

200% ROI from Conversion Optimization Services

Client: www.canadadrugsonline.com



Conversion Rate Optimization Case Study



Canada Drugs Online

Overview

Canada Drugs Online (CDO) is an industry leading mail order pharmacy serving more than 100,000 existing customers as well as new customers, offering low prices, excellent customer service and fast shipping.

Challenge

Our client reaches potential customers mainly through Pay Per Click advertising and search engine optimization. While the majority of the traffic was sent to the appropriate landing pages, the client realized that visitors spent very little time on the website, leading to high bounce rate and very poor conversion rate and sales. Even though the traffic was highly qualified, Canada Drugs Online did not generate the expected revenues, therefore putting their search marketing efforts at risk.

Read the Case Study



Solution

anadaDrugsOnline.com came to Pitstop Media for help to improve the overall user experience and interaction with the website. The main objective was to reduce bounce rates and increase the time spent by visitors on the website.

“ With the help of the Pitstop Media we were able to dramatically improve our web site conversion rate and the overall customer experience and retention rate. We still get compliments 12 months later! ”

Dean S. - Canada Drugs Online
www.canadadrugs.com



After consulting with the client, we agreed on the following key performance indicators (KPIs) for measuring the effectiveness of our optimization strategies: unique page views (to measure user interest on client's website) and bounce rate (to measure the website's appeal to the audience) on landing pages (product pages).

Based on the client's requirements, we decided to use Google Analytics, heat mapping and click tracking tools to analyze their visitors' behaviour. In addition, we also had access to the client's AdWords accounts, which provided more insights about their customers and helped with the analysis of the website.

Based on the information from the client and the data we had collected over a 6-week period with various web analytics tools, we were able to identify issues on the home page, the product pages and with the checkout process.

We proceeded further with the optimization process by working on the test hypothesis and new layout proposals. Following are some of the changes we made on the website as part of the conversion rate optimization process:

- The focus on the home page was on creating a less cluttered page that communicated the value proposition of our client in easy-to-understand terms with a professional look and feel.

Additionally, the home page now features three of the most popular products, allowing the visitor to easily reach the desired product pages.

- Product pages were optimized to make it easier for customers to spot the product name (in less than 5 seconds) and the pricing, which is the value proposition of the client. Also, a much clearer visual path to the “add to cart” button was created.

- The number of steps required to finish the checkout process were reduced by 2 pages.

Our Credentials



Our Credentials

ADWORDS
QUALIFIED
COMPANY




Google Analytics



CANADA DRUGS ONLINE
SEARCH BY NAME SEARCH Call Toll Free: 1-877-900-3784

HOW TO ORDER NEW ORDER REFILL ORDER DRUG CATEGORIES ABOUT US

TOP 10 GENERIC

- Zyrtec
- Advair
- Accupril
- Zocor
- Zoloft
- Norvasc
- Fosamax
- Pravachol
- Lexapro
- Actos

TOP 10 BRAND

- Evista
- Domperidone
- Neurotin
- Celesta
- Xenical
- Diovan
- Lipitor
- Nexium
- Plavix
- Actonel

Welcome to Canada Drugs Online - Canada's Premier Online Pharmacy

CanadaDrugsOnline.com is the industry leading Canadian mail order pharmacy providing the most competitive pricing on your medications. With over 100,000 customers, you know that you have made the right choice for your healthcare needs.

We are the leading online Canada pharmacy and we set the standards when it comes to low pricing, excellent customer service, and fast shipping.

Pharmacy Address: Unit #201, 8181-120A Street, Surrey, British Columbia, Canada V3W 3P2

Pharmacy Manager: Amerjit Mann

Prescriptions Dispensed from Canada are Dispensed by: Candrug License #13951 Tel: 604-543-8711

Pharmacy Address: Unit #201, 8181-120A Street, Surrey, British Columbia, Canada V3W 3P2

Pharmacy Manager: Amerjit Mann

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FDA's General Position: The FDA, due to the current state of their regulations, has taken the position that virtually all shipments of prescription drugs imported from a Canadian pharmacy by a U.S. consumer will violate the law.

Results:

The newly optimized website was less cluttered and easier to navigate, allowing customers to easily search for their desired products and purchase them online.

The overall user interaction with the web site (page views) increased by more than 20% while the overall bounce rate decreased by 6%.

These results were accompanied by an overall 5% increase in CDO's website revenue, which translated into a 200% ROI for CDO on this conversion rate optimization project.



161,354 Pageviews
Previous: 136,777 (+17.97%)



103,557 Unique Views
Previous: 85,442 (+21.20%)



40.54% Bounce Rate
Previous: 43.15% (-6.05%)