



eCommerce & Web Strategy

Jeremy Asmus

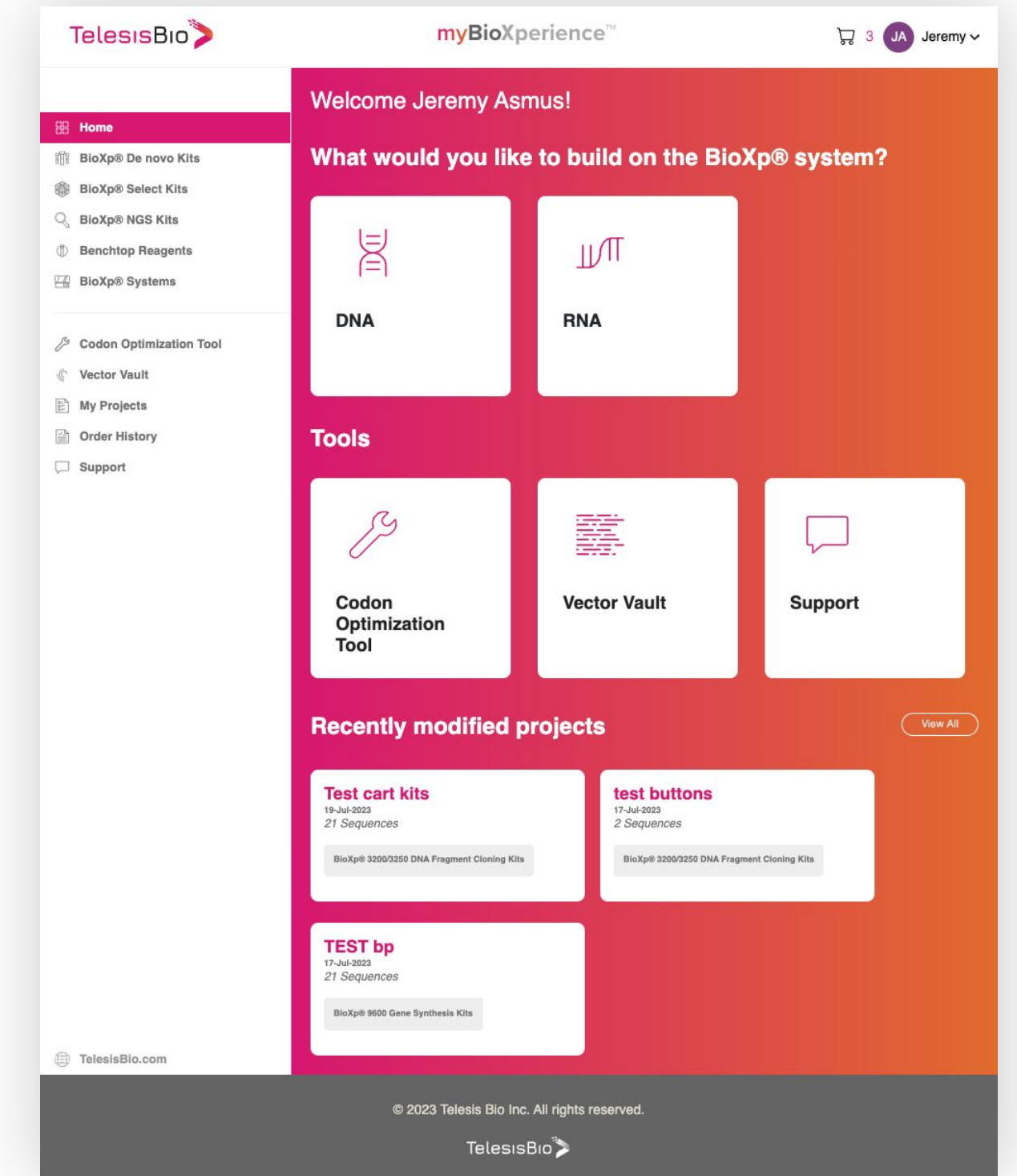
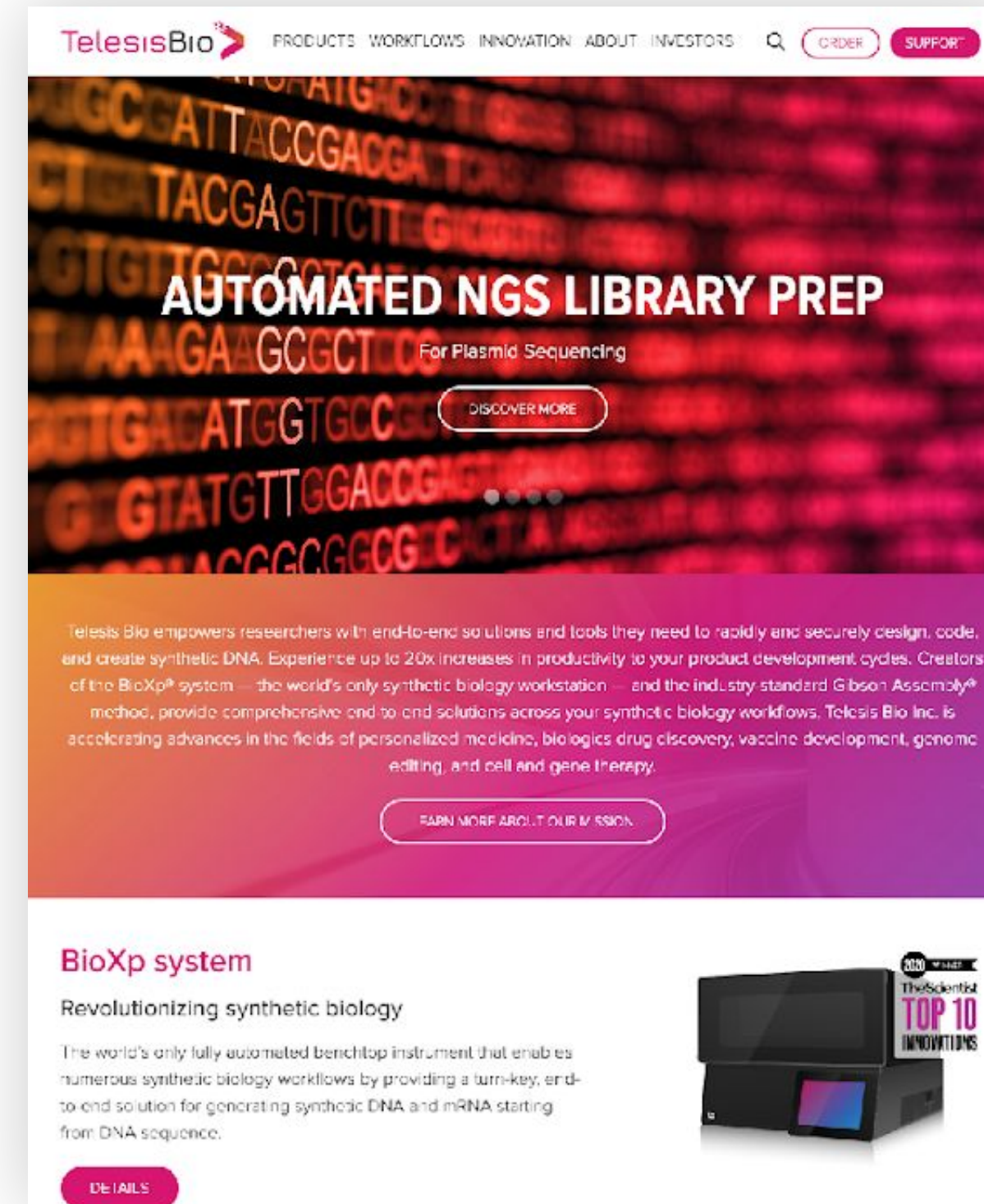
eCommerce & Web Strategy

Current state of Telesis Bio digital properties

Due to resource and time constraints, www and MBX were built in parallel without proper content, eCommerce and analytics integration.

What were the results?

- Isolated web properties that continue to diverge from each other
- Outdated and sometimes repetitive content
- Fragmented journey and user experience



eCommerce & Web Strategy

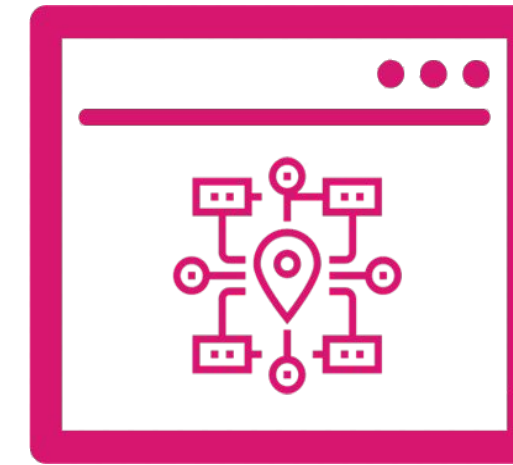
Common eCommerce site capabilities



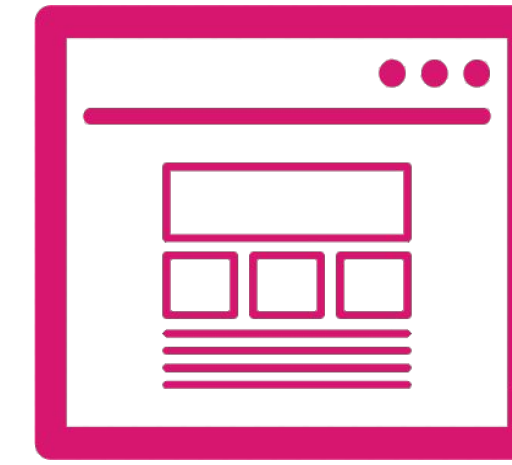
Product pages with
integrated commerce
functionality



Functional website
navigation and
friction-free customer
journeys



Standard commerce
architecture and UX
design patterns



Well organized content
that lends to effective
storytelling

What do we need to do to deliver a more cohesive and and intuitive website experience?

eCommerce & Web Strategy

What we need to build solutions to address opportunities that will help drive gains

- **Better understanding our web visitors;** enable a more personal experience
 - Analytics to support data-driven decisions
 - Collect user feedback (usability testing, customer interviews, polls and surveys)
- **Improved information architecture and site organization**
 - Ease of navigation
 - Better support marketing campaigns via proper content messaging, tracking and landing pages
- **SEO strategy**
 - Drive more organic traffic to the website; reduce ad spend
 - More thematic site experience
- **Website and ecommerce platform integration**
 - Seamless experience (login prompt at appropriate time); reduce friction and segmentation
- **Single source of truth of information assets**

eCommerce & Web Strategy

Roadmap activities

Low-hanging fruit / immediate optimizations

- **Fix broken links and set up proper redirects**
- **Remove outdated content, including products and services**
- **Configure an optimized URL structure**
- **Enable campaign tracking**
- **Update lead gen forms to ensure proper attribution and tracking**
- **Create a usability testing framework and start collecting customer feedback**

eCommerce & Web Strategy

Roadmap activities

Mid-term goals

- **Improve site organization and reduce customer confusion and pain points**
- **Support purchase intents by evolving www into an eCommerce site**
 - Introduce seamless integration between web properties; add a direct path to an MBX product page via www
 - Enable persistent sessions and direct-to-cart functionality
 - Move all product info and marketing materials out of MBX
- **Collect customer feedback and build optimization plans based off data**

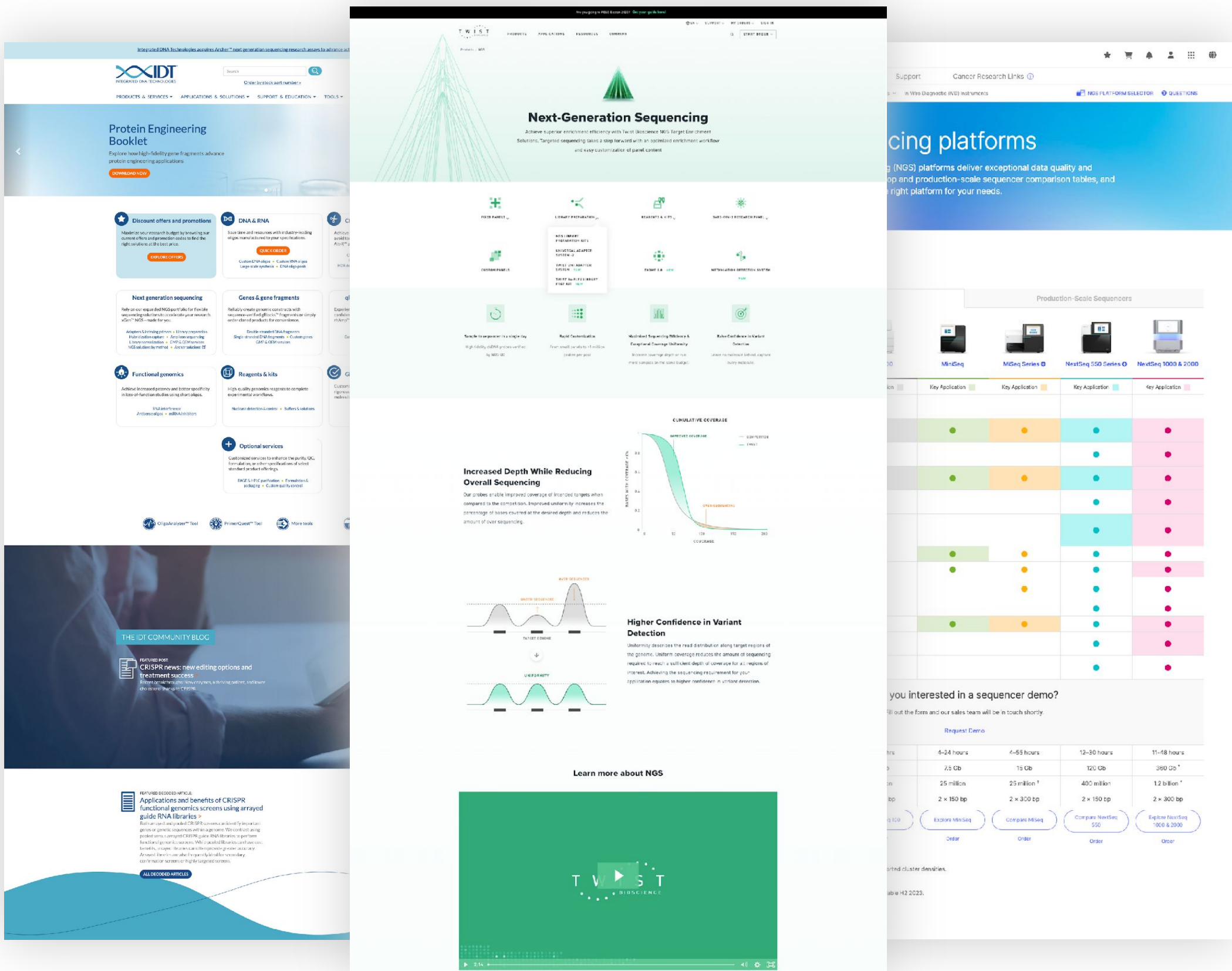
Long-term goals

- **Transition the platform to a CMS that facilitates collaboration and enables Marketing to deliver content more efficiently and without 3rd party resource dependency**
- **Templatize web pages to ensure consistency, save money and better utilize internal resources**
- **A-B test to further optimize telesisbio.com site engagement and conversion rates**

eCommerce & Web Strategy

Website audit and research – Telesis Bio vs competitive

The strategy was based on a detailed website analysis



[ORDERING PROCESS]

The eCommerce integration on a product page creates less friction and allows a customer to configure and add a product to cart, even without logging into their account yet.

[HOMEPAGE]

Higher visibility and availability of technology and research materials plus customer testimonials can help improve company trust and credibility up front.

[NAVIGATION]

The usage of a megamenu (navigation with drop down options, graphical content and CTAs) offers a more valuable solution for direct user journeys; allowing a user to drill down to what they are looking for without the threat of getting lost on the site.

[GUIDED PRODUCT SELECTION]

By asking users a series of guided questions, we can take a lot of the guess work out of the product selection by filtering out options that make most sense for the user based on their answers.

[PRODUCT DETAIL]

For products that don't need any further configuration or are off-the-shelf, allow a user to add them right to cart from any given product page.

Highlighting product features as well as providing specifications can give the customer more reason to purchase the selected product or find one that is more suited for their need.

eCommerce & Web Strategy

Website audit and research – Telesis Bio vs competitive

Full observations, key takeaways and recommendations



Telesis Bio site structure review

<https://telesisbio.atlassian.net/l/cp/v4HihHCD>

Telesis Bio website audit

<https://telesisbio.atlassian.net/l/cp/kV17kpj9>



IDT & Twist website audit

<https://telesisbio.atlassian.net/l/cp/LWZjhz8y>

Illumina website audit

<https://telesisbio.atlassian.net/l/cp/a51rnNKM>



Thank you