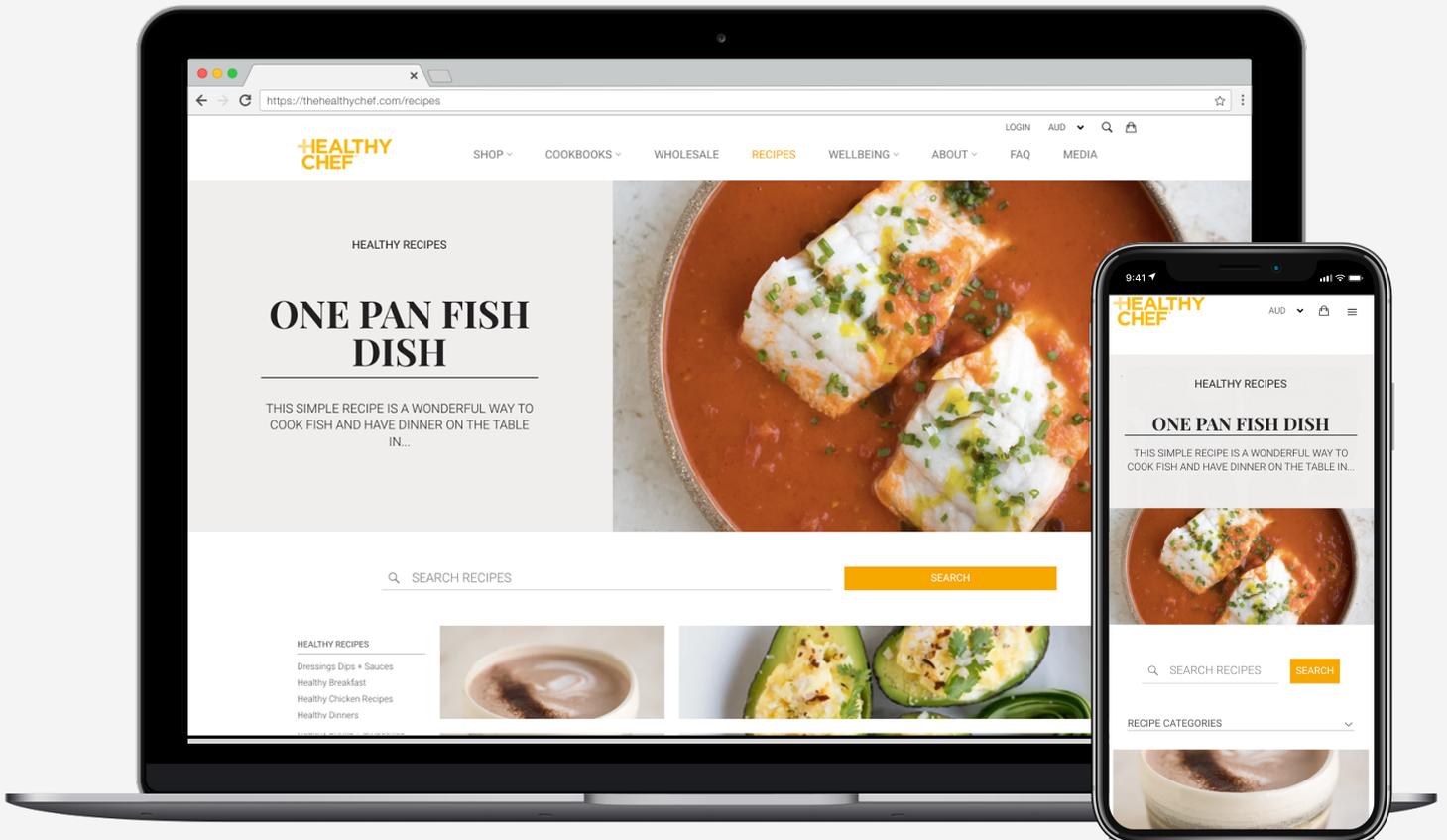




The Healthy Chef

Using personalization
to drive commercial
performance



Using personalization to drive commercial performance

The Healthy Chef is an Australian-owned and run company with a deep commitment to developing premium wholefood products and recipes for the global community. Utilizing premium, quality and organic ingredients since its inception, the company has remained true to its commitment to quality, and the production of natural, honest and pure food.

Driven Success

+54%

increase in email leads captured

93%

uplift in revenue on Trustpilot campaign

+6.2%

increase in AOV

“Here at The Healthy Chef, we pride ourselves on providing a great customer experience. Yieldify’s brilliant software in conjunction with their stellar team has assisted us in curating + implementing well-crafted campaigns allowing us to replicate in-store seamless clienteling for our online customers. The flow-on effect has been significant.”



Alexis Parszos,
Marketing & Public Relations Director, Healthy Chef

Opportunities

The founder of The Healthy Chef, Teresa Cutter, is a well-renowned Chef, nutritionist, personal trainer and media personality with several award-winning cookbooks under her belt. As a result, the website's blog and recipe sections receive high volumes of traffic from consumers looking to learn more about improving their lifestyles.

A number of the website's users begin their Healthy Chef journey on blog pages, yet not all of those users were progressing further down the purchase funnel. There was, therefore, an opportunity to strengthen the conversion rate between the website's educational content and the purchase of related products from the shop.

SAY BYE TO BLOATING WITH MY 6 SIMPLE STEPS

Bloating is something everyone has experienced at some point in their lives, some worse than others. Those who know me, know that digestive health is incredibly important to me, as is helping others improve their gut health to benefit their overall wellbeing. That's why I'm sharing these 6 simple steps to help you say goodbye to bloating forever!

[READ MORE](#)



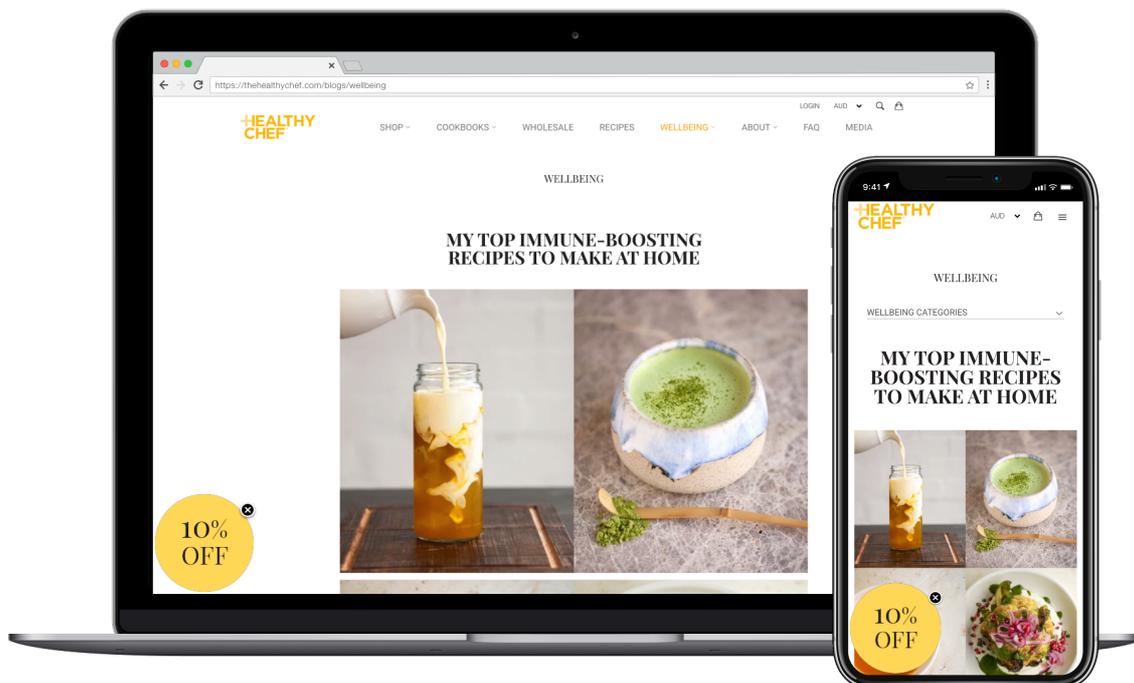
Solutions

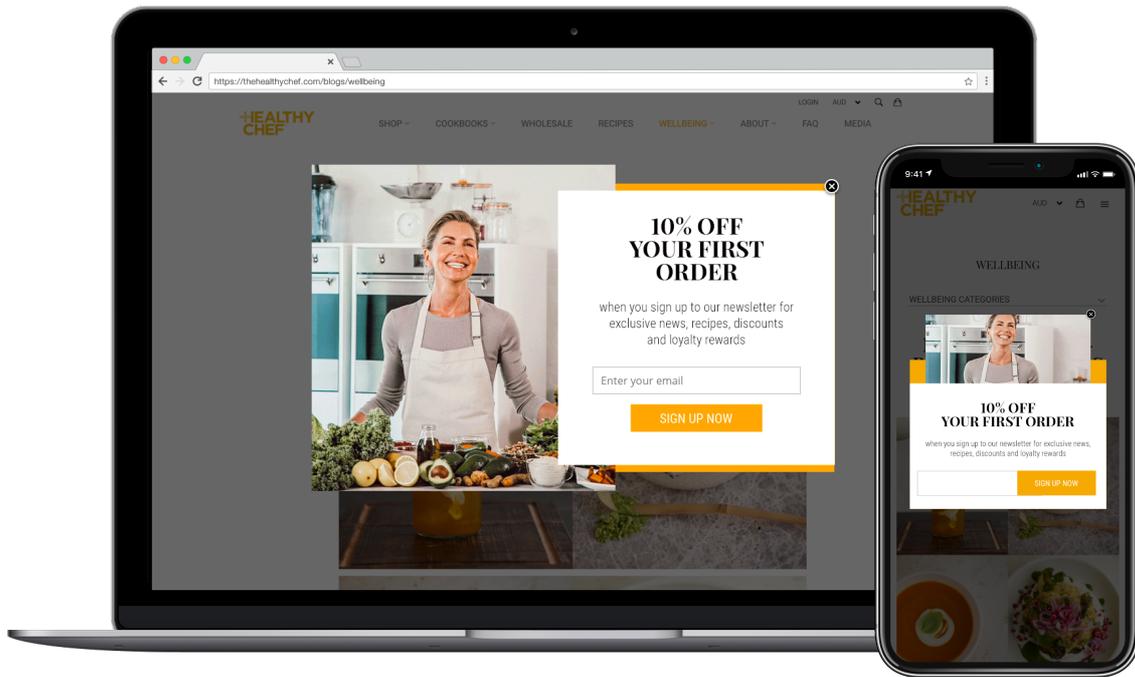
The Healthy Chef team engaged Yieldify's team of expert consultants to develop two winning personalization strategies.

Strategy 1: Extending the customer journey past the upper funnel

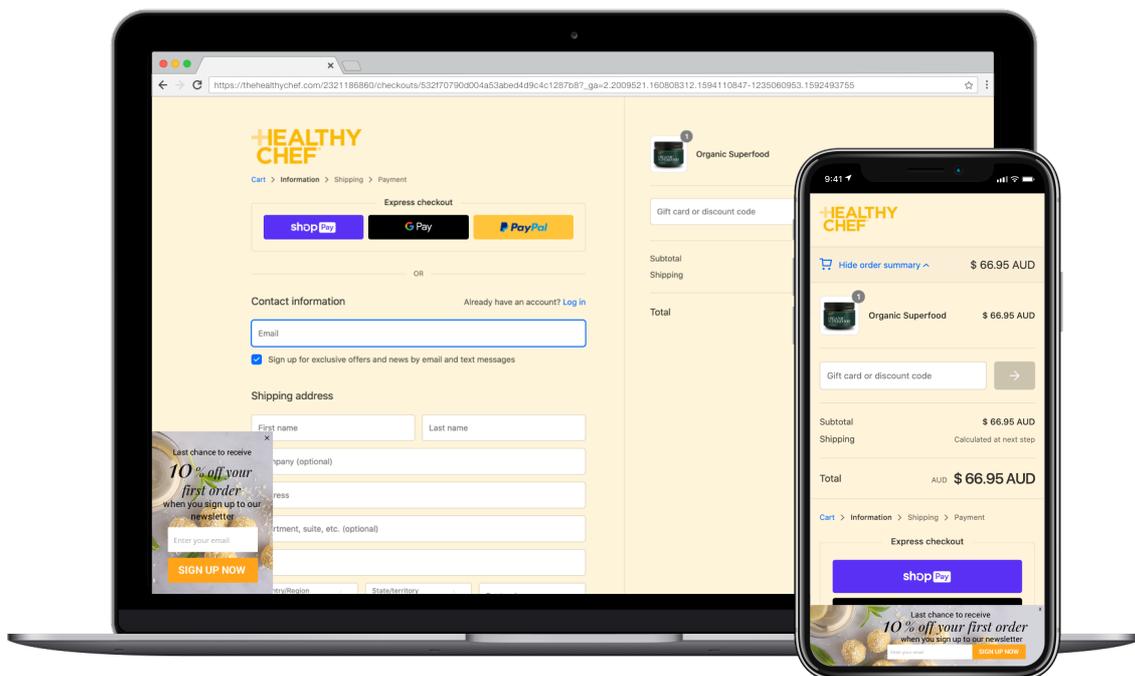
The first strategy targeted new users that were browsing The Healthy Chef's blog, encouraging them to share their email address in exchange for a discount incentive.

Yieldify's analysis showed that the blog content was highly engaging, meaning that a full-page lead capture overlay would prove distracting and be detrimental to the customer journey. This meant that a subtle yet impactful visual was needed, which took the form of a floating button that would appear and offer 10% off. Once a user engaged with the button, the campaign extended out into an overlay.

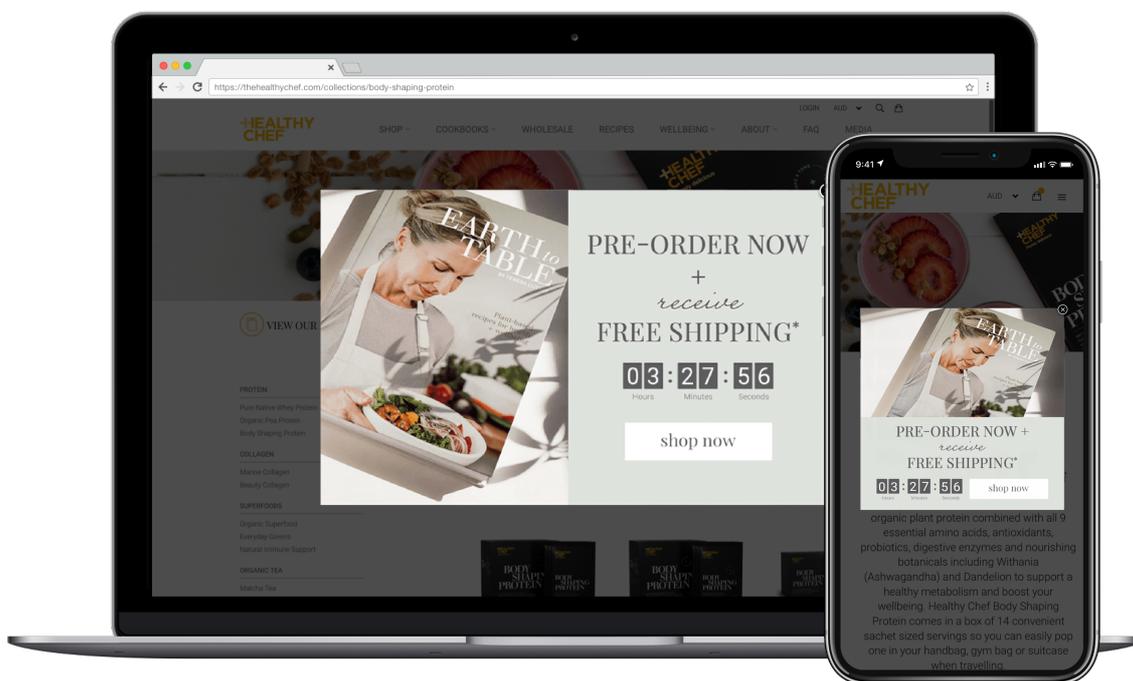




If the user opted not to engage with the campaign, they were presented with an additional prompt at the checkout stage offering a last chance to receive the discount in exchange for their email address.



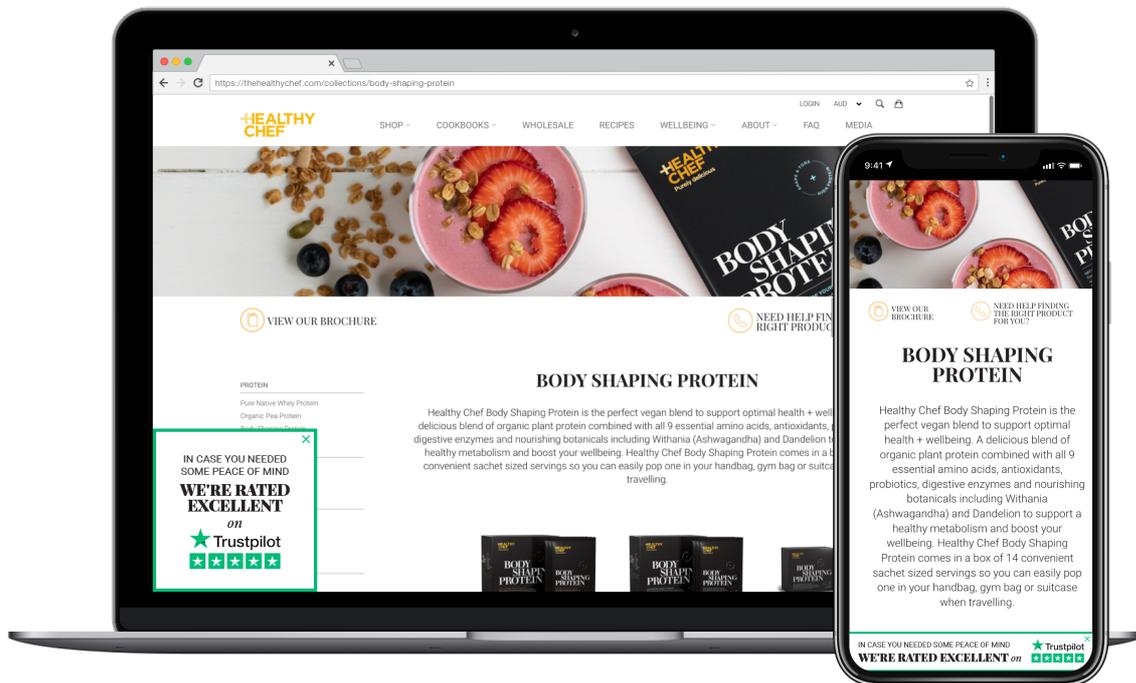
In addition to this, Yieldify recommended an additional traffic-shaping campaign to encourage browsers to progress through to product pages. This promotional campaign displayed a visual related to the content being consumed. The below example shows a cookbook pre-order campaign that was displayed on the recipes page, providing a helpful and effective prompt to prospective customers.



Strategy 2: Aiding conversions through social proof

In the health and wellness sector, social proof and customer testimonials are exceptionally important when demonstrating potential value to consumers. This was all the more important during the disruption caused by COVID-19, when these campaigns first ran: user engagement with reviews before purchase doubled during this period. Knowing this, the second strategy was created to continue building trust,- aiding conversions.

The team opted for a corner highlight, displaying a message of reassurance to users that had been on a product page for 15 seconds without adding a product to their cart. This visual displayed the widely-recognized Trustpilot logo, coupled with a 5* review score to build trust and encourage in-session conversions.



Results

Users who saw and clicked on Yieldify campaigns were not only more likely to convert, but also spent more, with the average order value increasing by 6.2%.

Strategy 1:

The floating button lead capture strategy generated a 54% uplift in email sign-ups.

Strategy 2:

The Trustpilot campaign visual was particularly successful, and led to an increase of more than 50% in terms of revenue and impressions.

+54%

increase in email leads captured

93%

uplift in revenue on Trustpilot campaign

+6.2%

increase in AOV

“Working with the team at Yiedify has had a very positive impact on The Healthy Chef customer user experience. The comprehensive campaigns, creative team and excellent dashboard + analytics have enabled us to grow our online business in the last year substantially. The methodology they use to deliver measurable results has been invaluable.”



Crystal Galea,
Operations & Product Manager, Healthy Chef

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.

[Get a Consultation](#)

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