



SUCCESS STORY

Vitamin Research Products

EXECUTIVE SUMMARY

Vitamin Research Products is a leading provider of nutritional supplements and related content

GOAL

Improve conversion rates and average order value while providing highly relevant search results

SOLUTION

Baynote Social Search and Product recommendations on category, product, and content pages

RESULTS

Increase in AOV of 65%-80% and 1000% increase in conversion rate

Vitamin Research Products is an influential player in the five billion dollar US market for nutritional supplements. They have been providing high potency, pharmaceutical grade nutritional formulas since 1979. Their website serves thousands of visitors daily. Not just an e-commerce site, visitors also come to vrp.com for the extensive library of research articles, Q&A, news, and webinars.

the Goal

Although VRP is a well known name in the field of nutritional supplements and its site draws many thousands of visitors weekly, they were facing challenges converting shoppers into buyers. Conversion rates were stuck in the low single digits. Upsell was another source of frustration. "We were manually adding product recommendations to individual products, attempting to increase our average order value," said Brian Rand, Director of e-Commerce at VRP, "It was tough going. Static recommendations are hugely time consuming and difficult to manage manually, and the results were disappointing. What our staff thought were solid recommendations often weren't resonating with our visitors." An attempt had already been made to solve tackle this challenge by implementing a competing recommendation platform, but it was rejected for consistently providing irrelevant recommendations

Site search was another challenge entirely. Visitors who used VRP's home-grown search would often leave without finding what they were looking for. They would use search terms that the engine simply wasn't familiar with, and the search engine lacked the adaptability required to learn new terms for existing content.

the Solution

VRP considered every major recommendation provider before finally selecting Baynote. Important factors in the decision were Baynote's support for relevant site search and the quality of the reports provided by the "Insights" reporting engine.

They elected to implement Baynote Social Search as well as Baynote Product Recommendations on their product pages and category pages, but also on their editorial content. VRP was enthusiastic about the recommendations management system in Insights, particularly with the ability to blacklist and pin recommendations on specific pages.

the Results

Within two weeks of adopting Baynote, VRP's average order value across the site had increased by 20%, and the improvements only continued from there. As the Collective Intelligence Platform continues the automated process of refining its understanding of VRP's product mix and visitors' intent, the results continue to improve. Now, less than a year after implementing Baynote's recommendations and search solutions, the average order value has improved by 65%-80%, **conversion rate is up tenfold**, and average time on site and **page views have tripled**. "It's by far the most superior tool on the market", says Rand. "Most vendors only supply recommendations, not search, and the Insights reporting platform is far superior to what we've seen from competing providers." Rand is also impressed with the quality of service provided, "Whenever we've had an issue or a problem, Baynote has been very responsive to our needs. As far as I'm concerned, they offer the best support of any software-as-a-service vendor out there."

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*—Brian Rand
Director of e-Commerce
Vitamin Research Products*

