



## **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



+14% Basket Value



+63% Email Revenue





+27%
New Customer Acquisition



+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 nonexistent, 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**



# 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 inplatform actions.
- Integrated automations that allowed us to capture emails.

#### **SEO**

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

## Social Media

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

# 4

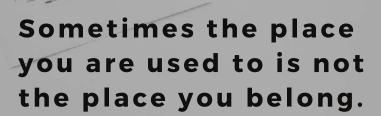
## **Email Automation**

- Applied mutil-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
- Activated Google Shopping tools, with Custom Labels for targeted marketing.
- Developed an optimal mix of Search text and Shopping Ads.



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

