

## Emuaid

Founded by renowned healthcare product developer, Richard Nicolo, Emuaid is a cutting-edge research and development company focused on developing unique, all-natural products and dietary supplements for skincare. Richard's continual research and dedication to finding treatments for difficult to treat, stubborn skin conditions resulted in the discovery of Emuaid, a First Aid Ointment. This groundbreaking product is a homeopathic topical ointment that works synergistically to alleviate irritation, reduce inflammation, and manage various symptoms related to otherwise resistant skin conditions.

## Objective

With such an innovative product to sell, Emuaid required a 360-degree view of its potential customer behavior and purchase habits. Additionally, they wanted to understand how potential customers segments can be targeted for cross-selling and up-selling strategies. In terms of Platform requirements, Emuaid presented us with requests for improving the product knowledge delivery, enhancing interactions with users, and advancing the payment process, making it more intuitive and agile.

After a brainstorming session with Emuaid's team, the following requirements were defined:

- Gain a better understanding of the potential customer base
- Connecting with the appropriate audiences to build trust and brand loyalty
- Increase the X-sell and Up-sell opportunities
- Reduce and prevent order and subscription cancellations
- Create information-rich landing page
- Run targeted campaigns to spread product awareness and drive traffic
- Simplify and Quicken the online payment process

INCREASED  
CONVERSION RATE

78%

INCREASED ORGANC  
TRAFFIC BY

48%

INCREASED LEADS  
FROM PPC & SEO BY

73%



Rave not only provides top-notch services, but they're also incredibly easy to work with. They have a deep understanding of their customers' businesses, making them a valuable partner."

# Solution

Rave Digital initially focused on acquiring a 360-degree view of the existing and potential customer base of Emuaid. With extensive research on customer behavior, purchase history, billing data, and other metrics, our team of experts determined ideal customer characteristics and personas. This allowed us to hone our marketing efforts, targeting the appropriate audiences thereby increasing average customer lifetime value. After gathering behavioral data points of target audiences, and careful analysis we segmented audiences placing them in unique product funnels. Our data-oriented approach assisted us in identifying and defining cross-sell and up-sell opportunities for Emuaid.

Listed below are highlights of our cross-channel approach and strategy designed to advance Emuaid's online presence:

- Migrate WooCommerce site to Magento 2 Commerce
- Implementation of one-page checkout for agile payment experience
- Defined and developed a responsive landing page
- Created informative blogs
- PayPal Integration for enabling smooth online and mobile payments
- Integration of Mailchimp for Newsletter Communications
- Implemented Google Analytics for a full view of site performance metrics

## Going Beyond Platform Development

Rave Digital delivers end-to-end, cutting-edge eCommerce solutions; our team continues to develop world-class extensions (in support of Magento) customized to clients' unique requirements. With a history of award-winning, client-dedicated eCommerce solutions, we help clients thrive in their business vertical and industry.

For Emuaid, the Digital Marketing Team developed the foundation of their marketing strategy on deep data research. Post analysis of customer data research, web development, and digital marketing campaigns were performed for Emuaid. Over 12 months, the dedicated team at Rave Digital offered ongoing services delivering significant results in drawing in highly converting traffic to the well-defined, informative landing page.