rave
DIGITAL

Emuaid

Case Study

A renowned skin care expert and product formulator, Richard Nicolo has pioneered many of the medical industry's most innovative and efficacious over-the-counter drugs, homeopathic medicines and skin care products . His dedication to finding treatments for those suffering with difficult to treat skin conditions resulted in the creation of EMUAID.

Client Testimonial

"Rave not only provides top notch services, they're also incredibly easy to work with. They have a deep understanding of their customers' businesses make them a valuable partner."

Joe Lazzaro, Creator/ Director, Speer Laboratories, LLC

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Strategies

360 Degree View
Gain a 360-degree understanding of existing and potential customers by consolidating all customer behavior, order data, purchase history, and billing data in one place, allowing client to better understand ideal customer. This information guided strategies that were able to increase customer generation efforts, as well as average customer lifetime value.

Predictive Analytics To Prevent Customer Cancellations
Identifying customers most likely to cancel subscriptions by using predictive analytics to identify behaviors that signal attrition. Catching these customers before cancelation lead to a marked increase in customer retention.

Customer Segmentation Into Unique Product Funnels
Connecting the right products to the right customer segments by analyzing customer data to determine what drives customer loyalty and to identify cross-sell and up-sell opportunities.

X-Sell/Up-Sell
Implemented a module where additional and related products were offered within specific product pages. This increased both average order value as well as total products per order.

Skin Condition & Ailment Specific PPC Campaigns
Targeted high volume keywords related to specific skin conditions and drove traffic to highly converting landing pages that were also condition specific.

Results

Our strategies based on deep data, website development and constant improvements to marketing combined to deliver significant results over 12 months.

Customer Order Value

Increased Average Order Value (AOV) by **28%**

Boost In Conversions

Year-over-year conversions increased by **78%**

Significant Increase In Qualified Lead Generation

73% increase in leads through SEO and PPC, with high six-figure revenue potential

Rediscover X-Sell/Up-Sell

Cross selling efforts increase **38%** in new transactions

Increase Organic Traffic

48% jump in organic traffic.

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