



Complete Body Labs

Making Apple Cider Vinegar Taste Good

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What We'll Cover Today

I. A Brief Overview of Complete Body Labs

II. The Goal

III. The Audience

IV. The Problems

V. The Solutions

VI. The Results

VII. Comments & Questions



Who is Complete Body Labs?

Complete Body Labs is a small health and fitness company based in Boynton Beach, Florida. They offer many products ranging from vitamins and supplements to personal fitness coaching to a target audience of middle-aged (50+ years) adults interested in wellness care.

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The Goal(s)

For the User

Create an effective and trustworthy experience that will create a loyal customer.

For the Client

Generate fresh, warm, “zero cost” leads by offering a product in exchange for contact information and asking the user to cover shipping and handling.

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The Audience

The Impulse Buyer

This persona is exactly why the “above-the-fold” standard exists. They don’t need much of a pitch to be swayed, and prefer things (*like order forms*) are quickly accessible.

The Contemplative Customer

The type of customer who spends a bit more time looking into what they’re purchasing, and typically **requires a bit more involvement to convert.**

The Informed Consumer

The persona that **requires the most convincing** before they’ll complete a transaction is the informed consumer. These are the **customers that read into reviews and research others’ experience with a product** before making the ultimate decision to purchase or not.

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The Problem(s)

The existing purchase experience was clunky and unclear.

Complete Body Labs (CBL) had **no brand guidelines or design systems**. *See right.*

Lots of “accidental purchase” refunds were being issued.

Because the purchase experience was so unclear, CBL lost product and money due to a high volume of “accidental purchase” and “buyer’s remorse” calls.

Users who showed interest but did not buy were forgotten.

The funnels generated warm leads, but the leads cooled off due to lack of retargeting efforts.

The screenshot displays the checkout process for a protein bar subscription. It is divided into two main sections: '1 SHIPPING' and '2 YOUR OPTIONS'. The 'SHIPPING' section includes a dropdown for 'Where To Ship Bars' and a table of shipping options. The 'YOUR OPTIONS' section allows users to select a subscription pack (Sample Pack, Smores, Cookies N Cream, or Lemon Meringue) and provides fields for credit card information. Below this, there are four optional bonus offers, each with a checkbox and a description of the benefit (e.g., 'Yes, I Want 30 More Variety Pack Bars A Month'). A 'Complete Order' button is at the bottom. To the right, a 'Here's What You Get Free:' section lists three free protein bars (Cookies N Cream, Smores, and Lemon Meringue) and an Intermittent Fasting Masterclass (\$297). Each bar includes a small image and a nutrition facts label. The bottom of the page features a payment method selector and a disclaimer: 'Products and statements not evaluated by the FDA. Products and statements not intended to diagnose, treat, cure or prevent any medical condition. If you have a medical concern, PLEASE consult your Primary Care Provider.'

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Problem #1: The existing purchase experience was clunky and unclear.

The Solution

Create a style guide and design system.

I partnered with the Creative Director to **reinforce CBL's brand with a set of visual guidelines**. This helped them move their company “from the garage” to “the big leagues”. *Dress for success!*

Remove room for human error in inventory management.

Before we worked together, CBL was **manually processing funnel orders** through their old Shopify site. What they really needed was for order processing to be automated.

Mitigate information overload.

Previous purchase experiences were filled with **overstimulating visuals and lack of hierarchy**. The style guide patched one of those holes, but the information still needed to be restructured.

LOGO

COMPLETE
BODY LABS

COLOR PALETTE

PRIMARY TYPEFACE

JOST MEDIUM

ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmno pqrstuvwxyz
1234567890!@# \$%^&*()=?

SECONDARY TYPEFACE

Roboto

ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmno pqrstuvwxyz
1234567890!@# \$%^&*()=?

**HEADLINES THAT
MAKE AN IMPACT**

Paragraphs that are **readable** and **accessible**: Lorem ipsum dolor sit amet, **consectetur adipiscing** elit, sed do eiusmod tempor.

PRIMARY CTA

SECONDARY CTA

[No Thanks, I want to click the negative option button.](#)

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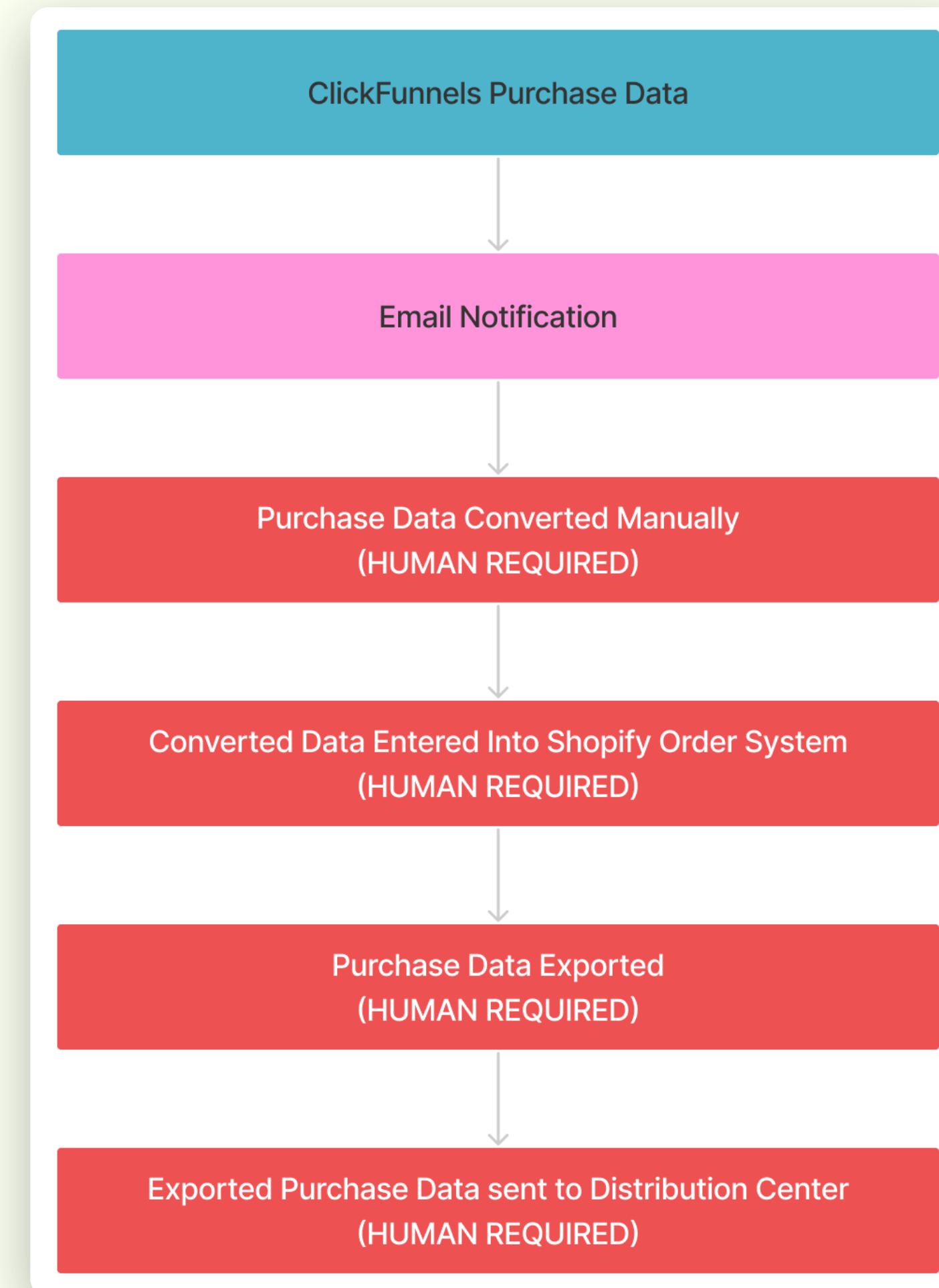
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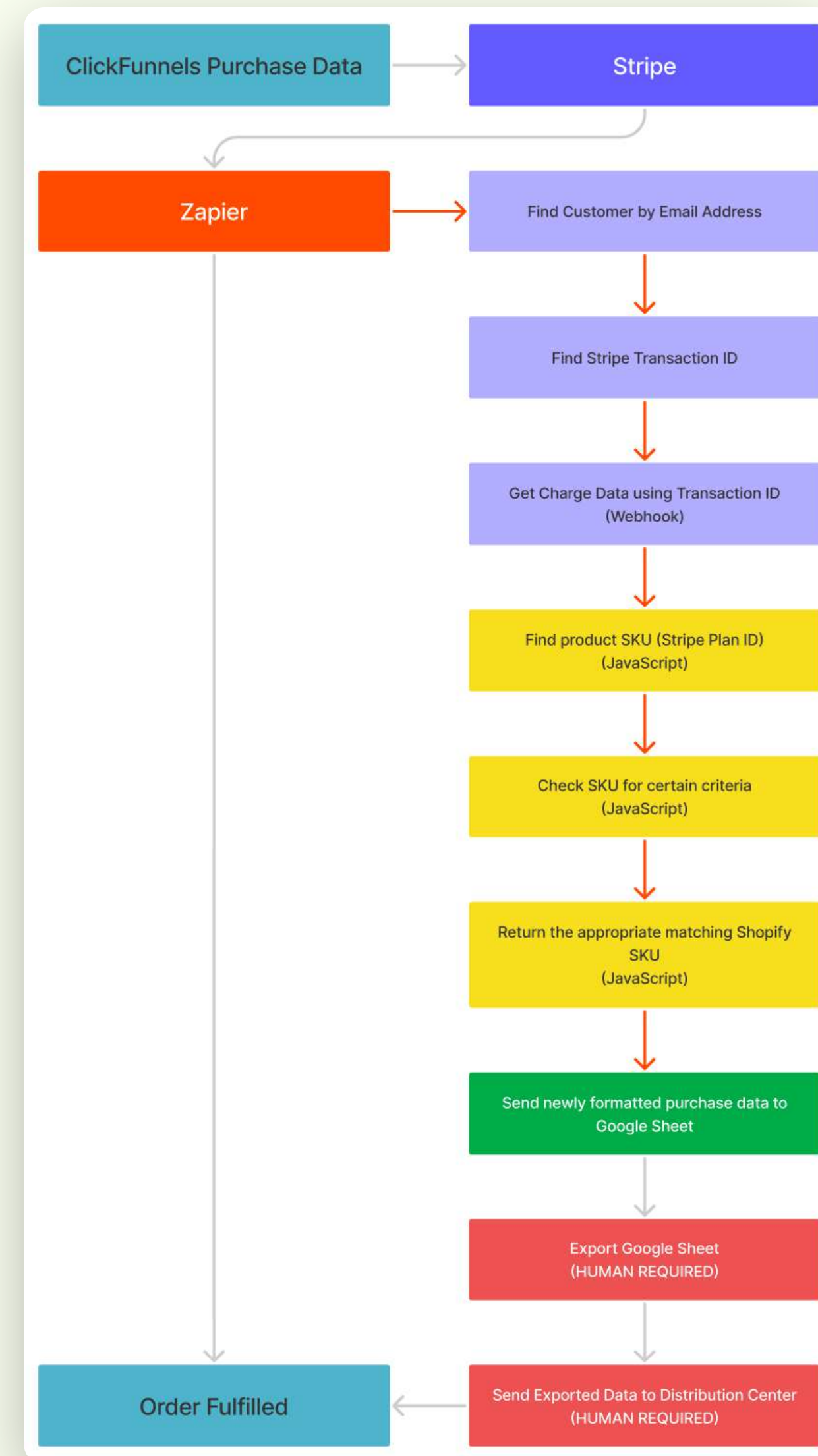
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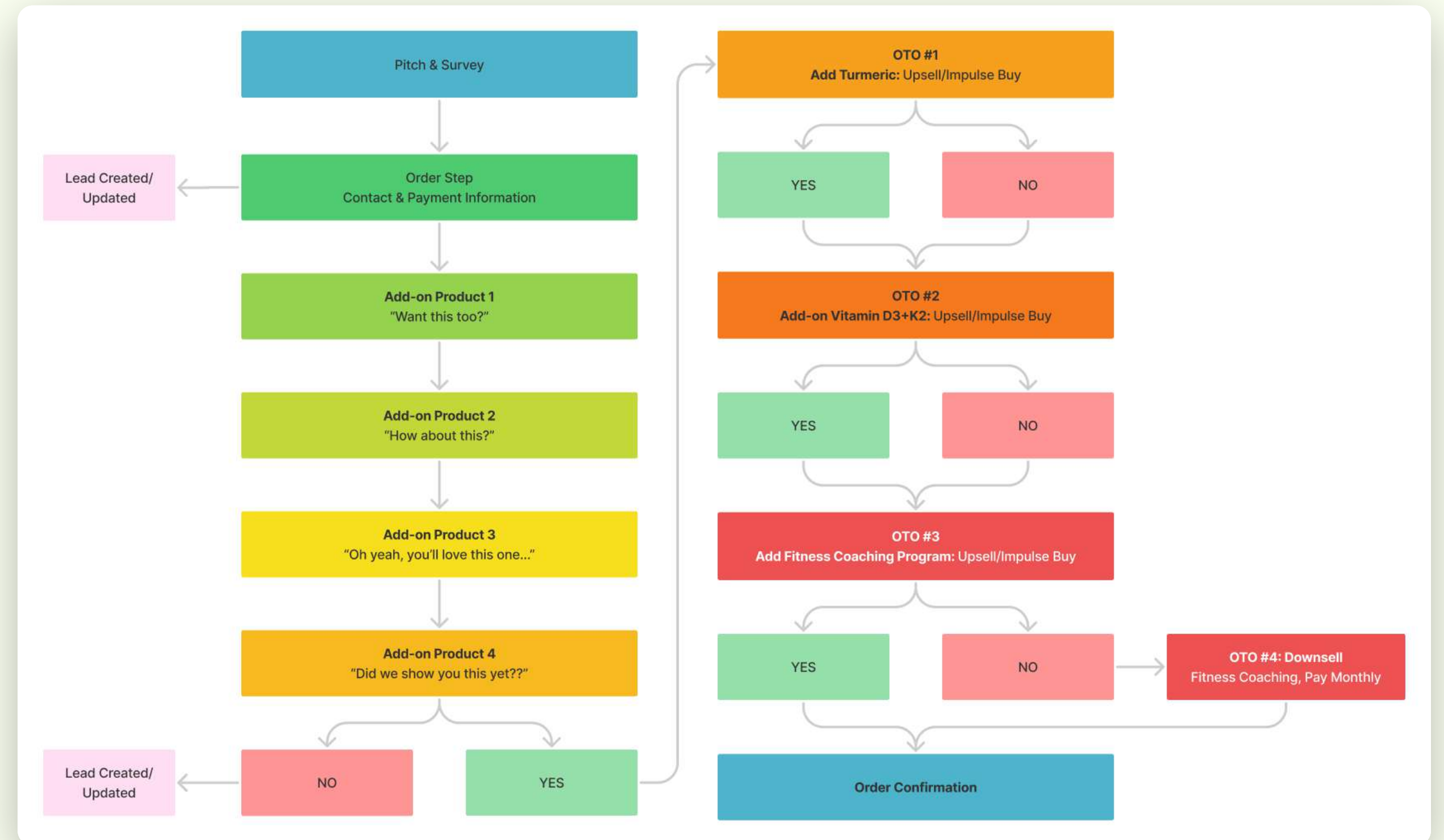
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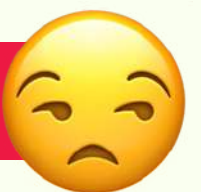
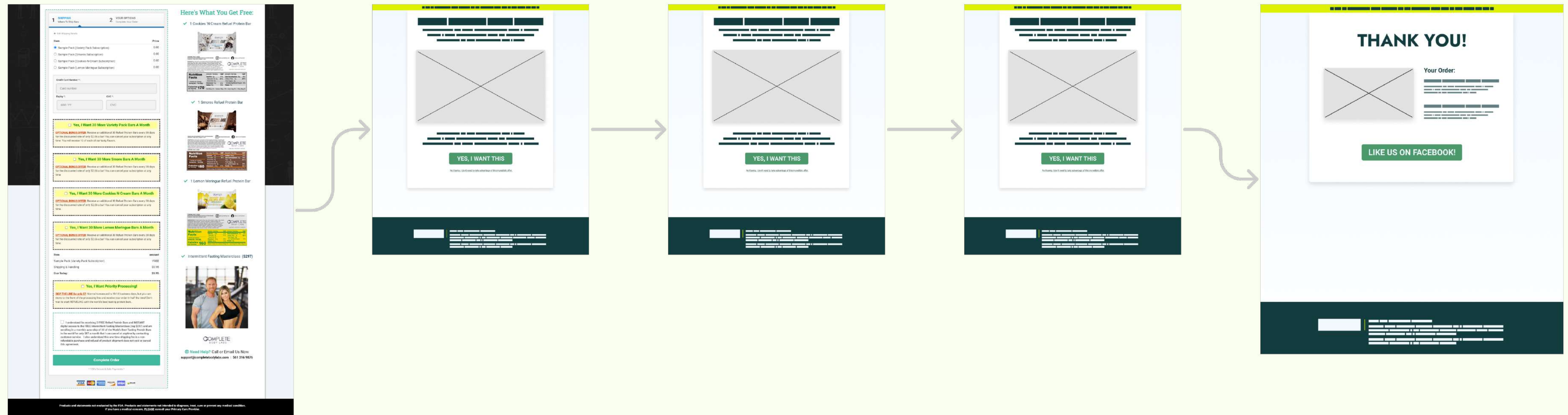
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The old purchase experience

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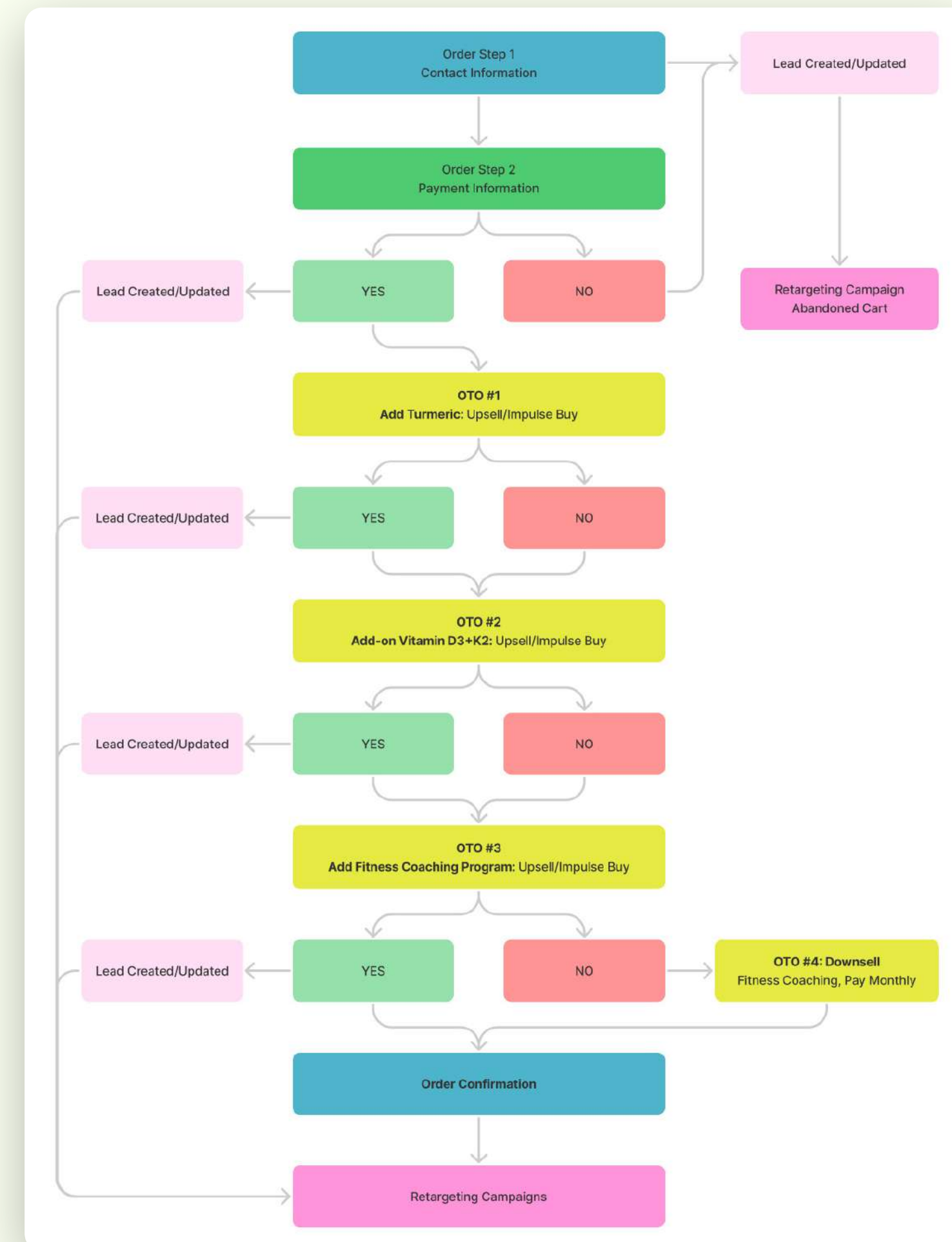
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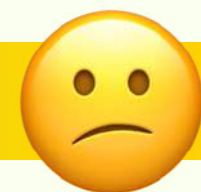
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The revamped purchase experience

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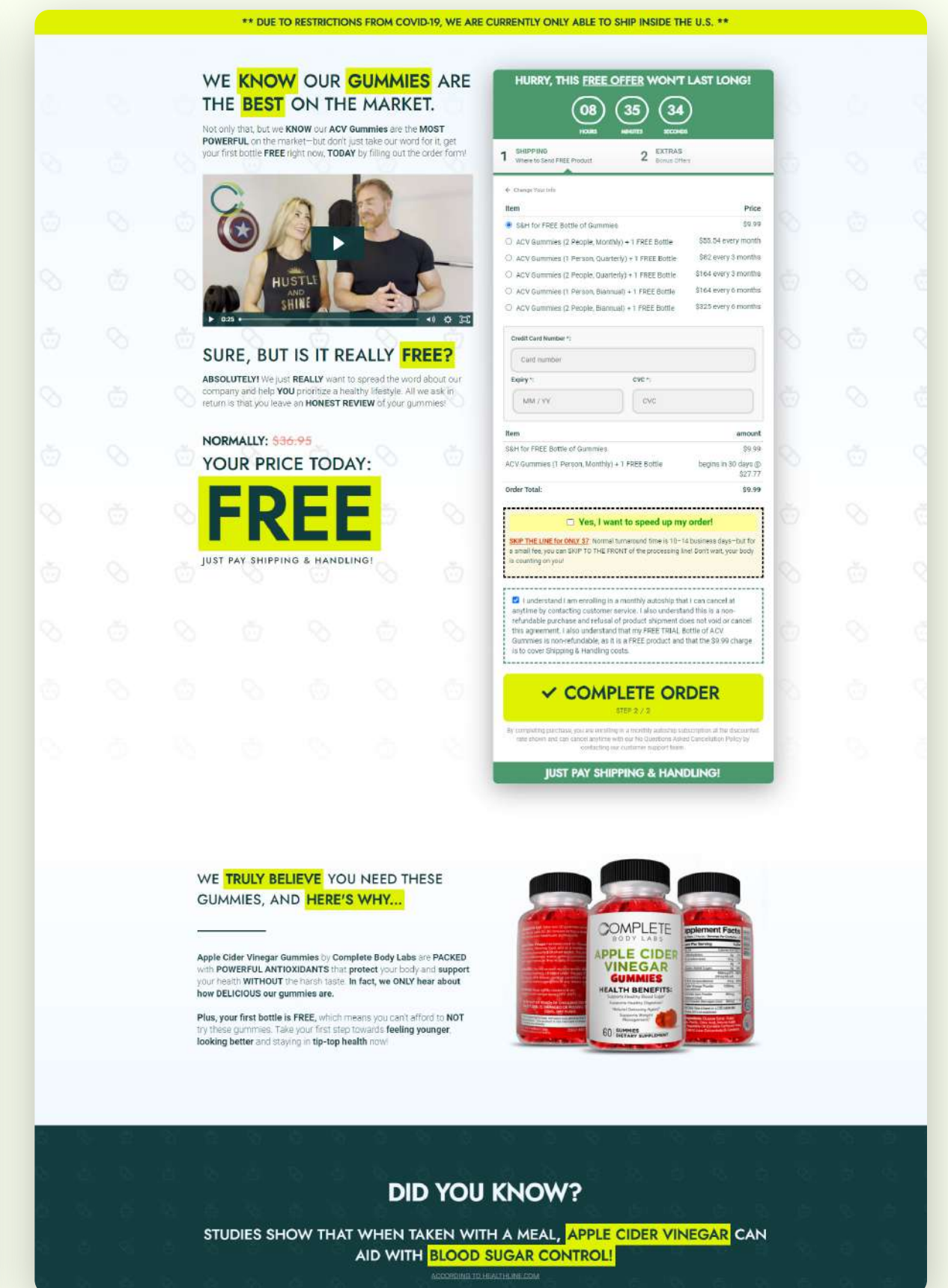
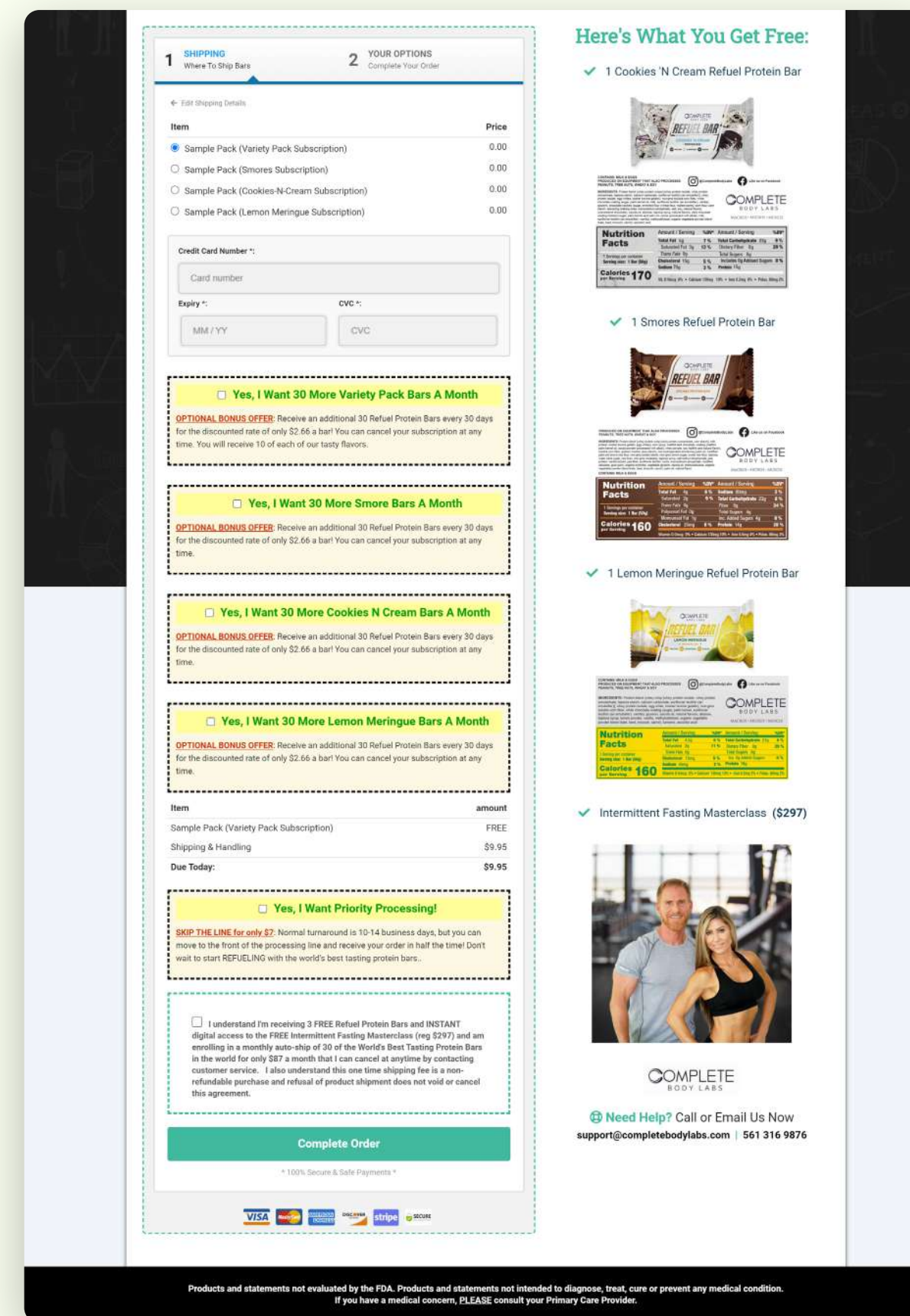
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**** DUE TO RESTRICTIONS FROM COVID-19, WE ARE CURRENTLY ONLY ABLE TO SHIP INSIDE THE U.S. ****

WE KNOW OUR GUMMIES ARE THE BEST ON THE MARKET

HURRY, THIS FREE OFFER WON'T LAST LONG!
08 HOURS 34 MINUTES 45 SECONDS

1 SHIPPING: WHEN TO SEND FREE PRODUCT | 2 EXTRAS: ABOUT OFFERS

* Denotes mandatory fields

Full Name*
Full Name...

Email*
Email Address...

Phone Number*
Phone Number...

Shipping

Full Address*
Full Address...

City Name*
City Name...

Country*
United States

State / Province*
State / Province...

Zip Code*
Zip Code...

→ NEXT STEP
STEP 1 / 2

JUST PAY SHIPPING & HANDLING!

WE TRULY BELIEVE YOU NEED THESE GUMMIES, AND HERE'S WHY...

Apple Cider Vinegar Gummies by Complete Body Labs are PACKED with POWERFUL ANTIOXIDANTS that protect your body and support your health WITHOUT the harsh taste. In fact, we ONLY hear about how DELICIOUS our gummies are.

Plus, your first bottle is FREE, which means you can't afford to NOT try these gummies. Take your first step towards feeling younger, looking better and staying in tip-top health now!

COMPLETE BODY LABS
APPLE CIDER VINEGAR GUMMIES
HEALTH BENEFITS:
Supports Healthy Digestion
Helps Manage Blood Sugar
Supports Healthy Skin
60 GUMMIES
DIETARY SUPPLEMENT

DID YOU KNOW?

STUDIES SHOW THAT WHEN TAKEN WITH A MEAL, **APPLE CIDER VINEGAR** CAN AID WITH **BLOOD SUGAR CONTROL!**

YES, SEND ME FREE GUMMIES!
Studies Show ACV Could Have A Positive Effect On Blood Sugar

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Problem #2: Lots of “accidental purchase” refunds were being issued.

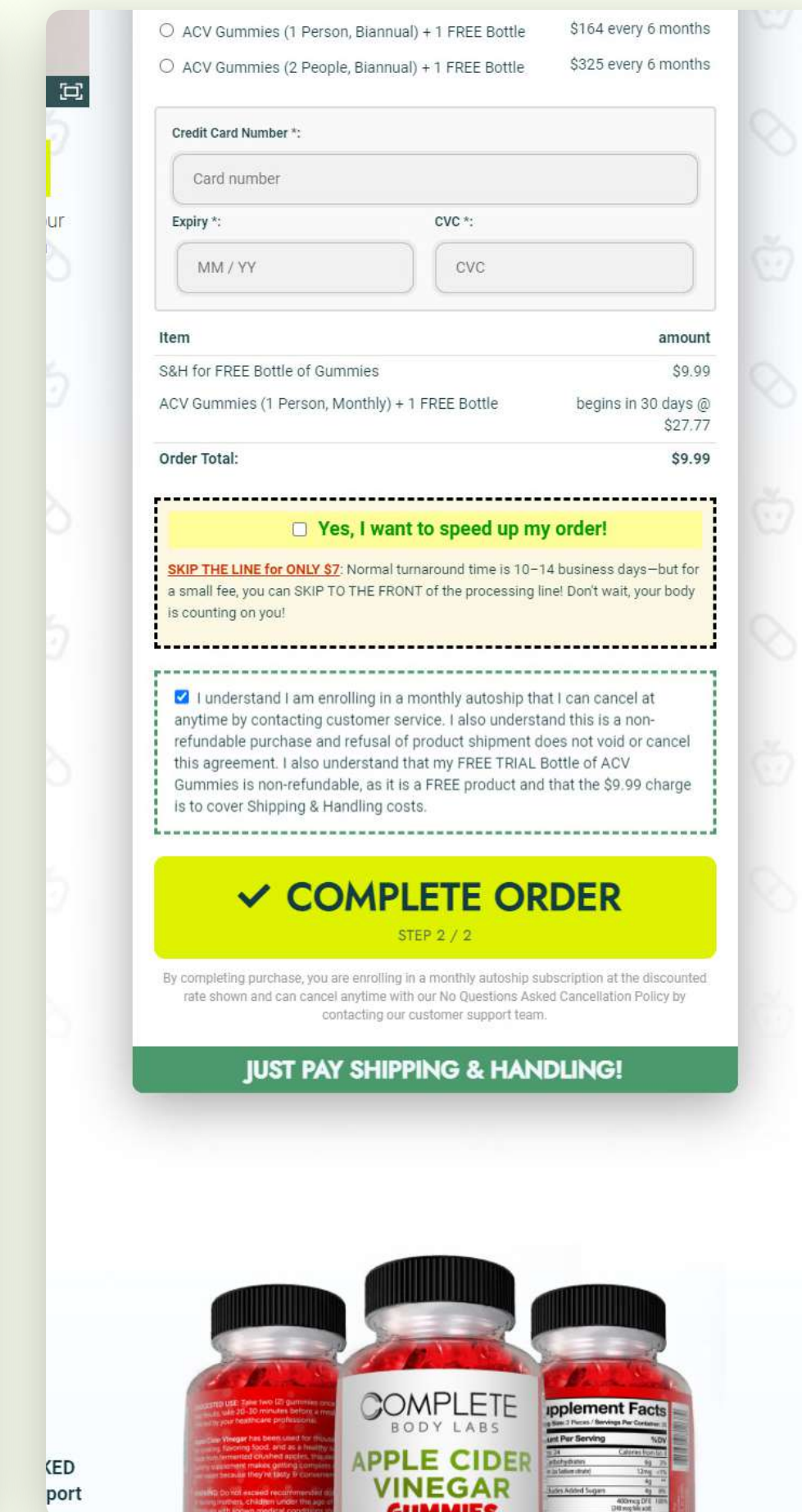
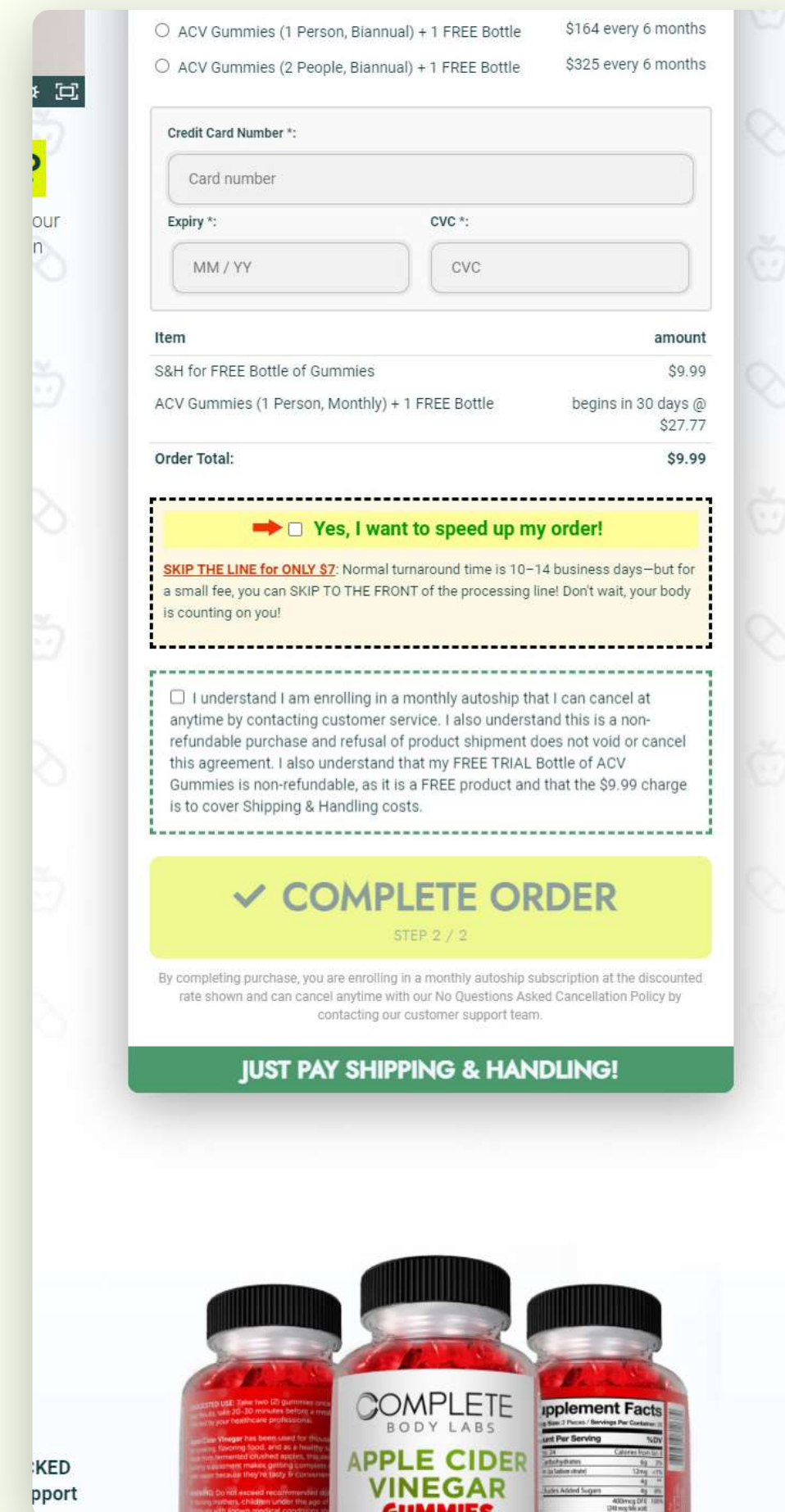
The Solution

Force the user to acknowledge purchase terms before completing their initial purchase.

In order to build a concrete foundation underneath CBL’s refund policy (or lack thereof), the “Complete Purchase” button was disabled until purchase terms and conditions were accepted.

For add-on offers, require a two part opt-in system.

CBL was issuing lots of refunds to users who claimed they had unintentionally clicked “Yes, I want this!” on one-time upsell offers.



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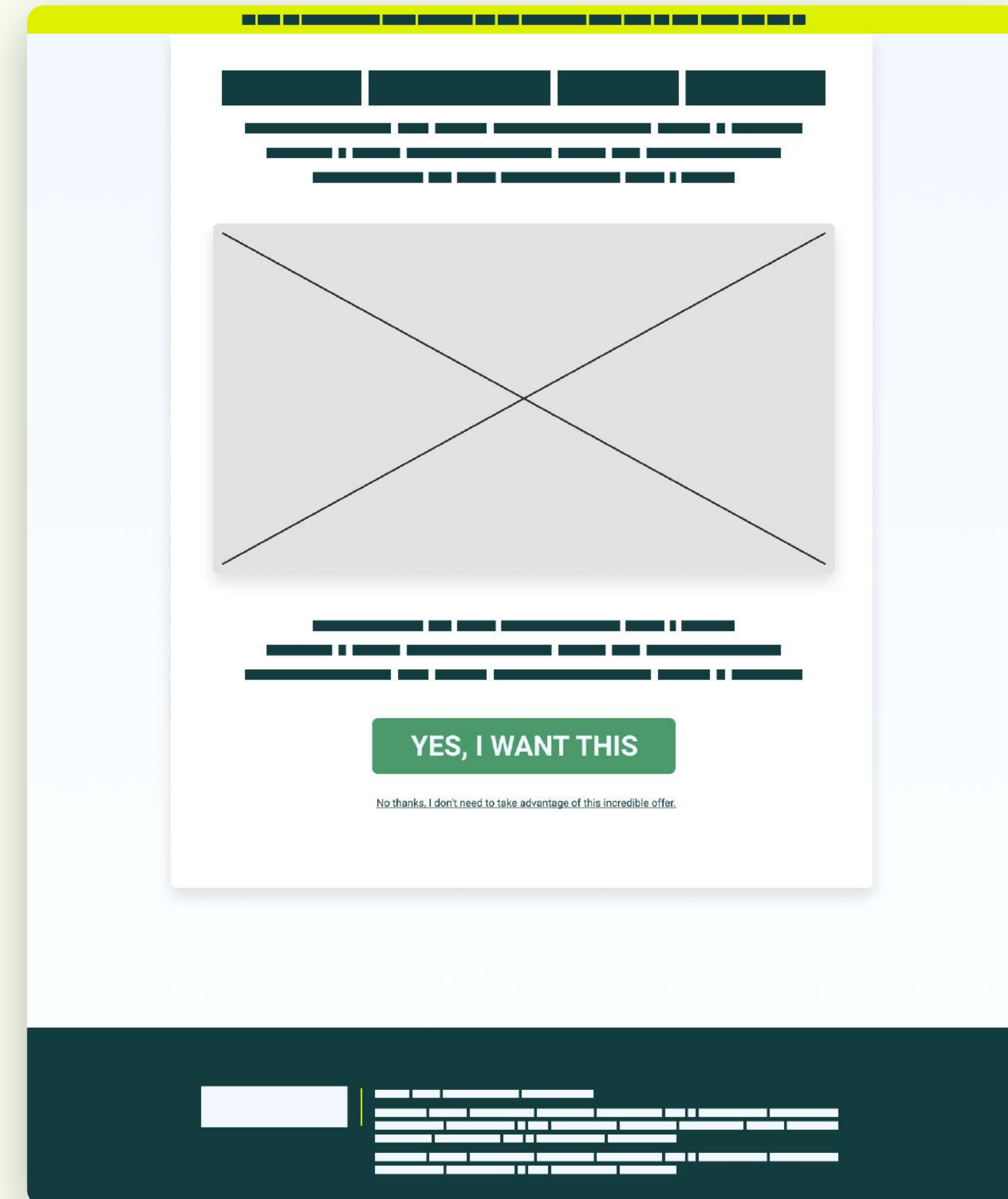
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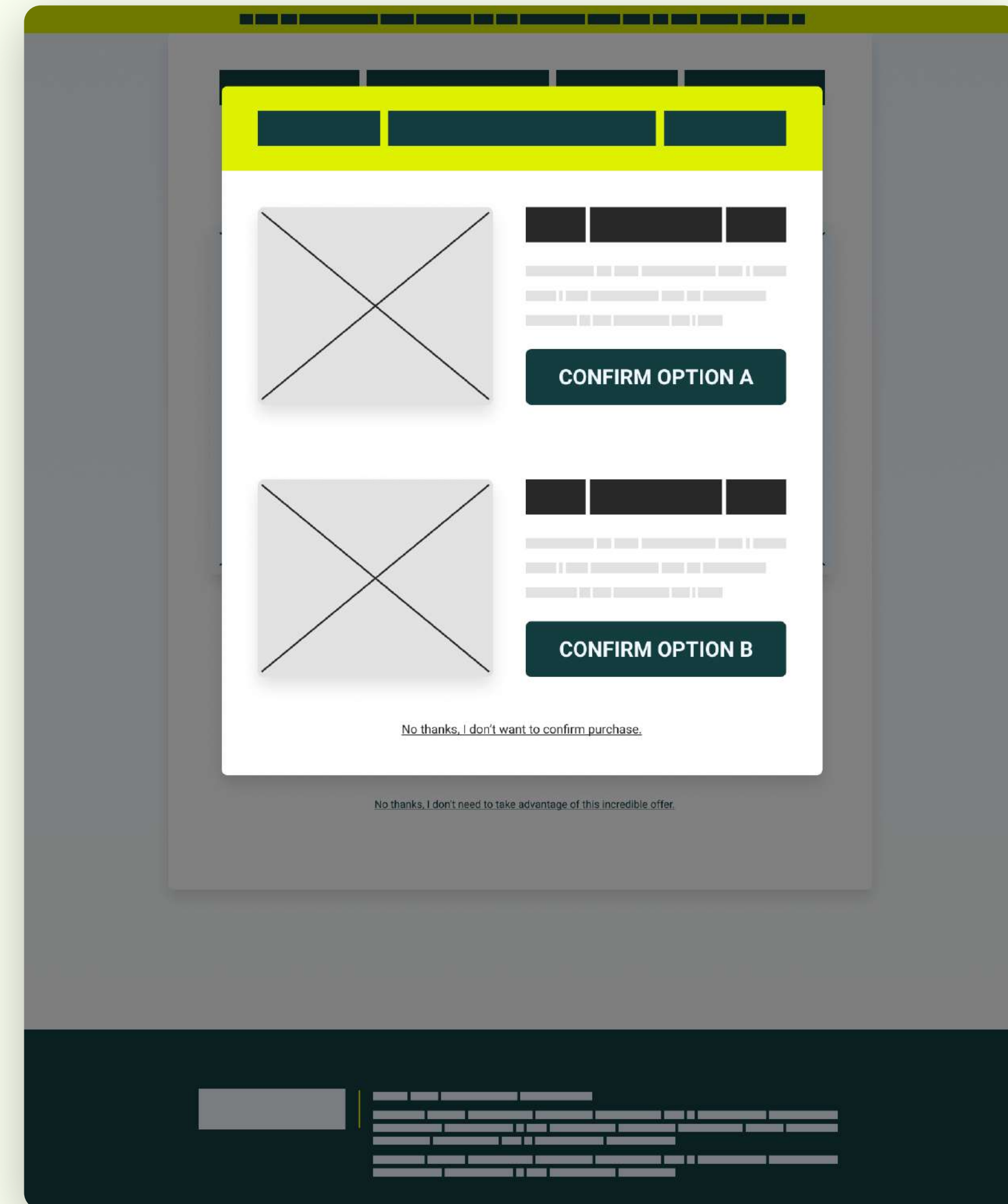
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Problem #3: Users who showed interest but did not buy were forgotten.

The Solution

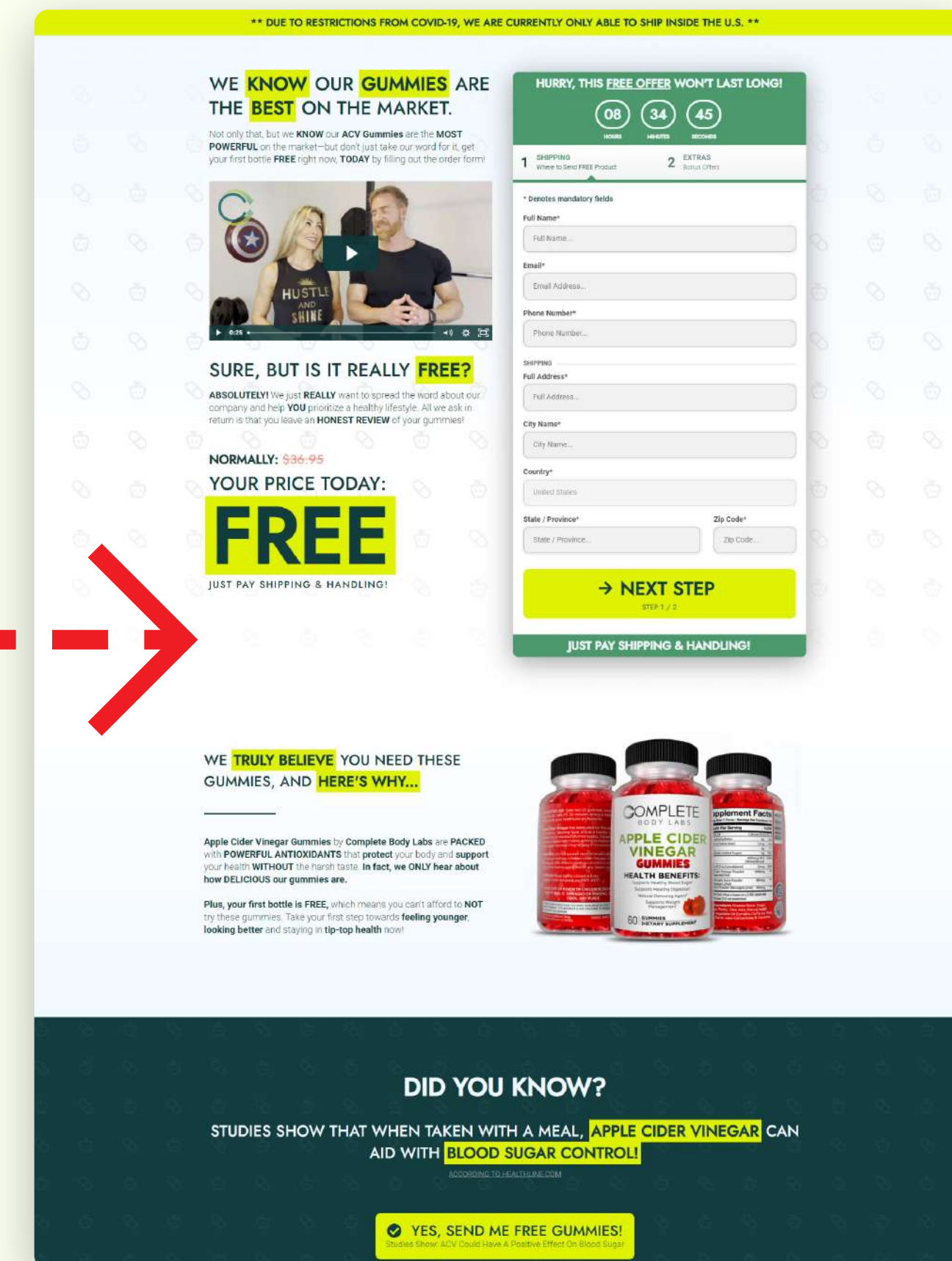
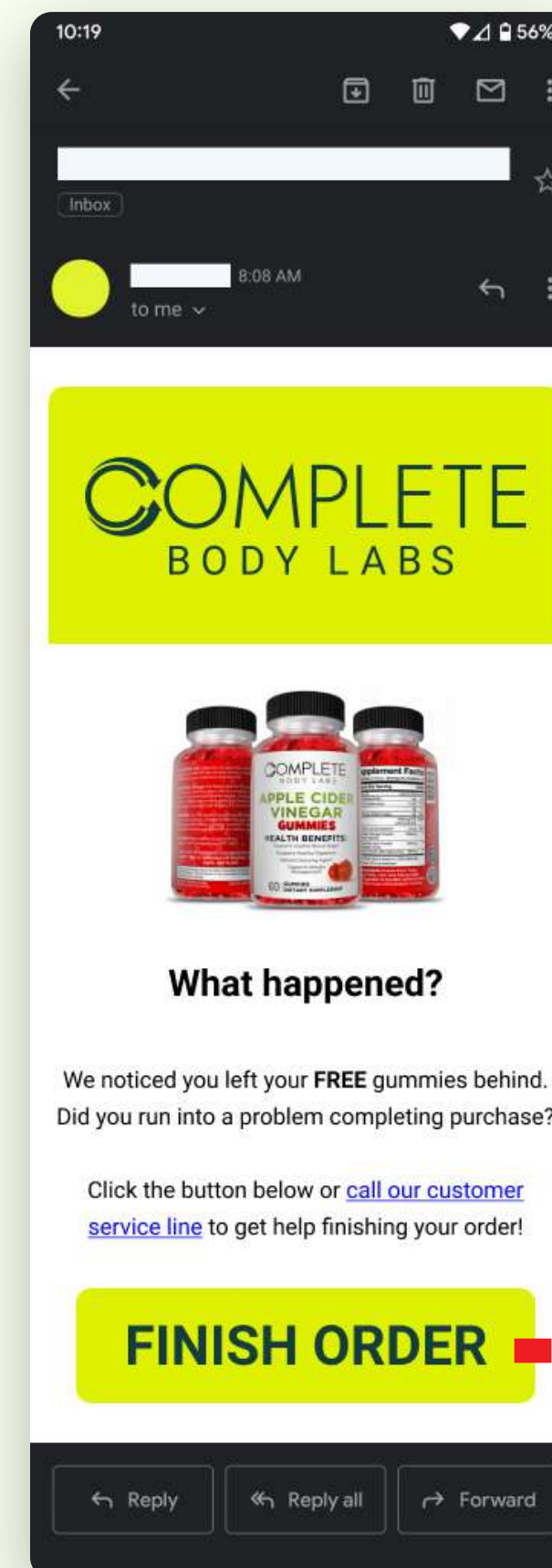
Initiate an Abandoned Cart follow-up sequence.

No one likes being forgotten. Leaving behind users who abandoned their cart meant CBL was missing out on a lot of opportunities to convert leads. An email notification was sent to users who submitted their information but did not purchase about four hours after leaving.

It's important to note that CBL's audience does not score the highest in tech literacy. So, rather than reminding them that they forgot to spend money, the follow-up sequence served a dual purpose:

1. We noticed you left items in your cart.
2. Did you run into any problems completing purchase? Call us and we'll do our best to help.

Asking the user if they ran into any problems made it possible to identify flaws in the overall experience, while prompting them to call the customer service line increased recovered sales.





The Results

Opt-in Conversion Rate

32%

Highly successful companies convert around 20–25%

Purchase Conversion Rate

16%

Top ecommerce companies generally see ~6%

Abandon Cart Clickthrough Rate

14%

Average CTR for abandoned cart emails is 8.5%

Thank you!



Questions & Comments