

How Durex Generated \$150K+ in AI-Influenced Sales



- Global market leader in 150+ countries
- A leading premium sexual-wellness brand
- Strong omnichannel footprint across D2C, marketplaces, and on-demand delivery
- High question volume and product-sensitivity make conversational guidance critical

Selling intimate wellness products online demands trust, clarity and privacy.

Despite using legacy marketing automation tools, they faced challenges like:

- No AI product educator to explain differences across 11+ condom variants
- No privacy-first consultation layer — sensitive questions couldn't be handled discreetly
- Support overloaded with intimate product queries that standard AI couldn't automate
- High-intent shoppers reached checkout but stayed uncertain, causing abandonment
- Attribution across channels never aligned, making optimization guesswork

What worked for them?

- **AI Product Assistant** for instant product clarity and guidance.
- Smart **AI Messaging Broadcasts** for reminders, nudges and repeat orders.
- **Automated support** for FAQs, orders and delivery updates.
- **Lead capture flows** across Omnichannel entry points with **Lead Gen Stack**.
- Discreet, judgment-free assistance for **sensitive queries**.

Where Manifest Moved the Needle?



Faster Campaigns



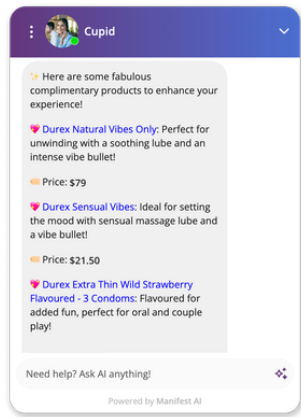
Higher Conversions



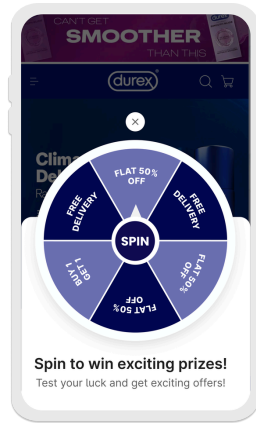
Lower Workload



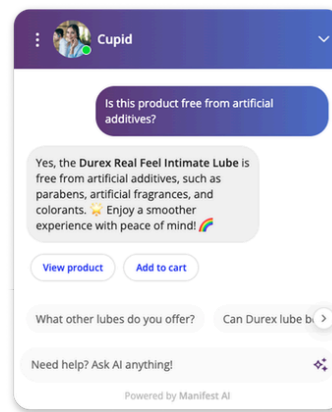
Clear Attribution



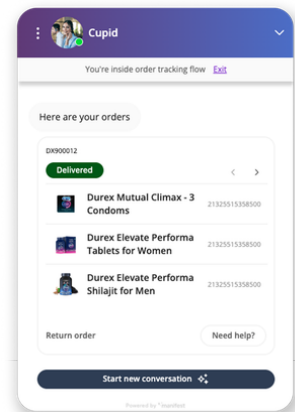
Smart Upselling



Gamification Pop-Ups



Product-based AI Assistance



Order Tracking

The Outcome (Oct–Nov 2025, Last 30 Days)



Revenue

10X

ROI delivered

\$150K+

revenue influenced

6.8%

of total sales attributed



Orders

12.4%

conversion from interactors

23%

add-to-cart via AI

\$15+

AOV from AI-engaged shoppers



Support

23K+

engaged tickets via AI

21.5K

auto-resolved by AI

93%

reduction in agent effort



Engagement

72%

chats fully AI-resolved

3.1×

higher chat engagement

45K

messages handled seamlessly

Manifest helped us build a **reliable** and **privacy-conscious** Omnichannel experience that feels personal without being manual. We now run **targeted campaigns**, send reminders, and even **answer FAQs** – all from one place. What stood out was how **advanced yet adaptable** the system is, and how involved the team was in helping us get every piece right.



–Soumya Nimodiya, D2C Lead at Durex

Become our Next Success Story!

Get Started

