

Using Paid Landing Pages for Increased Conversion Rates

The client is a well-known direct-to-consumer (DTC) health supplement company that recently became a unicorn due to the rapid success in growing their online business and helping customers on their health journey.

Although there was accelerated growth within months, the client was looking for ways to mature the business in various channels, including product testing for accelerated conversion rate and customer experience improvements as well as building out a go-to-market strategy with various marketing channels.

The client had already engaged with Clarkston Consulting for a data-related workstream but partnered with them again to bring industry best practices into their product testing program for continued accelerated growth.

To do this, Clarkston interviewed various stakeholders within the Product Testing team and other members who worked closely with the team to understand gaps in the current process, implement best practices for a continuous product testing program, and oversee tests that led to tangible increases in conversion rates and unit economics of acquisition costs of new customers.

Retail Case Study

PROJECT OVERVIEW

INDUSTRY:



Retail

PRODUCT AND SERVICES:



Health Supplements

PRIMARY OBJECTIVES:

- Acceleration of product testing: The client wanted to implement best practices for A/B product testing. Defining a testing program with clear swim lanes, stakeholder ownership, and communication were all objectives to allow the client to implement a continuous A/B testing cycle.
- Increased conversion rate of purchases: The Product Testing team's main goal was to increase conversion rates of users making a purchase once they landed on their site. The team was able to increase conversion rates by A/B testing product experiences from just copy on the site to remove friction from the purchase funnel.
- Lower customer acquisition costs: Lower customer acquisition costs (CAC) are a byproduct of an improved conversion rate and consumer experience. The Product Testing team was able to decrease overall CAC by implementing various A/B tests that resulted in greater unit economics for users making

RESOLUTION:

- Conducted a Product Testing Gap Analysis, interviewing various key stakeholders within the product, analytics, and marketing teams to understand analytics, data and process gaps, and pain points.
- Created a new testing process for the Growth Product team with key stakeholder support; the process was confirmed and continuously rolled out to key stakeholders to ensure process gaps were filled and best practices were implemented.
- Ideated, prioritized, and executed new A/B testing for small and large experiments, which led to incremental KPI improvements.

KEY BENEFITS:

- Increased velocity of A/B product testing by creating a uniform testing process for the key stakeholders,
- Implemented test winners to the consumer experience, leading to cumulative increases in purchase conversion rates,
- Removed friction from the conversion funnel and optimized copy on the site for greater product education for customers, resulting in cumulative decreases in customer acquisition costs,



KPIs

+101% conversion rate (CVR)

**increase (+14% agg) in Paid
Search**

**+25% increase in incoming traffic
from Paid Search (SEM)**

15+ interviews conducted

50+ product A/B tests conducted

**"This is honestly kind of crazy
how dramatic of an impact
changing over to landing pages
have had. Metrics have sustained
even when growing channels,
which gives me confidence that
these improvements will last."**

-GROWTH PRODUCT
DIRECTOR

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