



# How Bark drove a 97% lift in year-over-year revenue per user

In order to continue their remarkable growth, BARK was looking for an efficient and effective way to leverage their customer data to reactivate lost customers.

## The Bark Story

BARK is a high-growth, e-commerce company and their subscription business, BarkBox is complemented by their media property BarkPost, as well as their traditional e-commerce offering, BarkShop.

### Before Simon

Before working with Simon, BARK had been doing one-off database pulls to drive their reactivation efforts. The process was time consuming, unwieldy, and stressful. Furthermore, the disparate nature of their data – across MixPanel, Recurly, Delighted, and their own data warehouse – compromised Bark's ability to run efficient retention and reactivation campaigns.

### After Simon

BARK leveraged Simon to segment subscribers who recently cancelled subscriptions and then ran a series of experiments spanning several reactivation cycles to identify optimal strategies across messaging, timing, and promotional offers. Simon empowered the BARK team to easily run complex A/B tests that measured the long-term effects of discounting on downstream revenue. Additionally, Simon's cohort-based results analysis enabled them to think about results holistically.

97%

INCREASE IN REVENUE

## The Results

Simon not only empowered the BARK team to hit their holiday sales goals, but also effectively enabled a three-fold increase in their campaign volume during the holidays while maintaining a high velocity of messaging.

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*Prior to Simon, our reactivations required custom data requests and then careful spreadsheet munging to incorporate all necessary criteria and exclusions lists. Given this operational burden, it was impossible to think about optimizing the process.*

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**FRANCES COMEY** | HEAD OF RETENTION



**INDUSTRY**  
E-COMMERCE



**LOCATION**  
NEW YORK, NY



**SIZE**  
311 EMPLOYEES