



Rania Awad

General Manager, E-Commerce, Your Chemist Shop



Agenda

1. Overview
2. Website Rebrand
3. Harnessing Site Search to Increase Conversions
4. Increasing Cross-Sell & Up-Sell Opportunities
5. Questions

1

Overview

Overview of YCS

- Founded in 2005, 100% Australian – Your Chemist Shop pure-play offering ONLY; physical store not affiliated with digital store
- Idea for YCS started after seeing a leaflet to set up a website
- Online business recently acquired in 2013 by private group
- Currently oversee e-commerce strategy (YCS, Pharmacy 4 Less, Roy Young) re-brand four weeks ago

Key Challenges

- Selecting the right digital agency to understand our vision
- Understanding digital technology and paying attention to technology evolution
- Employing the right partners/vendors – heavy reliance on partner knowledge, extension of the business
- Constant investment required in platform and third party

2

Website Rebrand

Before Website Rebrand



Your online discount pharmacy and chemist.

The 5 pharmacists have come together to provide
“Your Best Prices Online”



SEARCH

Search

Popular Searches

A to Z Listing

Health Articles **new!**

Health Ca

PRODUCTS

- Prescriptions
- Analgesics
- Arthritis Relief
- Baby And Mother's Needs
- Cosmetics
- Coughs, Colds & Antihistamines

FEATURE PRODUCT



ANTHOGENOL 90 CAPSULES

As seen on Today Tonight. Unbeatable Prices here! In a potent antioxidant, ANTHOG...

Retail Price: \$198.95

Your Price: \$138.95

Buy

More

Saving: \$60



Nicorette Gum Classic Extra Strength 4mg

LIMITED STOCK. Nicorette gum extra strength can double quitting compared to willpower...

\$20.95

Buy

More


Challenges/Issues with Old Site

- Hard to navigate
- Slow
- Stability problems due to coding issues
- Not optimised for SEO or CRO


Enhancements & Site Rebrand

- Clear, easy to navigate design
- Obvious search bar
- Fast and responsive site
- Site/product reviews
- Intelligent product recommendations
- Easy checkout


We've Come A Long Way




Your online discount pharmacy and chemist.




BEST PRICE
GUARANTEE



REWARDS




FREE
SHIPPING*




DAILY
DEALS


[CONTACT US](#) [PHONE: 1300 308 143](#)

[SHOP BY DEPARTMENT](#)

[GO](#)

[SIGN UP](#) | [LOG IN](#)

[ITEMS IN MY BASKET](#)
\$0.00




Free shipping on National orders over \$99 weighing up to 3kgs.

[FIND OUT MORE](#)

[★ REVIEWS](#)

[HEALTH HUB](#)


NEW PRODUCTS



WESCOBEE
AUSTRALIAN
CERTIFIED
ORGANIC HONEY
500G

\$9.80


RRP \$9.95
SAVE 2%



BIOFLAN
Superfoods
RAAW JUICE
POWDER TROPICAL
7X7G

\$17.95


RRP \$26.95
SAVE 33%



BIOFLAN
Superfoods
RAAW JUICE
POWDER GO
GREEN 7X7G

\$17.95


RRP \$26.95
SAVE 33%



NEWSLETTER

Subscribe to VIP deals and Health information.

[Chat now](#)



What's the worst thing that can happen? 😊

- *Rania Awad*

3

Harnessing Site Search to Increase Conversions

E-Commerce Site Acceleration



E-Commerce Platform



SEARCH



RICH AUTO
COMPLETE



MERCHANDISING

Value of Site Search

← → ↻ www.yourchemistshop.com.au

your chemistShop™
Your online discount pharmacy and chemist.


BEST PRICE GUARANTEE REWARDS FREE SHIPPING* DAILY DEALS

CONTACT US PHONE: 1300 308 143

SHOP BY DEPARTMENT SEARCH multi GO SIGN UP | LOG IN ITEMS IN MY BASKET \$0.00


WEIGHT-LOSS SKINCARE MATERNITY COSMETICS HEALTH HUB

NEW PRODUCTS




WESCOBEE AUSTRALIAN CERTIFIED ORGANIC HONEY 500G

\$9.80 RRP \$9.95 SAVE 2%




BIOGLAN SUPERFOODS MULTIGREENS POWDER TROPICAL FLAVOUR 250G

RRP \$26.95 SAVE 33%




BIOGLAN SUPERFOODS MULTIGREENS POWDER NATURAL BERRY FLAVOUR 250G

RRP \$26.95 SAVE 33%




SWISSE MEN'S MULTI VITAMIN TAB 30

RRP \$16.95 SAVE 9%



MYADEC MULTIVITAMIN & MINERAL 30 TABS

RRP \$14.95



ELEVIT WOMEN'S MULTI x60

RRP \$22.95

Search Suggestions


- multigreens
- swisse multivitamins
- multi vitamin for men
- kids multivitamin
- mens multi

Products

- Bioglan Superfoods Multigreens Powder Tropical Flavour 250g
Bioglan Superfoods Multigreens Powder is a multivitamin with 10 serves of vegetables. Bioglan Multigreens... \$42.96
- Elevit Women's Multi x60
Elevit Women's Multi has been specially tailored to support the needs of women with children. This formula... \$22.95
- Myadec Multivitamin & Mineral 30 Tabs
Myadec Multivitamin & Mineral with antioxidants and vitamin B complex is a balanced formulation of 35... \$14.95
- Bioglan Superfoods Multigreens Powder Natural Berry Flavour 250g
Bioglan Superfoods Multigreens Powder is a super multivitamin with 16 serves of vegetables. Bioglan... \$42.96
- Swisse Men's Multi Vitamin Tab 30
Swisse Men's Ultivite Multivitamin Mineral and Antioxidant formula with herbs assists in relieving the... \$16.95


POWERED BY SLI SYSTEMS

RRP \$26.95 SAVE 33% GREEN / X/G RRP \$26.95 SAVE 33%




WESCOBEE AUSTRALIAN CERTIFIED ORGANIC HONEY 500G

\$9.80 RRP \$9.95 SAVE 2%




BIOGLAN SUPERFOODS MULTIGREENS POWDER TROPICAL FLAVOUR 250G

RRP \$26.95 SAVE 33%




BIOGLAN SUPERFOODS MULTIGREENS POWDER NATURAL BERRY FLAVOUR 250G

RRP \$26.95 SAVE 33%



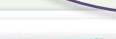
SWISSE MEN'S MULTI VITAMIN TAB 30

RRP \$16.95 SAVE 9%



MYADEC MULTIVITAMIN & MINERAL 30 TABS

RRP \$14.95



ELEVIT WOMEN'S MULTI x60

RRP \$22.95

Clearance Sale Items! Save Up to 80% Click Here!

NEWSLETTER

Subscribe to VIP deals and Health Information.

NAME

EMAIL

SUBMIT

McAfee SECURE

DAILY

Leave a message

Gleaning Insights from Site Search

- Top 5 Searches
 - Optifast
 - Body Trim
 - Ancient Minerals Magnesium Oil
 - CoaguChek
- Create Banners to Promote Popular Products



Ensure You Continuously Measure Success

- Top searches
- Searches with poor results and zero results
- Percentage of search to click-through
- Search to purchase conversion rate



Recent Redesign of YCS – The Results

- Since moving mega menu down the side, search is now used more
- Visitors **not** using site search spend average **1 minute 30 seconds TOS**
- Visitors **using** search spend average **8 minutes TOS** – 6.5 times more
- **60%** bounce rate **without** site search vs. 25% for visits with site search
- Saw results on YCS, and rolled out on Pharmacy 4 Less and Roy Young

Significant Lift in Conversion Rate

- Site search contributes to ~ 60% of site revenue
- Site search conversion rate is 2.5 x higher than regular conversion rate and results in an

incr

Revenue & Conversion Rate

Revenue

All Sessions

AU\$120,897.5

8



Performed Site Search

AU\$71,565.12



E-commerce Conversion Rate

All Sessions

2.07%



Performed Site Search

5.30%



Transactions

Transactions

All Sessions

1,126



Performed Site Search

604



Average Order Value

All Sessions

AU\$107.37



Performed Site Search

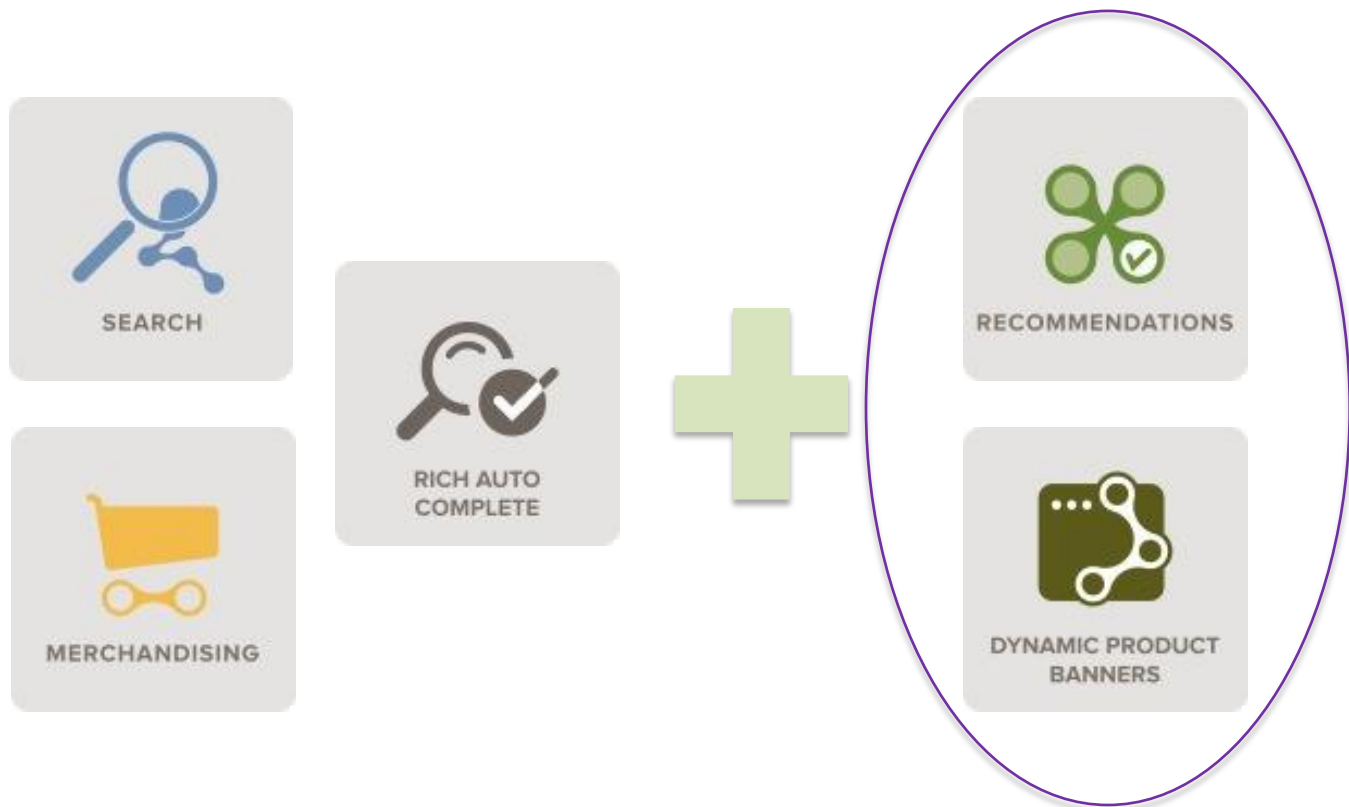
AU\$118.49



4

Increasing Cross-Sell & Up-Sell Opportunities

Adding More Power to YCS



Plans for Future Growth

- Changes to homepage: Completed Oct. 2014
 - Grids of 4 products
 - You recently bought
 - You recently viewed
 - Popular products
- Changes to check-out & cart view page
 - Include additional ad-on products, e.g. – people who looked at X bought Y, e.g. fish oil, multi vitamins etc.

Plans for Future Growth

- Implementation of Learning Recommendations
- Implementation of Dynamic Product Banners



Learning Recommendations

- Deliver intelligent cross-sell/up-sell suggestions

The screenshot displays the 'Your Chemist Shop' website interface. At the top, there's a navigation bar with the store's logo, 'Your online discount pharmacy and chemist.', and various service icons: 'BEST PRICE GUARANTEE', 'REWARDS', 'FREE SHIPPING*', 'DAILY DEALS', 'CONTACT US', and 'PHONE: 1300 308 143'. Below this is a search bar with a 'GO' button and links for 'SIGN UP' and 'LOG IN'. A shopping basket icon shows '0 ITEMS IN MY BASKET' for '\$0.00'.

The main content area shows the product page for 'Optifast VLCD CHOCOLATE BAR 6X60G'. The product image is on the left, and the product details are on the right. The price is \$21.95, with a 'RRP \$27.95 SAVE 21%' badge. There are social media sharing buttons (Pinterest, Facebook, Twitter) and a 'Write a review' link. Below the product details, there are payment options (Visa, Mastercard, PayPal) and a '100% Secure SSL Encryption' badge. The 'ADD QUANTITY' dropdown is set to 1, and there's an 'ADD ITEM TO YOUR BASKET' button. Below this are three buttons: 'COMPARE THIS ITEMS', 'ADD TO MY WISHLIST', and 'ADD A REVIEW'.

At the bottom of the product details, there are four circular icons: '20 POINTS REWARD POINTS', '3-4 DAYS DELIVERY', '\$8.95 OR FREE SHIPPING', and 'SHIPS IN 24 HOURS IN STOCK'.

On the right side, there's a 'WE SUGGEST' section with a product image of 'Optifast VLCD Strawberry Sachets'. The price is \$36.95, with a 'RRP \$41.95 SAVE 12%' badge.

Dynamic Product Banners

- Visitors arriving on product pages from a paid or non-paid search link
- Visitors presented with a banner of more relevant products – increases ‘site stickiness’
- E.g. If our customer lands on the site after searching for a weight loss shake e.g. ‘Optifast’, we’d display a banner showcasing the different flavours available for the shake

Dynamic Product Banners

- Present relevant product suggestions to visitors

The screenshot displays the 'yourchemistShop' website interface. At the top, there's a navigation bar with icons for 'BEST PRICE GUARANTEE', 'REWARDS', 'FREE SHIPPING*', and 'DAILY DEALS'. Below this is a search bar and a 'SHOP BY DEPARTMENT' button. The main content area features a 'You may also like...' section with six product cards, each showing a product image, name, and price. The selected product, 'OPTIFAST VLCD CHOCOLATE SHAKE 21X40G SACHETS', is shown in a larger view with a detailed description, a '1 Review' rating, and a 'WE SUGGEST' section for 'FAT BLASTER MAX DIETARY SHAKE VANILLA 40GX10 SACHETS'. The bottom of the page includes a 'HEALTH HUB' button and a footer with 'MagentoLive AUSTRALIA | 2014'.

yourchemistShop
Your online discount pharmacy and chemist.

BEST PRICE GUARANTEE
REWARDS
FREE SHIPPING*
DAILY DEALS

CONTACT US PHONE: 1300 308 143

SHOP BY DEPARTMENT
SEARCH
GO
SIGN UP LOG IN
ITEMS IN MY BASKET \$0.00

You may also like...

OPTIFAST BARS ASSORTED FLAVOUR 36 PACK
AU\$21.95
RRP \$30.95
SAVE 31%

OPTIFAST VLCD CHICKEN SOUP 8848G
AU\$21.95
RRP \$30.95
SAVE 31%

OPTIFAST VLCD STRAWBERRY 21X40G SACHETS
AU\$24.95
RRP \$41.95
SAVE 41%

OPTIFAST VLCD CHOCOLATE SHAKE 21X40G SACHETS
AU\$44.95
RRP \$64.95
SAVE 31%

OPTIFAST VLCD SHAKES ASSORTED 10 PACK
AU\$18.95
RRP \$31.50
SAVE 40%

OPTIFAST VLCD VANILLA SHAKE 21X40G SACHETS
AU\$44.95
RRP \$64.95
SAVE 31%

Home » Optifast VLCD Chocolate Shake 21X40G Sachets

OPTIFAST VLCD CHOCOLATE SHAKE 21X40G SACHETS
★★★★★ 1 Review
\$44.95
RRP \$64.95
SAVE 31%

ADD QUANTITY 1
ADD ITEM TO YOUR BASKET

COMPARE THIS ITEM
ADD TO MY WISHLIST
ADD A REVIEW

41 POINTS REWARD POINTS
1-4 DAYS DELIVERY
\$0.00 OR FREE SHIPPING
SHIPS IN 24 HOURS IN STOCK

WE SUGGEST
FAT BLASTER MAX DIETARY SHAKE VANILLA 40GX10 SACHETS
\$18.00
RRP \$25.95
SAVE 31%

HEALTH HUB

MagentoLive
AUSTRALIA | 2014

Key Take Aways

- Make sure your vendors have the same vision as you – ask for previous work, speak to past customers, existing customers, etc.
- Don't fall into the trap of “set and forget” – ensure you constantly optimise your site experience and fully leverage your resources
- If it sounds too good to be true, it probably is; quality trumps “a deal”...
- Know what your customers really want...



Thank you!

Rania Awad

rania@yourchemistshop.com.au