



SUCCESS STORY | APRIL 2023

Modest Catalog, Massive Results: Elite Supplement's 55% Revenue Increase through the Magic of Personalization

Founded: 2005

Headquarters: Canberra, Australia

Industry: Sports and Nutrition Supplements

Product Range: ~1000+ SKUs

Elite Supplements Key Business Achievements

Product Performance through Search and Browse Optimization



Overall Revenue

↑ 55.14%



Per-Session Value

↑ 16.13%



Overall Conversion Rate

↑ 11.7%








Drop in Zero Queries

↓ 75%

Elite Supplements is a premier supplement lifestyle brand in Australia, catering to fitness enthusiasts seeking top-of-the-line sports and nutrition supplements.

Their diverse range of products, which includes proteins, amino acids, pre-workouts, weight loss, and recovery, is designed to help customers attain peak physical performance and unlock their true potential. With over **60 locations**, Elite Supplements has earned a reputation for providing exceptional services, unparalleled product details, and competitive pricing, setting it apart from the competition.

Product Performance through Recommendations

	Direct Order Uplift	↑ 26.6%
	Growing CTR	↑ 13.9%
	Overall Revenue	↑ 31.5%
	Impression Increased	↑ 13.8%
	Overall Conversions Rate	↑ 14%

There was no room for dipping conversion rates with just over **1,000 SKUs** in the catalog. It was evident that Elite Supplements needed a high-quality product discovery and recommendation solution to increase AoV and conversion rates on their website.

Problem

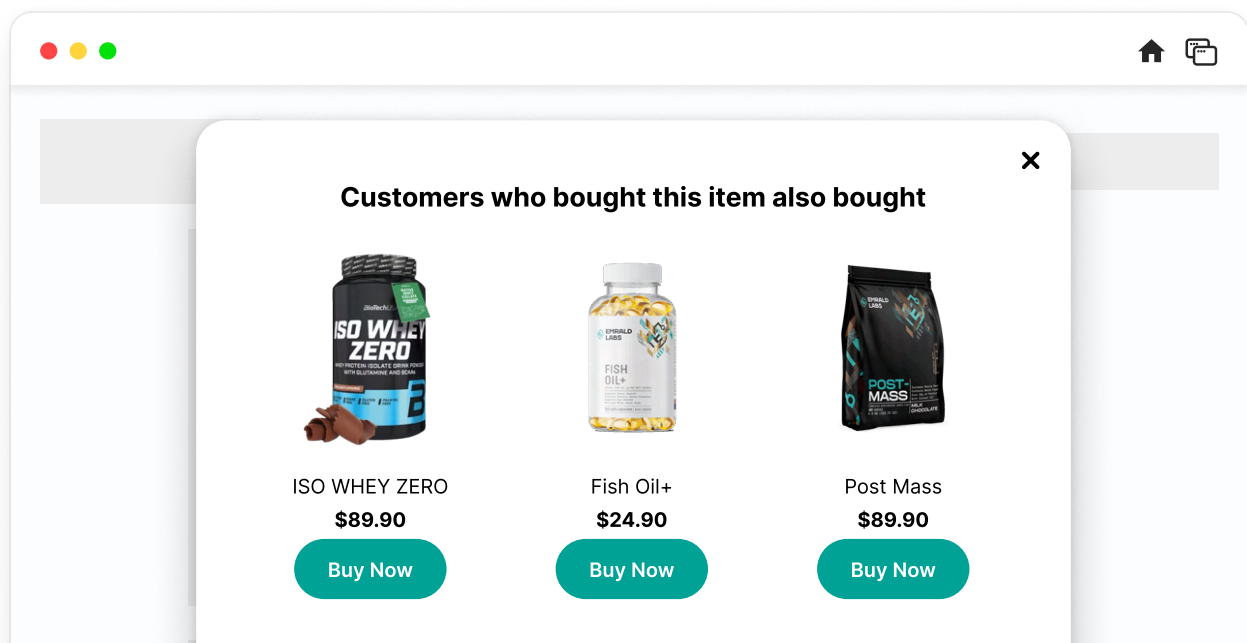
The absence of an AI-driven recommendation system made it challenging to tailor personalized user experiences, leading to low conversion and increased bounce rates.

Additionally, the lack of an optimized autosuggest feature made it difficult for shoppers to find products which caused them to abandon their search.

Below are a few of the challenges that were encountered.

Recommendations

- The lack of personalized recommendations on the limited website product catalog resulted in customers dropping off without purchasing
- Low conversions were a direct result of the unavailability of an AI-powered product recommendation engine, due to which delivering personalized experiences to each user was challenging
- High drop-offs due to inaccurate product recommendations led to a high bounce rate





Search

With Elite Supplements default search system, implementing effective spellcheck, ranking for best-seller products, and autosuggest proved difficult. When shoppers were unable to find what they sought, they abandoned the search altogether, again resulting in poor product discovery and low conversions.

Personalization and **Autosuggest** play a big role in this success story.

“At Elite Supplements, we understand the importance of providing our customers with a personalized shopping experience, and that's exactly what Netcore Unbx.com's AI-powered product discovery and recommendations have helped us achieve.

The AI algorithms implemented have been able to accurately predict and recommend products to our customers based on their browsing behavior, search history, and purchase patterns. This has not only helped us improve the overall shopping experience on our platform but has also led to a significant increase in sales and customer satisfaction.”








Johan Nyberg, Chief eCommerce Officer
elitesupps.com.au

Solution

In the spotlight - Personalization






Personalization is not exclusive to eCommerce brands with extensive catalogs; it can be implemented across various scales. Leveraging user behavior, data signals, and shopper affinities enhances the likelihood of delivering contextually relevant recommendations, even for modest catalog sizes. Netcore Unbxd specializes in designing and deploying personalized widgets at multiple touchpoints, aiming to boost shopper engagement.

Here are a few types of recommendations widgets:






-  **Top Sellers & New Arrivals:** Recommendations for discovery are placed on the home page for better consumption
-  **Selection (Search Page):** Recommendations on the search and category page during the product selection process
-  **Complete the Look, Similar Products, etc. :** Recommendations on the product page to foster comparison of products
-  **Check-out (Cart Page):** Cart Recommendations are placed for any last-minute additions or decisions
-  **Return (Repeat User):** "Recommendations For You" or "Recently Viewed" to increase cart size

By adopting AI engines and neural networks, customer behavior can be analyzed in real-time, allowing for personalized recommendations that cater to individual preferences and purchasing patterns.

RECOMMENDED PRODUCTS FOR YOU






 CREATINE MONOHYDR... ★★★★★ \$39.95 \$29.90 QUICK BUY	 OXYGREENS ☆☆☆☆☆ \$59.90 QUICK BUY	 OXYSHRED HARDCORE ★★★★★ \$84.90 \$79.90 QUICK BUY	 GOLD STANDARD 100% ... ★★★★★ \$59.90 \$44.90 QUICK BUY	 PRE SHRED ★★★★★ \$69.90 QUICK BUY
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OTHERS ALSO BOUGHT






 TURKESTERONE ★★★★★ \$119.90 \$89.90 QUICK BUY	 100% WHEY PROTEIN ★★★★★ \$49.90 QUICK BUY	 OXYWHEY ★★★★★ \$79.90 \$74.90 QUICK BUY	 OXYSHRED + ALCAR (L-... ★★★★★ \$124.80 \$107.90 QUICK BUY	 OXYSHRED & OXYSLLEEP ... ★★★★★ \$159.80 \$139.90 QUICK BUY
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Significant improvements in the recommendation algorithm resulted in an uptick in conversion rates. Unbxd's recommendation system proved highly effective in addressing shoppers' needs.

POPULAR PRODUCT ON SALE

 PRE SHRED + FREE L-CA... ★★★★★ \$129.70 \$69.90 QUICK BUY	 OXYSHRED TWIN PACK ★★★★★ \$159.80 \$139.90 QUICK BUY	 FISH OIL+ ★★★★★ \$39.95 \$24.90 QUICK BUY	 AMINO ENERGY + ELEC... ★★★★★ \$69.95 \$53.90 QUICK BUY	 POST MASS ★★★★★ \$89.90 QUICK BUY
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OUR BEST SELLERS













 OXYSHRED ★★★★★ \$89.95 \$59.90 QUICK BUY	 SMART PROTEIN BAR ★★★★★ \$49.90 QUICK BUY	 DISORDER ★★★★★ \$28.00 QUICK BUY	 GOLD STANDARD 100% ... ★★★★★ \$59.90 \$44.90 QUICK BUY	 PRE SHRED ★★★★★ \$69.90 QUICK BUY
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Visually Guided Autosuggest

The autosuggest feature provided two main benefits to the shopping experience:

- Enhanced product positioning and extended visibility for prominent search queries, resulting in improved catalog coverage
- Incorporation of thumbnail images, sub-categories, and popular items to effectively shorten the shopper's purchasing journey

The screenshot displays the Elite Supplements website interface. At the top, the search bar contains the text "weightl". Below the search bar, a "Keyword suggestions" dropdown menu is visible, listing several related search terms. The main content area shows a grid of popular products, each with a thumbnail image, product name, star rating, price, and a "QUICK BUY" button.

POPULAR PRODUCTS			
 OXYSHRED ★★★★★ \$89.95 \$79.90 QUICK BUY	 ISO WHEY ZERO ★★★★★ \$89.90 QUICK BUY	 EHPLABS LEAN MACHINE STACK ★★★★★ \$139.90 \$129.90 QUICK BUY	 CREATINE MONO ★★★★★ \$39.95 \$29.95 QUICK BUY
 PRE SHRED ★★★★★ \$69.90 QUICK BUY	 ALCAR CAPSULES (L-CARNITINE) ★★★★★ \$49.90 QUICK BUY	 OXYSHRED ULTRA ENERGY RTD \$69.90 QUICK BUY	 SHRED ULTRA ADVANCED \$89.90 \$69.90 QUICK BUY
 ACETYL L-CARNITINE ★★★★★ \$39.90	 HYDROXYCUT HARDCORE ★★★★★ \$69.90 \$38.90	 100% WHEY PROTEIN ★★★★★ \$49.90	 UNWIND ADRENAL SUPPORT \$69.90 \$19.90

Keyword suggestions

- Q Weight Loss Capsules
- Q Weight Lifting Belts
- Q Weight Management Protein Powder
- Q Vegan Weight Loss Supplements
- Q Weight Loss Pre-Workout
- Q Weight Loss Protein Powder



Conclusion

Personalization isn't limited to brands with extensive product catalogs. It enables experiences tailored to each shopper based on their preferences and requirements, regardless of the SKU count.

At Elite Supplements, implementing personalization resulted in a substantial increase in revenue through recommendations (55.14%) and search results (31.5%). Moreover, the company reduced its zero query results by 75%, improving the overall shopping experience and facilitating seamless product discovery for shoppers.



About Unbx

Netcore Unbx is an AI powered product discovery platform which helps eCommerce brands exponentially scale online with relevant and personalized customer experiences.



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