

Situation

A Direct-To-Consumer CPG company launched a new website on Magento 2 and had a conversion rate of .48%. They needed to find better ways to engage customers and generate more sales.

Action

Data showed little site engagement and that our look and feel did not give buyers confidence. Our team completely redesigned the website and added 38 new products to the site. Our team also added 5 new content pages to better tell our story. After the site launched we created a strategic partnership with a large fitness organization so we could get a more targeted audience to the site. We utilized their digital and event channels to better engage and drive traffic to their site.

Results

- Grew our conversion rate from .48% to 5.4% over 6 months
- Sales grew over 400%
- Product subscriptions grew by over 750%
- Total turnaround time for site redesign: 5 weeks
- Total cost for site redesign: \$28,000