

# Fountainhead<sup>ME</sup>

ECOMMERCE: CONSULTING + DEVELOPMENT

1100 Broadway, Santa Monica, CA 90401 (844) 691-1363

## Case Study Client:

ForcesOfNatureMedicine.com

## Client Synopsis:

Client enrolled with FME on approximately 3/1/2015. Client is a well known manufacturer of homeopathic medicines for a variety of ailments. Client engaged FME strictly for pay-per-click marketing to boost its direct-to-consumer sales. Client's main sales channels were retail stores such as Albertsons, WholeFoods, CVS, and Walgreens. Client suffered from supply chain margin erosion and correctly viewed their eCommerce channel as a way to restore this margin.

## Primary SOW:

Launch digital marketing efforts for eCommerce site and maintain a 2.5 or better ROAS.

## Platform used at engagement:

Magento

## Primary Goals:

Review presence of offering to increase visibility, unit sales, and net profit. (Typical)

## Challenges:

- Client's product offering was subject to strict advertising policy issues from Google.

## Performance Metrics Summary:

Shortly after engaging FME to build/create marketing campaigns, an analysis of buyer behavior revealed major structural issues with Client's website. Most prominent was a confusing and hard to navigate mobile version which dramatically inhibited conversions from mobile devices which accounted for a majority of traffic as expected.

FME informed client changes were required to increase sales to desired goals. Client informed FME of a long history with Magento and its problems. Upon inspection, FME found their Magento build to be riddled with problems and unnecessary extensions which severely limited page speed and was the cause of the site's failure on mobile devices. It was at this time FME conducted consultations with Client regarding how to proceed and whether to build the site a new or make an attempt to repair the existing platform. Client decided to attempt repairs as they were less costly although results were not guaranteed.

FME created a CRO strategy for both mobile and Desktop sites in Photoshop and enumerated items to repair. For CRO, see attached figure.

## Failure Attribution:

1. Site was difficult to navigate on desktop and nearly impossible to navigate on mobile devices.
2. Site speed was slow scoring a 55/100 where 80/100 is the minimum acceptable per FME standards.

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3. Due to 1 and 2 above, checkout process was difficult and cart abandonment rate was extremely high.

## **Corrective action:**

Over the course of 30-45 days, FME performed the CRO for mobile and desktop, removed and replaced extensions, cleaned Magento, and increased page speed.

## **Results:**

Once sitework was nearly complete FME restarted marketing campaigns. The Client enjoyed an immediate 20% boost in mobile revenue, a 10% boost in desktop revenue, and a dramatic increase in net profit which would be sustained for the duration of the relationship.

\* Estimated figure

\*\* Non-scientific quantity

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