Currys pioneers AI-powered personalization using Phrasee X

For most retailers, abandoned carts are lost opportunities. For Currys, they're opportunities to lead the way in AI-powered personalization.

Currys strives to be as relevant and unique as it can be at every step of the customer journey. By viewing every interaction through the customer lens, the leading omnichannel electrical retailer aims to build end-to-end multi-touchpoint experiences designed to dazzle.

So to reach this next level of personalization, and to consolidate its recent rebrand as a single unified business, Currys is now optimizing its omnichannel strategy using AI. Having already accelerated its CRM strategy and broken ROI records using Phrasee, Currys has turned its focus to transforming its trigger campaigns with Brand Language Optimization.

Currys is making use of the trigger campaign engine Phrasee React - powered by the revolutionary real-time optimization technology **Phrasee X** - to convert abandoned carts into sales with pitch-perfect messages to the right people, at the right time.

Phrasee X is the world's first technology to automate language optimization in real-time. Using advanced machine learning, it constantly experiments using multiple AI-generated subject lines — which are all compliant, on-brand and personalized with dynamic tags in Adobe Campaign — to determine the copy most likely to win business.

By continuously testing language variants, swapping out lower-performing variants and distributing the highest-performers to Currys' abandoned cart customers, Phrasee X ensures that each and every message is backed by science.

The average cart abandonment rate across industries is almost 70%, according to the Baymard Institute — which amounts to a lot of lost revenue. By optimizing its brand language on a constant basis, Currys is using Phrasee X to turn this industry statistic to its advantage.

"I don't know what marketers are waiting for — one subject line change and I'm achieving **a 9% conversion uplift and £2.5m revenue impact.** All with the single click of a button!"

Saul Lopes, Head of CRM at **Currys**

Using Phrasee React integrated with Adobe Campaign Message Centre, Currys achieved:

56%
open rate uplift

9%
conversion rate uplift

2x
website visits doubled

£2.5m
yearly incremental online revenue

"It's been amazing to truly combine transactional marketing with real-time optimization by integrating Adobe Message Centre with Phrasee React. It really shows the value of AI-powered event-based messaging."

David Pallant, Senior CRM Personalization Manager at **Currys**

What's next?

Having accelerated its CRM strategy using Phrasee's technology for its email campaigns, Currys' vision is to optimize the full customer journey, including its push, SMS and web channels.

phrasee
say it better
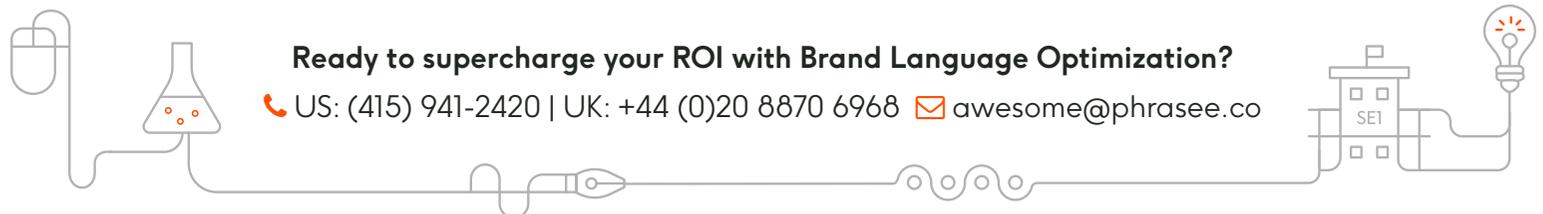
Ready to supercharge your ROI with Brand Language Optimization?
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