



Revenue Decline Analysis

Health Supplements Provider

Identified root cause of revenue decline (i.e., decline in traffic, Conversion Rate (CVR), and Subscription Orders) and provided recommendations to address the decline in the short-term

Analysis to Identify the Reasons for Revenue Decline

Situation

- Client's Direct-to-Consumer (DTC) business was seeing a decline in its overall website revenue and there was an opportunity to investigate the potential factors driving this decline
- Merilytics partnered with the client to identify the root cause of the revenue decline (i.e., decline in traffic, Conversion Rate (CVR), and Subscription Orders) and provide recommendations to address the decline in the short-term

Accordion Value Add

- Evaluated the cause of decline in subscription orders by analyzing new subscriptions and churn rates over time and identified that the subscription revenue decline is driven by decline in new subscriptions and not driven by customer churn
- Estimated the traffic and conversion rate (CVR) of various channels and identified the marketing channel that is causing the drop in traffic and leading to lower new subscriptions
- Analyzed the traffic and CVR performance of website landing pages for the marketing channels driving the traffic and identified the top-performing landing pages for a marketing channel, to drive better CVR

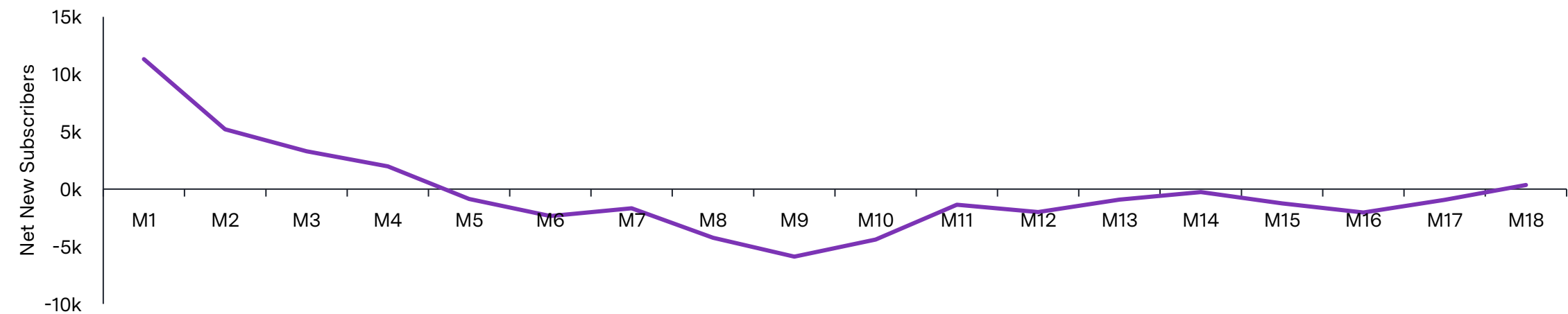
Impact

- Recommendations on the landing pages to route traffic for each marketing channel led to increase in the CVR for new subscriptions
- The analysis also helped understand the marketing channels driving better conversion/traffic, enabling the marketing team to allocate the budget accordingly

New Subscriptions and Churn Rate Trends

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NET NEW SUBSCRIBERS



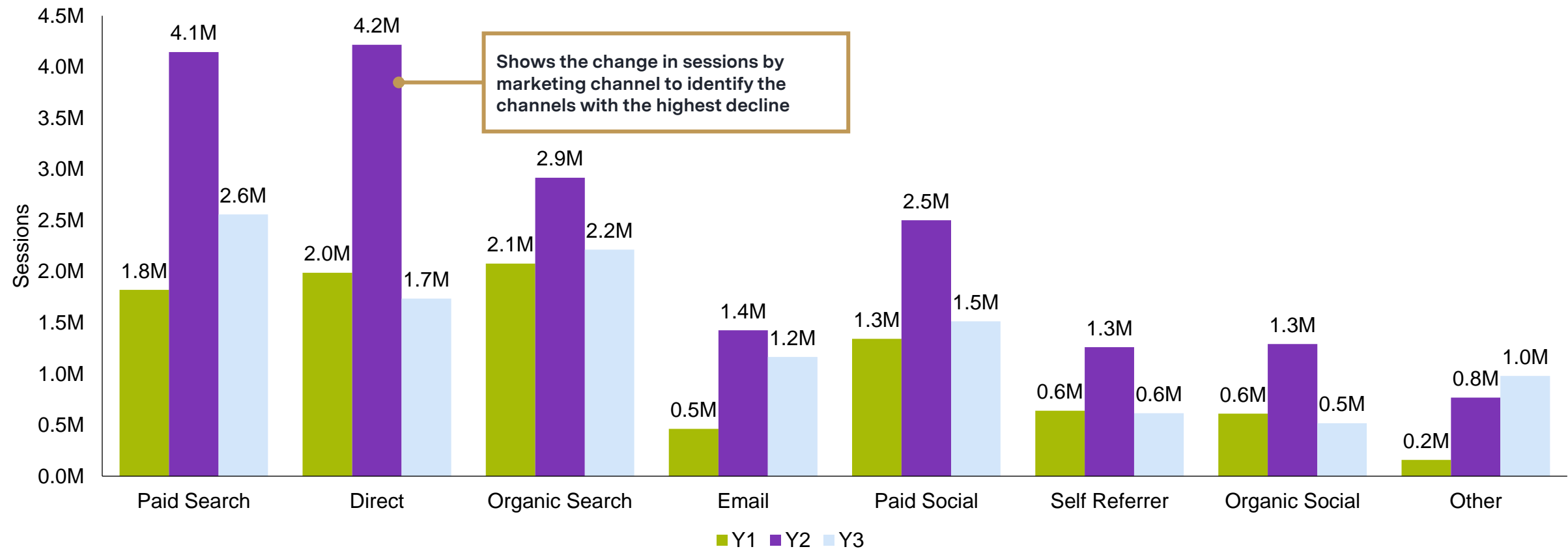
CHURN RATE TRENDS



Marketing Channel Sessions

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SESSIONS BY CHANNEL GROUP



Conversion Rates (CVR) by Website Landing Page

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CVR BY WEBSITE LANDING PAGE

