

Athletigen

HOW A DATA DRIVEN ECOMMERCE STRATEGY INCREASED CONVERSIONS BY 323%

Athletigen is one of the world's leading personal sports genetics companies specializing in analysing DNA for personalized training programs to provide insights into athletic performance, nutrition, and wellness based on your genetic profile.

After a marketing campaign began driving more traffic to the site, it became clear that the user flow was causing visitors to become entangled in a disconnected, high friction user experience.

With a goal to improve the customer experience and streamline the transactional processes, Content Bloom developed an analytics framework to empower Athletigen with the data needed to make informed decisions about how to optimize their website and ultimately increase conversions.

The Challenges

As an eCommerce site, conversions are crucial. So, when it became clear that sales numbers were not meeting expectation, Content Bloom was brought in to understand why and provide a solution that would enable Athletigen get to where they wanted to be.

They were seeing a great deal of traffic to their site and their SEO strategy was performing exactly as predicted, but these visitors weren't converting into customers.

This is a common scenario Content Bloom is brought in to analyse and resolve and, more often than not, the issue lies in what's commonly known as *user friction*.

User friction is any interaction or barrier that prevents a user from accomplishing a goal with your product site, such as long sign-up forms or confusing user flows.

Having been partners with Athletigen since its inception, we are very familiar with their business needs and collaborated on a strategy to improve their online conversions.

The Solution

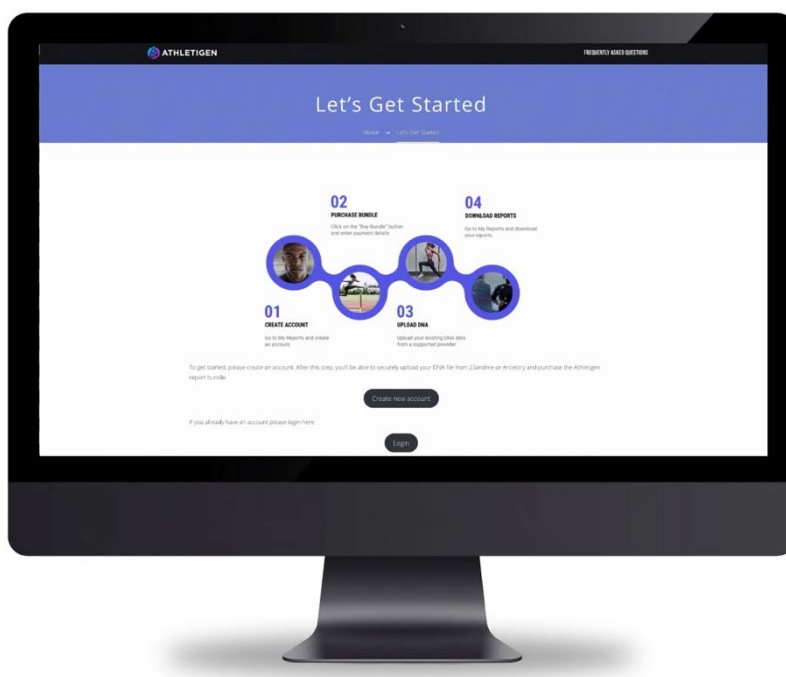
Content Bloom's Data Intelligence Practice dove into Athletigen's data analytics to understand which aspects of the site needed improvements to resolve the conversion barriers.

Often, we find that our customers have access to their data analytics and use it to understand high-level information such as traffic, links, and popular content. But today, these tools contain powerful features to help understand how to improve customer engagement, retention, sales, content, and interface performance.

Content Bloom designed and built a comprehensive set of dashboards in Google Data Studio with a focus on eCommerce and data analytics measurement.

Within these dashboards, we used two key performance indicator (KPI) categories, *Web KPIs* and *eCommerce KPIs*.

Web KPIs help understand how users get to the website. This helps easily identify entry points, exit points, and levels of engagement when users are on the site.



eCommerce KPIs clarify how users interact with the site when they're within the purchase funnel. This allows for easy identification of any points of friction and measures performance of traffic channels; providing deeper insight into what is driving (or preventing) conversions.

In Athletigen's case, these analytics dashboards immediately highlighted the areas where users were experiencing friction and were dropping out of the purchasing funnel. Specifically, where:

- Users were exiting or abandoning eCommerce pages
- The signup / login processes guided away from the eCommerce flow
- Interface improvements were needed in the mobile experience
- Users needed clearer guidance to return back to their respective stage in the check-out process

Our solution provided Athletigen's marketing team with seamless self-service access to consistently review all metrics and essential information needed to make objective, data driven decisions for their company.

Additionally, as part of our project handover, we trained Athletigen's teams on how to make the most of their new dashboards, to include generating internal management reports.

The Impact

When gaining users on a product detail page, there is one goal – for that user to either a sign-up or login, where they are then empowered to make a purchase. By narrowing and clarifying the customer experience, we saw significant, meaningful improvements throughout the site’s user journey within the first 30 days.

In using these analytics dashboards, Content Bloom highlighted key functional site improvements designed to reduce friction within the users’ website navigation experience.

1. A single login, with the option of a login through major social media platforms

A simplified registration and login process allows for a more mobile-friendly experience resulting in longer sessions, fewer login failures, and lower exit rates.

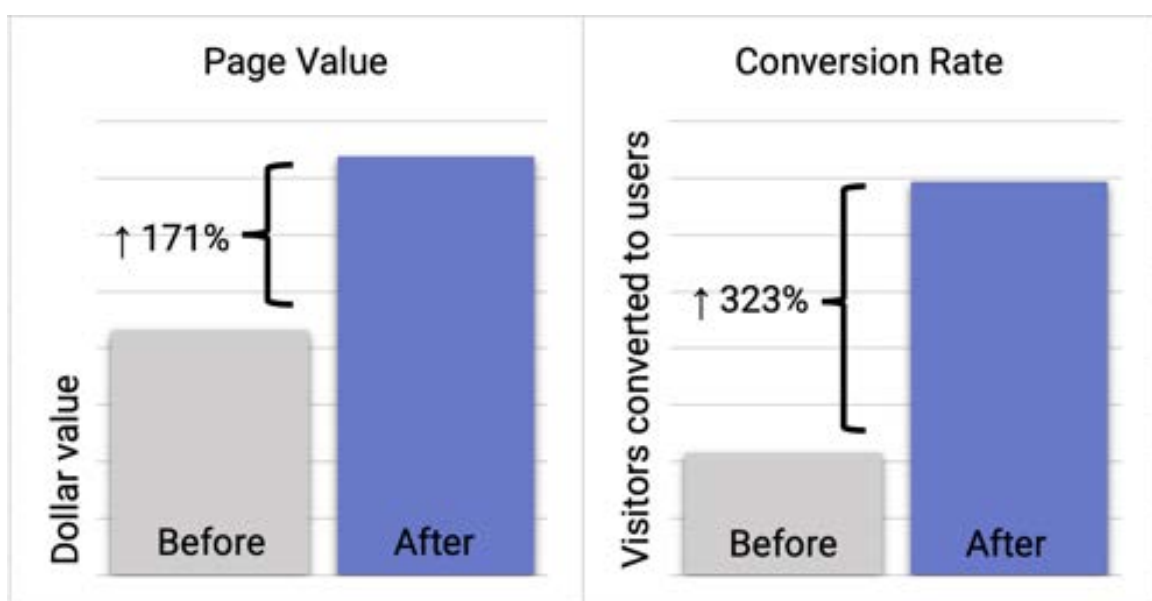


Additionally, the registration process enables the collection of personalized, actionable data like verified e-mail addresses, age, gender, interests, etc.

2. “Buy Now” custom registration and login functionality

The new linear relationship between the “Buy Now” call-to-action and checkout result in improved mobile usability, increased page value, and higher conversion rates.

Together, these two enhancements eliminate unnecessary steps between a customer’s product selection and their purchase.



About Content Bloom

Since 2011, Content Bloom has been implementing content managed solutions to create everything from web and mobile sites through to digital products and online marketing campaigns.

Creativity, technology, and digital marketing

Our expertise is a unique blend of creativity, strategy, and technology that accelerates digital performance, delivering value that exceeds our clients' expectations.

Delivering results that matter

Our expertly trained team of consultants, developers, designers, and engineers have amassed many years of experience developing enterprise solutions around the globe.

Our extensive experience ensures the highest quality deliverables throughout your project.

By focusing on quality, we've exceeded our clients' expectations and have enjoyed mutually beneficial, long-standing partnerships built on trust.

<http://www.contentbloom.com>