

We lose buyers at the same moment every time. We can get there first.

Buyers leave when their baby moves up a size and they re-shop the category. Reviews show the moment, the trigger and where they go. Our messages arrive after they've already left.

WHERE WE STAND

38%

of buyers leave at a size change

22%

of members open our size-change email

2.4x

higher lifetime value of buyers who stay

#1

reason to leave: price at bigger sizes

REPEAT RATE AFTER A SIZE CHANGE

Leader

61%

Category avg

48%

Us

42%

Review journeys and member data, 12 months, 2 markets.

WHY • THREE LAYERS OF EVIDENCE

Human Intelligence • leads

When and why buyers leave, and what brings them back.

Machine Intelligence

What AI recommends when buyers ask "best for bigger babies".

Product Intelligence

What rivals offer at each size — price, pack and promise.

WHAT BUYERS SAY

"Moving to size 5 the price jumped, so I tried the store brand. Not as good, but cheaper."

Most common exit story at size 4 → 5

REASONS FOR LEAVING • SHARE OF SWITCHERS

Price at bigger sizes

44%

Fit changed

21%

Out of stock

15%

Tried a rival offer

20%

JOURNEY CHECK • OUR CRM

Message before size change

No

Value offer at size 5

Generic

Fit advice included

No

Win-back after leaving

Yes

We spend on win-back after buyers leave; keeping them at the size change costs less.

THREE MOVES

01 Move messages earlier

Reach buyers before the size change.

02 Answer price at bigger sizes

A value offer where buyers leave.

03 Add fit advice

Fix the second reason to leave.

Illustrative figures for demonstration

a product by ConsensysAI • 1 / 2

What we do next, what we expect and how we measure it.

01 What we do next

ACTION	WHEN	LAYER
Size-change journey 3 messages earlier Built on exit stories · CRM lead	Days 1-21	HUMAN
Value pack offer sizes 5-6 With Brand + Sales · CRM	Days 14-35	PRODUCT
Fit guide content in app and email Buyer language · CRM + Content	Days 7-28	HUMAN
AI check "best for bigger babies" So AI keeps us in · CRM + eCom	Days 21-42	MACHINE
Test with personas every new message Before send · CRM	Ongoing	HUMAN

02 What we expect · 90 days

42% → 52%
repeat rate after size change

22% → 35%
size-change email opens

-25%
win-back spend

+9%
member lifetime value

03 How we measure it

Repeat rate By size step	MONTHLY
Journey engagement Opens and clicks	WEEKLY
Exit reasons From reviews	MONTHLY
Win-back spend Per buyer kept	MONTHLY
Board readout Before / after	DAY 90
Baseline locked day 1. Last 12 months of member journeys and exits.	

THE TEAM GETS
Win plan
Moments that matter

Content bank
Journey messages

Action decks
Retention readouts

Buyer personas
Test every message

The ask: approve the size-change journey and the value offer for sizes 5-6.

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