

Direct-to-Consumer Website Launch for Consumer Healthcare Leader

This client is a leading global manufacturer, distributor, and marketer of household consumer healthcare brands. The company's main product categories include oral health, smoking cessation, respiratory medicine, pain relief, and supplements.

The client's brand team decided to create a digital ecosystem of commerce, content, and engagement for one of their top-selling consumer brands. The existing brand website sold select products through an integration to retailer sites, but the client did not own the selling capability internally. Given the benefits of owning the end-to-end consumer experience that engages directly with consumers, the client believed they were ready to embark on a direct-to-consumer (DTC) website launch.

The client engaged Clarkston's DTC and digital experts to manage the DTC capability strategy, design, and launch. This involved standing up a BigCommerce instance that integrated with existing ERP, 3PL, and CRM systems along with business processes that scale over time. Clarkston provided program management and process leadership across the client and agency teams to create a cohesive experience. Ultimately, this site launch and sales channel operationalization opened the doors to build more personalized and data-driven relationships with consumers beyond traditional sales channels.

Consumer Products Case Study

PROJECT OVERVIEW

INDUSTRY:



Consumer Products-
Consumer Healthcare

PRODUCTS AND SERVICES:



Program Management and
Digital Advisory

PRIMARY OBJECTIVES:

- Establish an end-to-end digital experience for consumers through content, consumer experience tactics, and commerce
- Enhance digital brand experience with a new capability that aims to gather 1P data while increasing consumer retention
- Create data gathering mechanisms and supporting processes to continuously optimize the digital consumer experience

RESOLUTION:

- Provided subject matter expertise and advisory on building a scalable direct-to-consumer business
- Executed site testing and coordinated issue resolutions prior to Go Live to ensure a seamless transition
- Facilitated with previous site's decommission and transition to new DTC platform
- Managed inter-dependencies across a cross-functional team and supporting agencies
- Built a new site on BigCommerce with integrations across ERP and CRM platforms
- Executed site testing and coordinated issue resolutions prior to Go Live to ensure a seamless transition
- Developed a playbook with key dependencies, decisions, and ownership of activities required to stand up DTC
- Assessed KPIs and metrics post-launch to drive enhancements that align with consumer feedback
- Defined new Standard Operating Procedures to be leveraged across additional DTC integrations

KEY BENEFITS:

- Established a DTC model with supporting technology and processes
- Launched a website refresh accompanied with design and commerce capabilities in eight months from project inception to go-live
- Leveraged new capabilities such as subscription plans, product quizzes, and newsletter opportunities to increase sales on their new DTC platform
- Increased site optimization by partnering with external vendors to assist in identifying key areas of improvement and working to establish timelines for implementation
- Provided guidance on prioritization of long-term IT and system enhancements
- Four contract manufacturers were onboarded to support production



Developed benchmark targets to raise awareness across the new DTC platform and increase paid and organic traffic



Leveraged monthly subscription plans on top-selling products to increase average order value and order conversion rate



Enhanced email marketing campaigns with coupon incentives to drive consumers to the new DTC platform

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