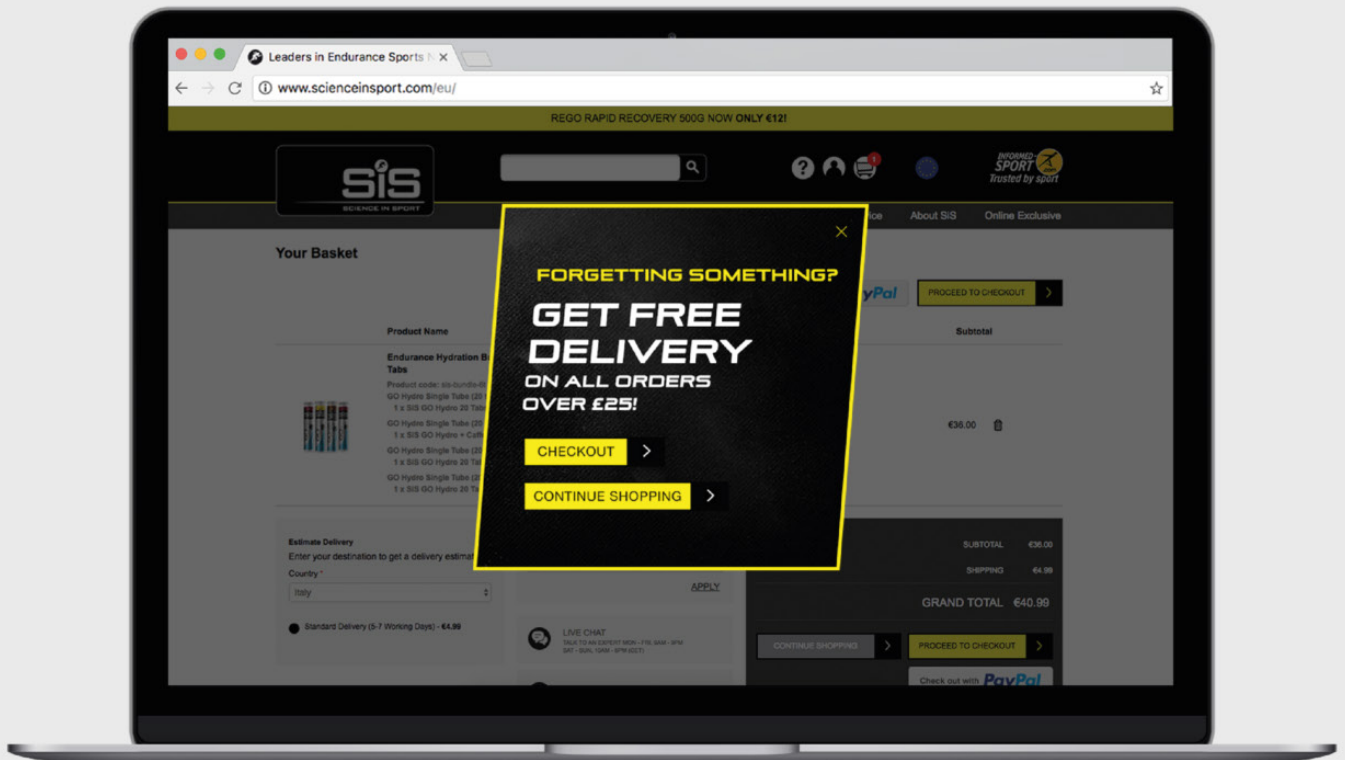




How Science in Sport used Yieldify to boost AOV

Case study



ABOUT SCIENCE IN SPORT

Science in Sport develops, manufactures and markets innovative nutritional products for both the professional sports person and the local enthusiast. With products ranging from energy gels to whey powders, Science in Sport sells in a range of retail channels; including specialist sports retailers, major grocers and online.

HEALTHY LIFESTYLES POWERING INDUSTRY GROWTH

[One in four](#) Brits will have consumed a sports nutrition product in the past 3 months*. The data doesn't lie: consumers have never been more health-conscious – and their buyer behaviour is driving a boom for the sports nutrition industry. With the global sports nutrition market forecast to be worth [\\$45.27 Billion by 2022](#), there's a big opportunity available for the specialist vendors that can secure custom from interested shoppers. But the success of these nutrition specialists will depend on the customer experience they can deliver to secure loyalty and return purchases – and that's especially true online.

REVENUE FOCUSED SMART SOLUTIONS

SiS wanted to grow loyalty by providing website visitors with an experience to match its innovative products. With Yieldify's expert advice, bespoke design service and custom-made campaigns, SiS has achieved an 82% uplift in conversion rates.

“Reactive and always providing new ways of thinking, the service and quality of Yieldify has exceeded expectations. No challenge is ever too great and we look forward to how our campaigns continue to evolve.”

Oliver Vidgeon

Ecommerce Manager UK & US

Cross-sell products

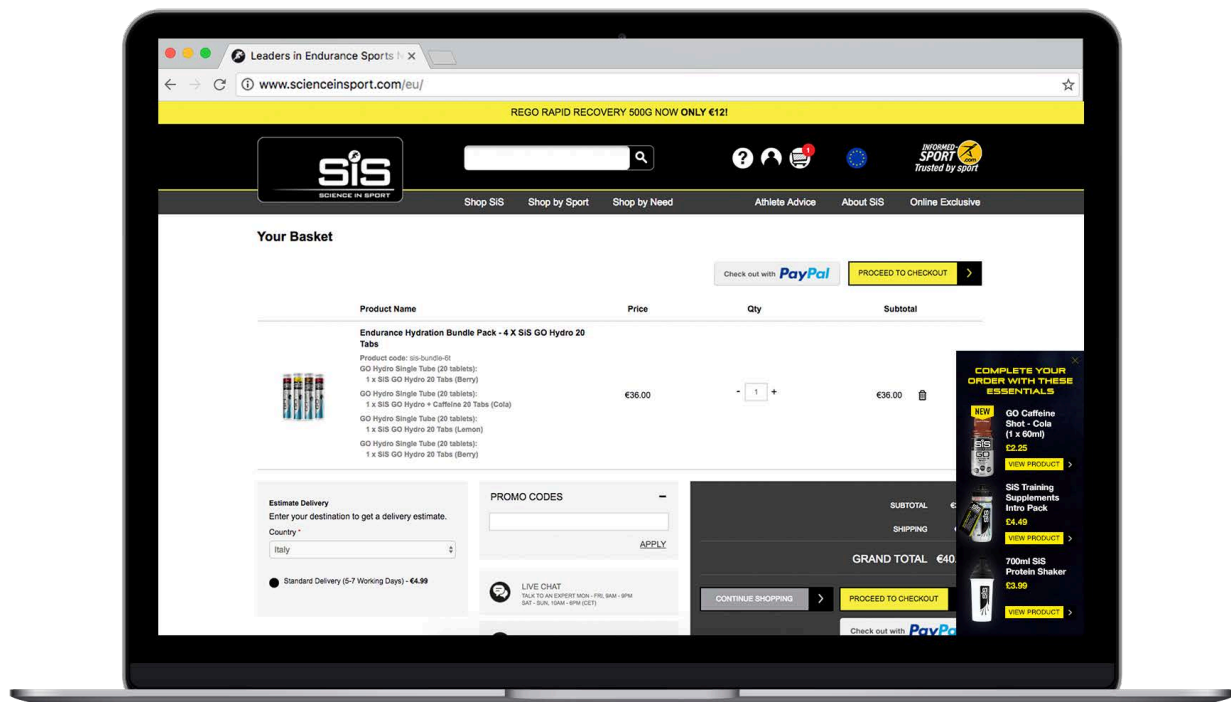
Upsell corner highlight

Science in Sport wanted to encourage returning customers to make higher-value follow-up purchases. Yieldify served a subtle notification on relevant product pages to encourage visitors to add extra products to their basket with one click, driving a 155.5% uplift in conversions. The notification presented customers a range of relevant choices by presenting them with multiple CTAs.

SUCCESS

+155.5%

Conversion rate uplift
from targeted returning customers



Unique promotion

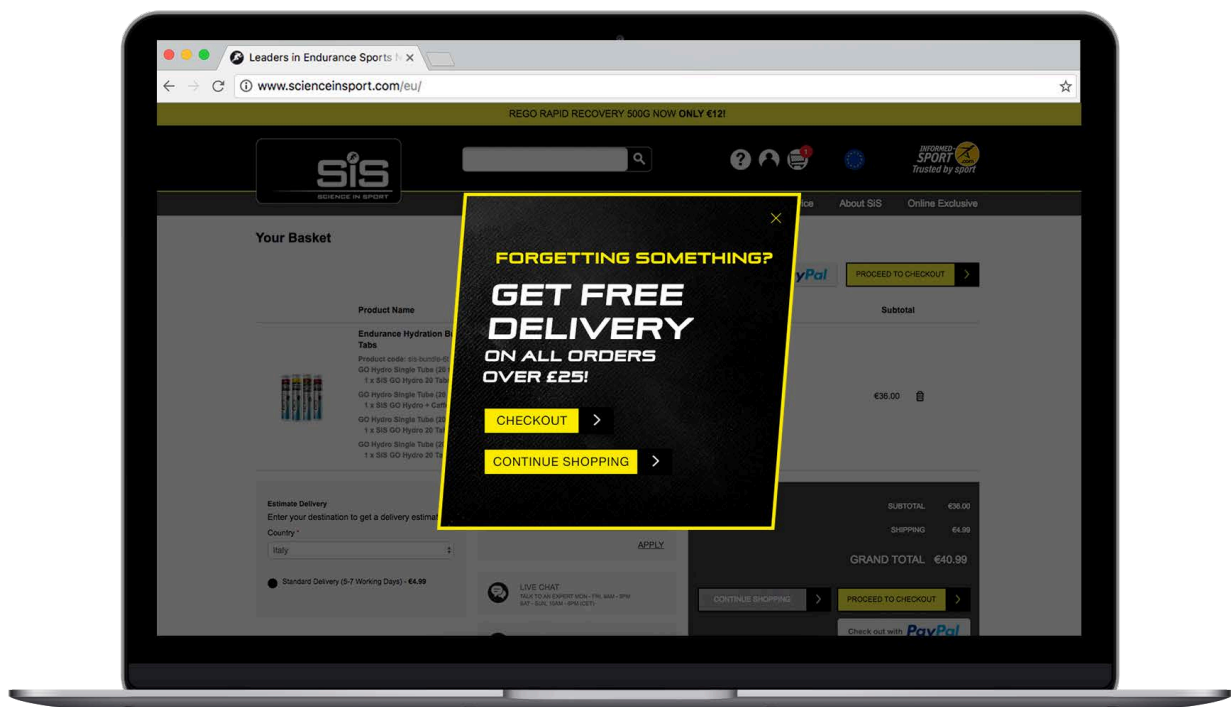
Free delivery

When returning visitors who had items in their basket showed intent to exit the website, Yieldify served an overlay highlighting 'Free Delivery on orders over £25'. Using Yieldify, SIS was able to highlight this incentive at the perfect moment to encourage purchases, achieving an 83.1% conversion rate uplift from targeted visitors.

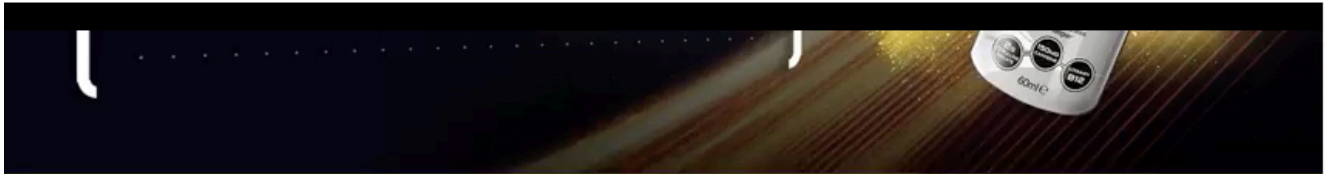
SUCCESS

+83.1%

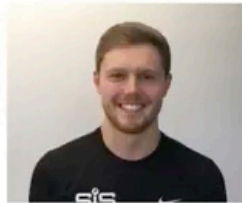
Conversion rate uplift
from targeted returning visitors



Campaign video



Our Expertise



Jack Lennard
SiS Performance
Nutritionist

April 26, 2017



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The Performance Benefits Of Caffeine

Caffeine is one the world's most researched sports performance supplements – read through our infographic to understand the research related to caffeine's benefits in various sports.



Related items...



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£7.00

ADD TO BASKET >

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Your CJO solution from Yieldify

With Yieldify, you don't just get the Yieldify Conversion Platform - you get access to a team of customer journey optimization (CJO) experts. Based on our experience delivering over 200,000 campaigns and 30 billion user interactions, we'll create a next-level conversion strategy to optimize your customer journey.

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