

# cleanCART

## How True Classic Tees Regained Confidence in Thier Coupon Strategy with cleanCART

**1,464%**

Return on Investment

**+\$600,000**

All Time Recovered Revenue

**61.23%**

Cart Completion Rate With Blocking

# TRUE CLASSIC™

## Their Story:

As a promotion-based brand, True Classic relied on influencers and other affiliates to grow their products.

Unfortunately, some of these affiliates began distributing their promo codes through coupon aggregators like Honey, Capital One Shopping, and RetailMeNot.com

This meant coupons were now being shared across the web unchecked, leading to an unwanted number of shoppers receiving discounts on their products, while affiliates enjoyed boosted commissions from conversions that they did not help drive.

In response, True Classic rolled back their coupon distribution and focused on on-site discounts to drive sales, only to learn how limited their marketing campaigns had become.

After finding cleanCART, True Classic regained control over their coupon strategy and was confidently able to partner with some of the largest influencers online, knowing their codes, revenue, and margins were protected.

True Classics started off with one simple goal - to offer premium quality basics at affordable prices, with sizes and styles to make men of all body types feel and look great.

But as a growing D2C brand, True Classics relies heavily on promotions to reach new customers and is constantly on the edge of gross margins and acquisition costs.

"Whenever you have savings on your conversions, it always flows right towards your profit, allowing you to grow your business and reach new customers.

And client services have been excellent every step of the way. We've felt supported in our regained confidence surrounding discount codes, and would recommend them to any retailer. Easily an NPS 10."

-Remy Porsella  
Chief Marketing Officer, True Classic Tees

## Key Results:



**10%**

Increase in cart conversions when blocking



**1,464%**

Return On Investment



**30 Days**

cleanCART Paid For Itself

Want to learn more? Visit [clean.io](https://clean.io).