Web donates a portion of its pre-tax earnings to charitable organizations.

## About Unsupervised

Unsupervised, the first Data Capitalization Management platform, empowers organizations to turn complexity into a competitive advantage. The company provides a platform to ensure businesses unearth hidden insights from all their data by automating data preparation and pattern discovery, and offers the ability to value, prioritize and track the return on those insights over time. Unsupervised is powering today's data profitable organizations. To learn more, please visit [unsupervised.com](http://unsupervised.com)