

Nutraceutical Retail Chain Advances Its Online Presence With ScaleUp42's Enhanced E-commerce Solution

ABOUT NATURE'S SOURCE

Nature's Source is an award winning, full service natural dispensary specializing in nutraceuticals, sports nutrition products, natural health & beauty products and professional naturopathic and homeopathic products.

OBJECTIVES

- Enhance online store performance
- Improve bounce rates and conversion rates
- Expand and optimize sales channels
- Increase overall customer acquisition rate
- Increase average customer value

CHANNELS

- Google Merchant Center & Shopping Ads
- SEO
- Social Media Ads
- Active Campaign Eblasts & Automations
- Shopify E-commerce Store & Apps

RESULTS



+30%
Conversion Rate



+63%
Email Revenue



+27%
New Customer Acquisition



+14%
Basket Value



+20%
Organic Sales for
Topsellers



+7X
Return of
Ad Spend



Nature Source Case Study

KEY CHALLENGES



- Online store was performing below expected industry standards despite a visible overall industry growth in online sales due to COVID.
- Bounce rate was high and the conversion rate was low. This was mainly attributed to poor user experience on both desktop and mobile.
- Various sales channels like Google Shopping and Merchant Centre were non-existent, which created increased dependencies on captive users and email lists.
- Email acquisition channels created negative growth as the unsubscribe rate was higher than the new subscription rate.
- Overall customer acquisition rate was below that of industry standards, which kept the company from acquiring new market share.

STRATEGY



1

Web Development

- Migrated from Magento to Shopify
- Developed advanced user workflows to enhance customer experience on desktop & mobile
- Researched and integrated shopify apps, and developed workflows, with triggers that enhanced customer interactions and in-platform actions.
- Integrated automations that allowed us to capture emails.

2

SEO

- Shortlisted keywords, web pages and collections
- Developed SEO growth strategies; technical and content

3

Social Media

- Developed audiences to run social ads
- Created offers to attract users and sign up for giveaways

4

Email Automation

- Applied multi-level automated email targeting strategy
- Developed segmented E-Blast strategy and targeted intended users with relevant messaging.
- EBlast timing tests: Ran multiple tests to identify the best times to send eblasts
- A/B Testing for subject lines, timing and content.

5

Google Ads

- Developed phased digital marketing strategy with KPIs
- Activated Google Shopping tools, with Custom Labels for targeted marketing.
- Developed an optimal mix of Search text and Shopping Ads.

“

Sometimes the place
you are used to is not
the place you belong.

from the film
The Queen Katwe

RESULTS



ECOMMERCE SITE PERFORMANCE

Conversion rate increased from 2.19% to **3.14%**
Basket value increased from \$98 to **\$115**
Monthly revenue increased by **+20%**



GOOGLE SHOPPING

Contributes **+43%** of total online revenue
Return on Ad Spend increased from 3x to **+7x**



SEARCH ENGINE OPTIMIZATION (SEO)

Sales of top selling products & categories increased
by **+20%** from organic search



EMAIL AUTOMATION

Open rate increased from 13% to **+23%**
Revenue contribution of email campaigns (eBlasts &
Automations) increased from \$72K to **+\$117K**



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