

## An Innovative Online Retailer Discovers the Power of Smart Content to Improve Conversion Rates

By changing every visitor's online experience, Sitebrand enables feelbest.com to reduce shopping cart abandonment and boost the ROI from its e-newsletter program



### feelbest.com

Canada's largest online health and beauty aid store

#### Location

Ottawa, Ontario, Canada



[www.feelbest.com](http://www.feelbest.com)

### Key challenge:

- Convert a higher percentage of web traffic into buyers
- Create a superior, personal online experience for every customer

### Results:

- Smart content on every web page promoting relevant products based on a visitor's interests
- Reduced shopping cart abandonment
- Fewer inquiries from customers who couldn't find what they were looking for
- 34% increase in orders from e-newsletter

### A highly personal service

feelbest.com is the online retailer customers turn to when they can't find what they need in a regular store. The company actively encourages customers to tell it what they are looking for, no matter how obscure. The company specializes in finding and offering hard to find health care and beauty aid products. "If we get a request from five or 10 customers, and the product is available somewhere in the world, we'll go directly to the manufacturer and make it available to our customers," says Sharon-Isabelle St-Pierre, feelbest.com's Manager and online marketing specialist.

### The need to convert more traffic into buyers

feelbest.com's approach is quaintly reminiscent of the corner-store owner who would get to know his/her customers one person at a time and stock accordingly. Although this personal approach to serving customers is like those of days gone by, the scale of the operation is surely different. The feelbest.com site generates over 2-million hits a month, and the company has a burgeoning inventory of over 15,000 online products. Products are shipped to clients around the world with roughly 85% heading to the United States. That's also the nub of the challenge: motivating feelbest.com to explore an alternative strategy for further customizing and personalizing the web experience of all visitors. With the Canadian dollar approaching parity with the U.S., feelbest.com experienced a drop of 6% in sales in a one-year period. The explicit goal was to find a solution that would convert a higher percentage of existing traffic into sales.

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*Sharon-Isabelle St-Pierre,  
Manager, feelbest.com*

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## About Sitebrand

### Retail focus

Seven year track record of helping E-tailers and multi-channel retailers convert more visitors into online or in-store buyers.

### Unique real-time technology

Solutions use advanced predictive technology to personalize the website experience of every visitor in real-time.

### Comprehensive services

Solutions are backed by professional services to ensure fast time to ROI.

### Headquarters

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## Changing each visitor's experience in real-time

Enter Sitebrand with its promise of superior traffic conversion by changing the experience of every visitor in real-time while on a website. The solution seemed tailor made for feelbest.com.

What feelbest.com particularly appreciated about the Sitebrand solution was the extensive support provided to help get up and running with a customized solution quickly. "I can't think of a more personalized solution than Sitebrand," says St-Pierre. "It's not a cookie cutter approach. What Sitebrand does is analyze your traffic and provide you with customized solutions based on your business goals and what your customers are looking for." In the case of feelbest.com, the Sitebrand solution resulted in recommendations for the type, placement and frequency of marketing campaigns to target specific customers and boost product sales.

## Leveraging best industry practices to create smart content

All Sitebrand's recommendations are based on best industry practices and hundreds of successful implementations in similar industry sectors. This enabled feelbest.com to quickly develop "smart content" for specific customers and product categories. With the Sitebrand solution, specific areas of a web page are allocated for the strategic placement of ads or campaign messages. Campaigns can be developed around various criteria including geo location, keyword searches, seasonal promotions, product categories, and many others.

Campaigns result in a highly customized and personalized web experience for all visitors from the moment they land on the website. In so doing, online retailers like feelbest.com report immediate and measurable increases in sales lift, superior click through, and higher conversion of existing traffic. "We saw an immediate increase in the number of visitors that actually went through the checkout process," says St-Pierre. "We know our reduced shopping cart abandonment stats are a direct result of the new campaigns we are running [with smart content]. Customers are clicking on the ads and finding exactly what they want faster," she adds. In addition, since implementing the Sitebrand solution, feelbest.com has seen its traffic from unique visitors increase by 17% with visitors staying on the site 3% longer.

## Increased ROI from the feelbest.com e-newsletter

Sitebrand also provided feelbest.com with specific recommendations for print ads and its e-newsletter to create a more holistic and integrated marketing program. The company sends monthly emails to roughly 25,000 opt-in subscribers to promote the e-newsletter. Sales generated from the newsletter had begun to drop. Once the Sitebrand solution was integrated with the email program, feelbest.com saw an increase of 34% in the number of orders received within five days of the newsletter being broadcast. "When customers clicked on the link in the newsletter, the Sitebrand solution kicked-in and users immediately saw a product they were interested in," says St-Pierre. "It's nice to have a more integrated program, but even better when that integration generates measurable lift," she adds.