

DIGITXL

AN EXCITING JOURNEY

# Teelixir CRO Case Study

We are taking you on our journey of eCommerce optimisation for our client Teelixir, a detailed visual case study filled with insights, innovation, and exponential growth!

## LOCATIONS

On completion of a thorough audit and analysing the data, our analysts took a data-first approach in understanding where there customers are originating from and how this experience can be made better for their needs. Teelixir, an Australia-based wellness brand, witnessed a significant portion of sessions originated from the USA than its homeland but there were close to nil conversions.



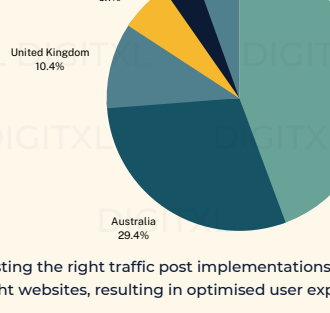
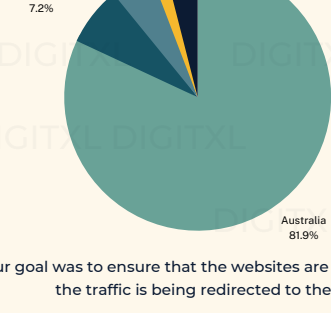
Americas

Australia

Leveraging this insight, we devised innovative strategies to harness the potential of the American market, as well as to bridge the Australian gap, we devised a comprehensive localisation strategy. Our data first approach included transitioning from hosting their store solely on [teelixir.com](#) to adopting a dual-platform approach—a locally hosted website for the Australian market ([teelixir.com.au](#))

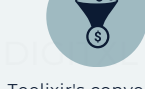
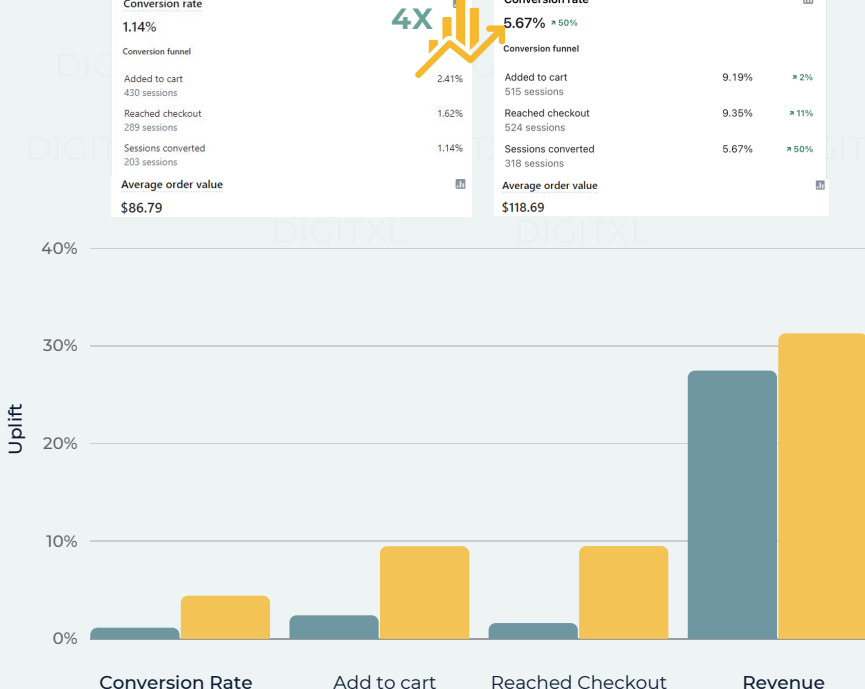
This transformation ensured a personalised user experience tailored to the local audience. From localised inventory and inventory management to optimised currency, shipping time, shipping rates, and taxes, every aspect was meticulously tailored to meet the unique needs of the Australian and USA market respectively.

## CURRENT TRAFFIC



Our goal was to ensure that the websites are hosting the right traffic post implementations. Here, you can see the traffic is being redirected to the right websites, resulting in optimised user experience.

## CONVERSION RATE METRICS



Teelixir's conversion rate, improved to 5.67% from the previous year's rate of 1.14%.



The Add-to-cart rate has significantly increased to 9.46% from a 2.41%



The number of users reaching checkout is impressive! An increase by 7.86%



Teelixir experienced a surge in conversions, propelling its revenue by 38%

## ACTION PLAN



Personalisation & Enhance UX



Heatmap Analysis



Experimentation and A/B Testing



Cross Sell and Upsell Opportunities

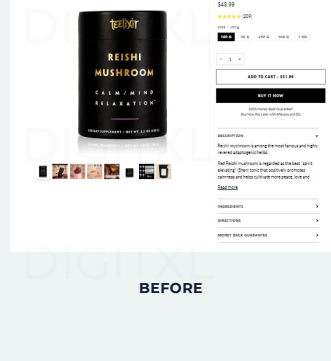
## AD SPEND

Teelixir has managed to save over \$6000 AUD per month on average on irrelevant marketing campaigns and by finding the right audience.

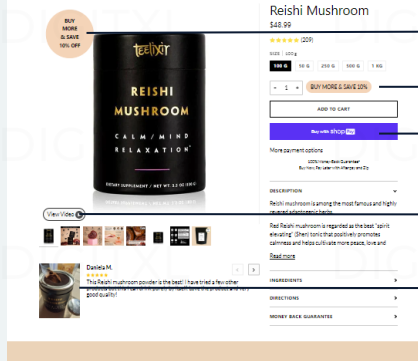


## UX OPTIMISATION

### DESKTOP PRODUCT PAGE



BEFORE



AFTER

Introduced Volume Based Discounts. I.e buy more and spend less ideology.

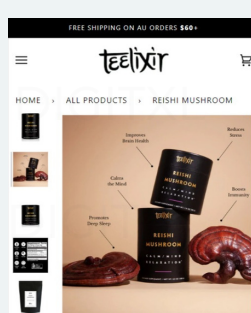
Secure Payment Indications

Video Description to get a realistic feel of the product.

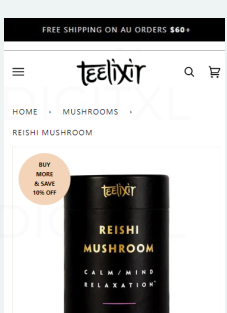
Social proof on the first fold of the page encourages reassurance and provides additional information.

Benefits at quick glance.

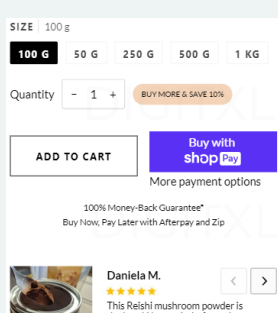
### MOBILE PRODUCT PAGE



Before: Monetary assurance message was not located on the first fold of mobile site



After: Monetary assurance was made visible by adjusting the CTA buttons. Further, we added a floating add-to-cart button for when users scroll down the page



100% Money-Back Guarantee\* Buy Now Pay Later with Afterpay and Zip

Buy with shop Pay

More payment options

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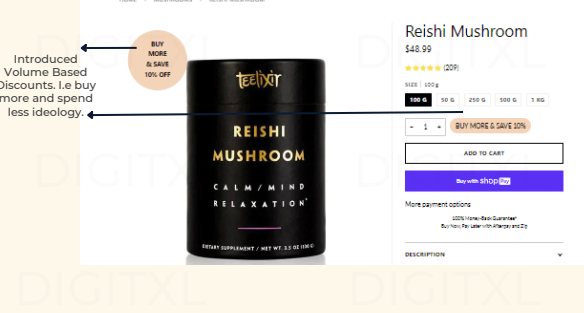
More payment options

## UPSELLING OPPORTUNITIES

We introduced an upselling strategy called "Volume Discount". This is a buy more, save more strategy wherein users can avail more discount on products if they buy two or more items or larger quantity of the same item.

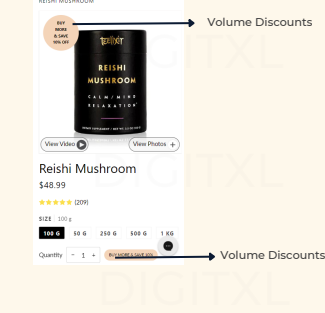
It is clearly indicated by offer tags as well as a comprehensive weighing model.

### DESKTOP



Introduced Volume Based Discounts. I.e buy more and spend less ideology.

### MOBILE

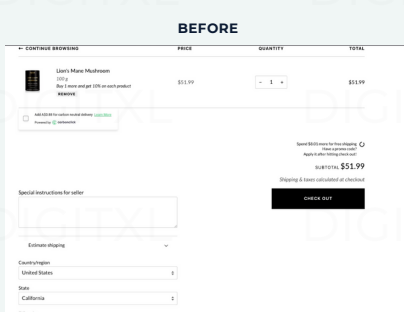


Volume Discounts

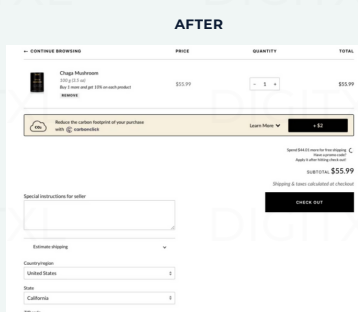
Volume Discounts

## PERSONALISATION

### SHIPPING RATES

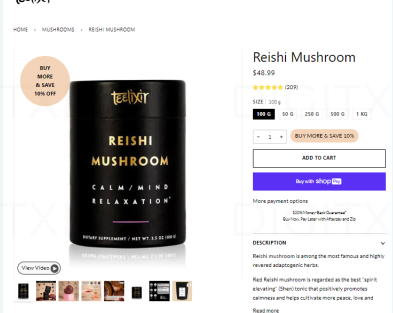
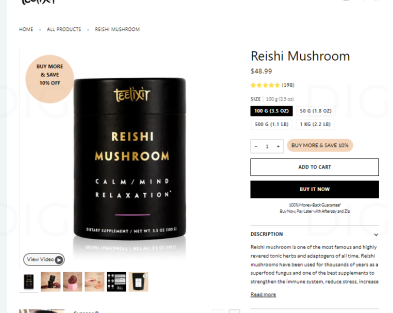


Before -Shipping rates were high for US based customers as the inventory was located in Australia.

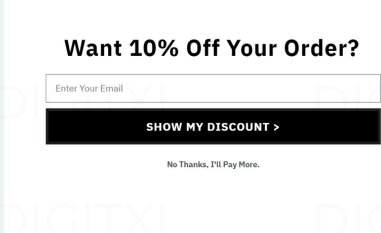


After - Shipping Rates calculated based on pincodes for US based customers and a lower shipping rate

### INVENTORY - WEIGHT PERSONALISATION (KG,OZ)



## SUBSCRIPTION OFFERS



No Thanks, I'll Pay More.



We'd be thrilled to work with you!



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www.digitxl.com.au



digitxl.com.au/contactus

