
Case Study: Retail

Using causal AI to find new audiences
& increase engagement



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RETAIL

The world's leading high-end retailer of sailing equipment products partnered with Alembic to modernize its audience engagement and expand into new markets. Historically positioned as a prestigious brand appealing to affluent men 55+, they sought to expand their reach to younger generations. By applying Alembic's causal AI, the team gained real-time visibility into which content drove measurable impact.

Challenge

- Legacy audience: The primary demographic was affluent men aged 55+, which limited long-term growth.
- Social stagnation: The content was overly polished, resembling a glossy catalog, and failed to engage younger audiences.
- Limited engagement: The average Instagram post generated ~24,000 impressions, skewed toward existing loyal sailors.
- Alembic ingested and connected disparate data sources across the marketing and sales ecosystem.

Using causal AI, the platform provided a real-time, unified view of how sponsorship investments drove actual sales outcomes.

Alembic Solution

- Applied causal AI to analyze the true impact of social content in near real-time.
- Enabled the North Sails team to test content variations (tone, imagery, format) and pivot strategy quickly.
- Shifted Instagram from highly produced catalog shots to authentic, friend-like storytelling.

Results

- Lowered the average audience age by 10–15 years.
- Viral success: iPhone time-lapse video + cheeky captions delivered 650K organic impressions (vs. 24K baseline).
- Doubled average impressions per post from 24K → 56K without additional paid media.
- Broader distribution as content began to be syndicated more widely across Instagram and Facebook algorithms.

Key Takeaways

- Alembic turned a legacy luxury brand into a cross-generational engagement platform.
- Real-time iteration revealed that lower-cost, authentic content outperformed polished, professionally produced content.
- Proved that causal AI can help heritage brands modernize their voice and expand audiences profitably.

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With Alembic, we pivoted our social media tone and instantly saw the benefits of iteration—what once averaged 24K impressions per post grew to 56K, with some content reaching over 650K organically.

Head of Social
High Performance Sports Retailer