FULCRUM Leverage Your Data & VITAMIN WORLD

Vitamin World's success story

Vitamin World Increased Repeat Buyer Rate 29% with Real-Time Personalized Product Recommendations

Key Results:

29% ↑
Repeat Buyer Rate

13% ↑
Average Order Value

9% ↓
Bounce Rate

SUMMARY

Vitamin World is a renowned provider of high-quality vitamins and supplements, ranking 3rd in the U.S. specialty health product industry. Vitamin World partnered with Fulcrum to implement advanced personalization capabilities across their digital channels to increase online conversions and optimize the customer journey.

PROBLEM

Vitamin World needed to address the challenge of showcasing its vast product line in a personalized way to both new and returning users. Making wholesale changes to the merchandising strategy took valuable development time and didn't factor in buyer preferences. The company's previous strategy statically promoted high-margin product lines and generally popular categories, but Vitamin World wanted to focus on what the individual consumer would be most interested in buying and display that content in real-time.

SOLUTION

Fulcrum's Customer Success team led the implementation by mapping the relevant BigCommerce data to the personalization platform. From there, the Fulcrum team focused on implementing three main solutions during the initial phase:

a) Product Recommendations: Fulcrum leveraged first-party data to analyze customer behavior, enabling personalized product recommendations based on individual preferences, purchase history, and browsing patterns.

b) Category Merchandising: Fulcrum revamped the home page by implementing dynamic category merchandising. This ensured that visitors were presented with relevant product categories and promotions based on their preferences and historical data.

c) Email Recommendations: Fulcrum integrated seamlessly with Salesforce Marketing Cloud, enabling the same targeted product and category recommendations to be sent to its email list.

RESULTS

In the first 6 months, Fulcrum helped produce the following results:

- 29% increase in Repeat Buyer Rate: Targeting existing customers with relevant product suggestions made re-purchasing an easier process which increased customer loyalty
- 13% increase in Average Order Value: The personalized recommendations allowed the company to anticipate user needs and offered more opportunities to add relevant items to cart
- 12% increase in Email Engagement: Email recommendations showed subscribers their most updated product recommendations, leading to increased clicks to the site
- 9% Bounce Rate reduction: Users were able to find relevant content faster and proceed through the conversion funnel more efficiently

Vitamin World Results

29% ↑
Increase in Repeat Buyer Rate

13% ↑
Increase in Average Order Value

9% ↓
Decrease in Bounce Rate