IDEAL PROTEIN

POWERING *life* POSSIBLE

GROWTH CASE STUDY

BY ZACH HARRIS

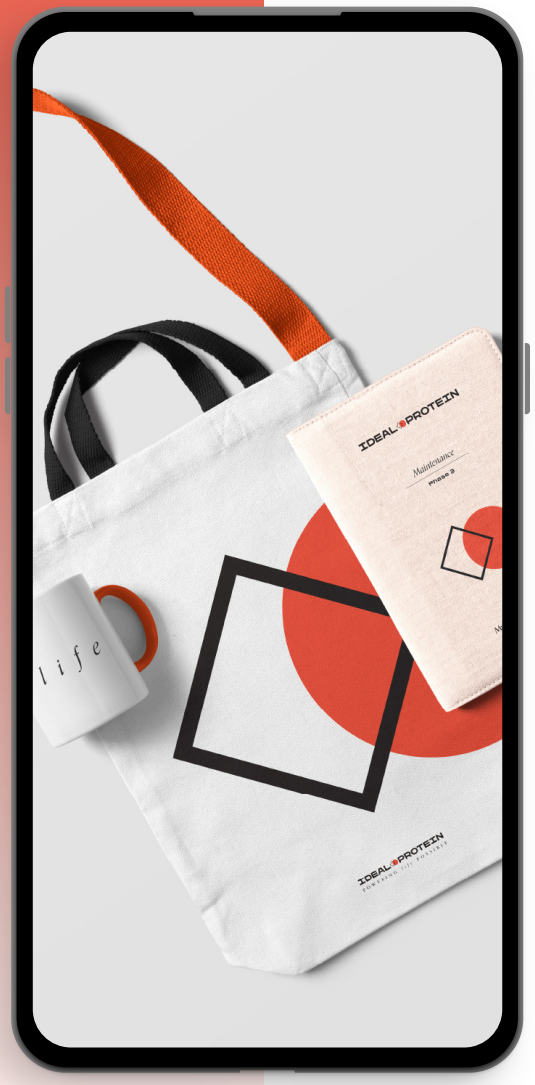
CONFIDENTIAL - FOR INTERNAL USE - DO NOT SHARE

Overview

This Case Study Includes:

– Assignment & Product Overview
– Client Challenges Discovered
– Strategic Initiatives Pursued
– Workstream Overlap & Collaboration
– Outcomes & Key Results

IDEAL PROTEIN
POWERING *life* POSSIBLE



Agency Client: Ideal Protein

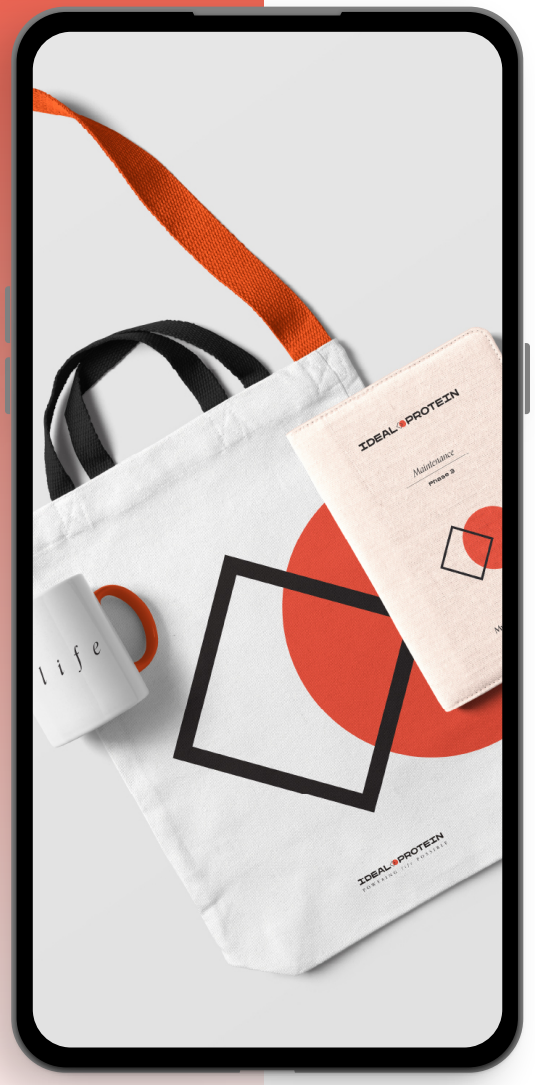
About: CA HQ, 64 Country Footprint, Founded 2004, $350 MM ARR

Brief At A Glance: Rebrand, redesign, rebuild, relaunch of a leading medically supervised weight loss company acquired by PE with new Sales, Marketing & Board Leadership from WW

Brand Assets: Brand Identity, Comms Strategy & Positioning, Collateral, Local Clinic Footprint (+3,500), En/Fr Site Redesign/Rebuild, 180+ Food Product SKUs, Platform Reskin, WP Clinic Locator Plugin

CLIENT CHALLENGES DISCOVERED

IDEAL PROTEIN
POWERING *life* POSSIBLE



Agency Client: Ideal Protein

Commercial Challenges: Low Quality Leads, Lack of Actionable Insights, Limited Org & Customer Research, No Segmentation Strategy, Knowledge Gaps From Personnel Reshuffle

Technical Challenges: Technical Debt, Compliance Blindspots (WCAG + HIPAA), Poor Code Documentation, No Roadmap, Lack of Leadership, Lack of Best Practices, High API Failure Rate

Advisory Challenges: Multi-Layer Approval Process, Misalignment on SEO & SEM Strategy, Lack of Agile Project Managment Experience

IDEAL PROTEIN
POWERING *life* POSSIBLE

Legacy Site: Traffic, Goals, Architecture, Navigation

Unsegmented Traffic & Out-of-Date Conversion Goals

– User journey lacked persona-based path by segment (ie. Patients / HCPs)
– Conversion goals failed to reflect evolved OKRs (ie. Leads & Form Fills)
– No behavioral intelligence hindered ability to prioritize content & features
– Poor lead qualification process created frustration for patients & clinics
– Lack of cohesive in-house web strategy translated to confusion vs clarity

Poor Information Architecture & User Navigation

– Majority of legacy content had low search volume & zero conversion value
– Old UI elements, lacked responsive rules & sub-navigation elements
– URLs lacked consistency in meta-tagging, canonical structure, and site map
– Poor editorial decisions lead to high bounce rate & limited return visits
– Lack of clear, concise documented product & design requirements

CONFIDENTIAL - FOR INTERNAL USE - DO NOT SHARE

IDEAL PROTEIN
POWERING *life* POSSIBLE

Legacy Back-End: Old Tech Stack ≠ New Business Needs

Challenging Development Environment

– Unreliable client side API with high end point failure
– Code lacked documentation & adherence to best practices
– Heavy reliance on 3rd party tags slowed down performance
– Inability to confidently deploy new code in sandboxed environment
– Lack of dev ops process or endpoint monitoring of uptime status

Legacy Stack Hindered Experimentation & Growth

– Ad words unbranded + branded campaigns click to generic landing page
– Lacked ability to make data-driven decisions for CTAs, Button, Copy, etc.
– Old site block editor was non-performative & inflexible (poor WYSIWYG)
– Generic landing page heuristics was resource guide not conversion focused
– Old landing page lacked reengagement and search retargeting capabilities

CONFIDENTIAL - FOR INTERNAL USE - DO NOT SHARE

IDEAL PROTEIN
POWERING *life* POSSIBLE

Phase 1: Research & Discovery

Phase 2: Strategy & Org Alignment

Phase 3: Rebrand & Packaging

Phase 4: Redesign & Relaunch

Project Phases

STRATEGIC INITIATIVES PURSUED

Research & Discovery:

Competitive Intelligence

Product Differentiation

Brand + Org Health

Agile On-Demand

Design Thinking

Disaster Check

Product Lead

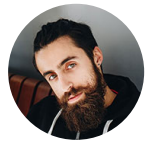
Workstream Overlap & Collaboration

IDEAL PROTEIN
POWERING *life* POSSIBLE

Eva Peauré
Director, Sales Enablement

Anna Lise
CMO, Board Observer

Jim Nastic
Chief Information Officer, CTO



Mick Emmaus
VP, Marketing & Design

Henri Cochet
Sr Manager, SEO & Demand Gen

Claire Hyère
SVP, Clinic Partnerships

John Deuf
PE, Board Observer

Maude Erateur
VP, Franchise & Clinic Sales

Aïcha Fémal
PE, Operational Excellence Analyst

Jack Uzi
Sr Product Marketing Director

Note: Names & titles have been anonymized for confidentiality

STRATEGIC INITIATIVES PURSUED

Strategy & Org Alignment:

Heuristics Audit

Content Audit

Persona Development

CX Journey Mapping

Wireframing

Traffic Segmentation

Split Testing

Workstream Overlap & Collaboration

IDEAL PROTEIN
POWERING *life* POSSIBLE

Eva Peauré
Director, Sales Enablement

Henri Cochet
Sr Manager, SEO & Demand Gen

Anna Lise
CMO, Board Observer

John Deuf
PE, Board Observer

Jim Nastik
Chief Information Officer, CTO

Aïcha Fémal
PE, Operational Excellence Analyst

Note: Names & titles have been anonymized for confidentiality

IDEAL PROTEIN
POWERING *life* POSSIBLE

Rebrand: Corp Identity + Product UI Kit (US/CA Compliance)

CONFIDENTIAL - FOR INTERNAL USE - DO NOT SHARE

IDEAL PROTEIN
POWERING *life* POSSIBLE

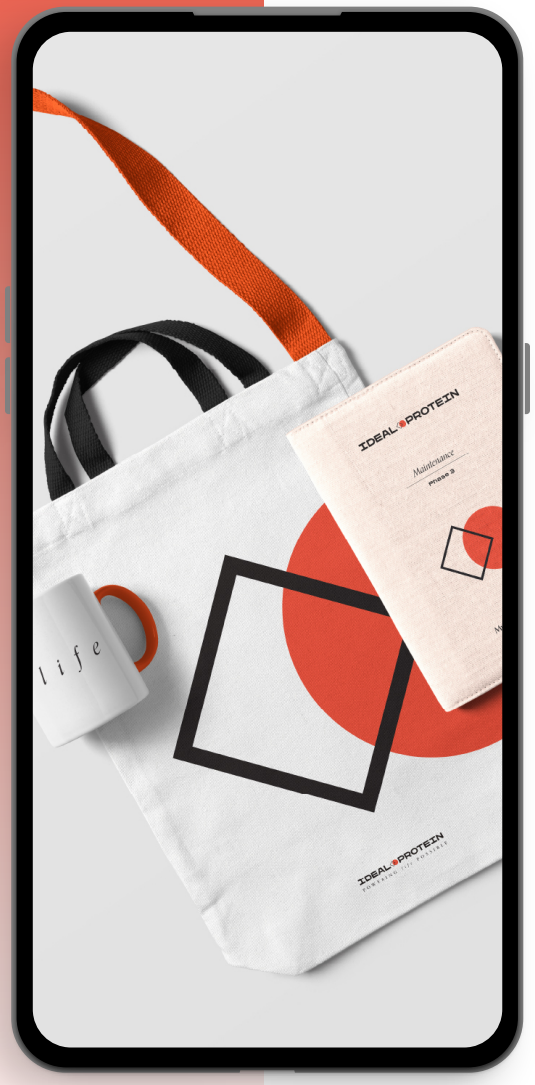
Relaunch: Responsive Identity, Revamped Experience & WP Plugin Rebuild

CONFIDENTIAL - FOR INTERNAL USE - DO NOT SHARE

IDEAL PROTEIN
POWERING *life* POSSIBLE

ALL THE *power* YOU NEED TO LOSE WEIGHT EXISTS *inside you*.

IDEAL PROTEIN
POWERING *life* POSSIBLE



Agency Client: Ideal Protein

Commercial Solves: Created 2-Step Lead Qualification Process, Unbranded & Branded Search Traffic Audit, Conducted Stakeholder Research, Defined New Personas & Segments, Codified Artifact Documentation Process & Knowledge Sharing Tools

Technical Solves: Fully Rebuilt Front-End & Backend Publishing Experience, ADA / WCAG 2.0 Compliance Into New Design System, Implemented Peer Code Review & Documentation Process, Crafted Roadmap Collaboratively With Aligned Stakeholders, Implemented DevOps New Relic Monitoring Process, Fortified QA/UAT Process

Advisory Solves: Established Agile PMO Cadence, Alignment & Education On Branded & Unbranded Keyword Ops, Managed Dependancies & Hard Deadlines by Resourcing In Client-side Tech PMO

IDEAL PROTEIN
POWERING *life* POSSIBLE

New Site: Better UX, Better Site IA + CX ➡ Faster Time To Value

CRO Optimized Design: Low Bounce Rate, Higher Conversions

CX Pathing Alignment: P0 - P2s (Marketing, Sales, Compliance)

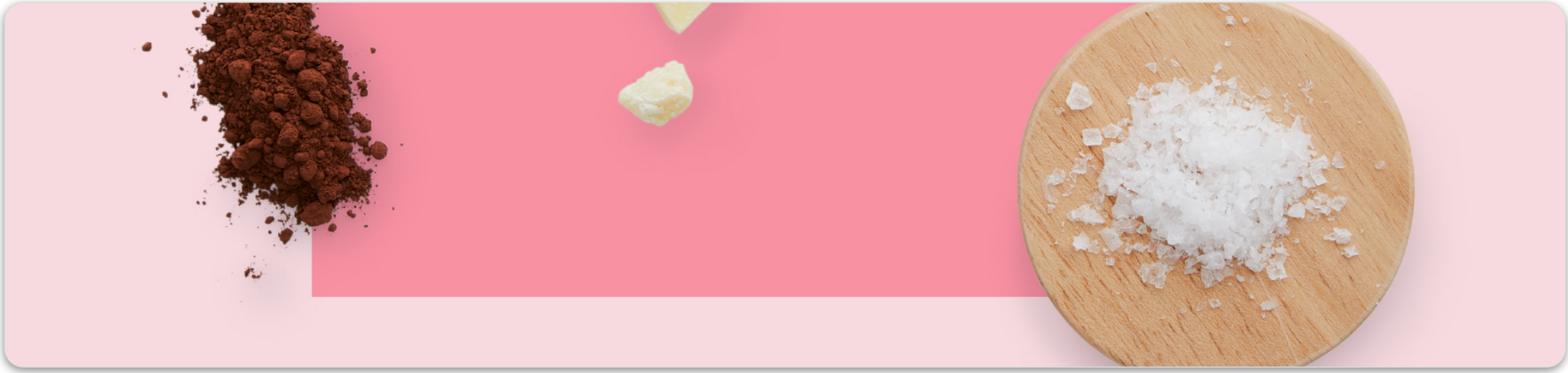
– **Content & Usage Audit:** Conducted SEO keyword audit for high-value, high-volume pages to identify most relevant, intent-driven & commercially viable content for migration

– **Two-Step Lead Qualification Process:** Turned BMI calculator into unbranded search paid media landing page to prequalify prospects by +/- 30 BMI (>30 legally obese)

– **Simplified Journey & CTAs Testing:** Distilled user journey into tight B2B2C and B2C microsite, split testing CTAs and growing Clinic Finder Leads & HCP Form Fills by +30%

– **WCAG 2.0 & HIPAA Compliance:** From product design requirements to functional product requirements ADA compliance & blinding form fills for potentially PII was critical

– **Creative Enablement & Testing Tools:** For improved landing page development agility, leveraged combination of Instapage, Google Optimize and CrazyEgg



CONFIDENTIAL - FOR INTERNAL USE - DO NOT SHARE

IDEAL PROTEIN
POWERING *life* POSSIBLE

Insight: 70% of Clinic Finder Page Traffic via Mobile Users

01

Delivered responsive, mobile-first, AMP optimized plugin

New version asynchronously leveraged Google Maps, Map Box & Client APIs

Insight: +63% Booking Success Rate For Clinic Radius <5 Miles

02

Changed Search Results Logic By Distance vs Clinic Age

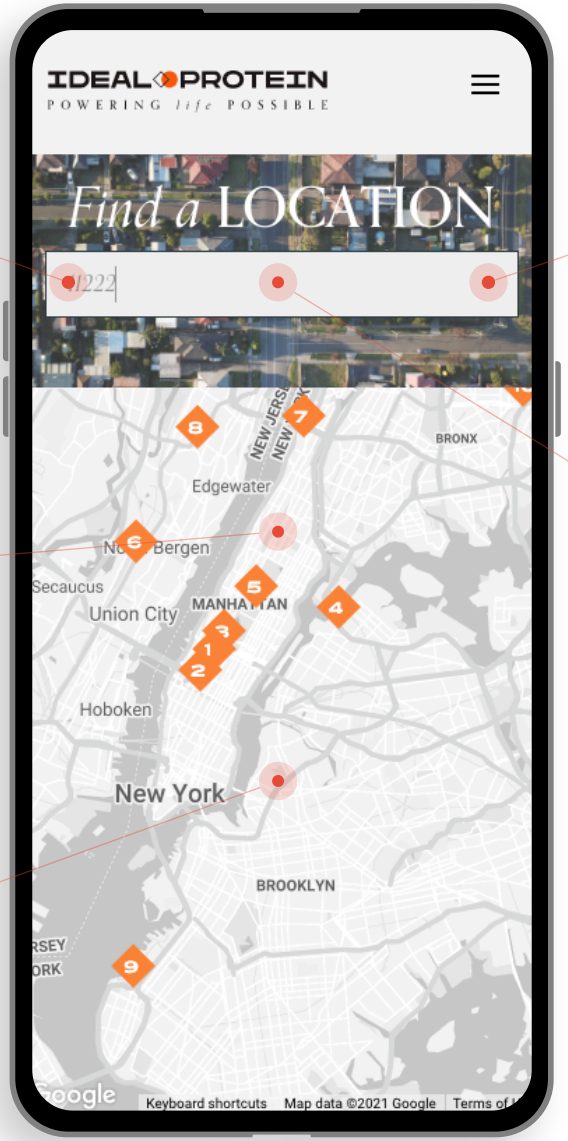
Front end powered by MapsBox HTML5 localized errors in En & Fr for performance

Insight: Branded vs Unbranded Search Traffic Need Different LP

03

Directed Branded Paid Search Traffic To Clinic Finder Page

Simplified form schema connected leveraged reCaptcha & Gravity Forms



Insight: Client API End Point Failures Made Debugging Tricky

04

Implemented PHP CS Fixer & New Relic for Dev Ops Team

Implemented New Relic for RT monitoring & PHP CS Fixer to lower run time errors

Insight: Prior Web Experience Lacked Language Localization

05

Support Native Search for US Zip + Canadian Postal Codes

Responsive text schema built with native WPML language attributes & meta tags

WP Plugin Rebuild:

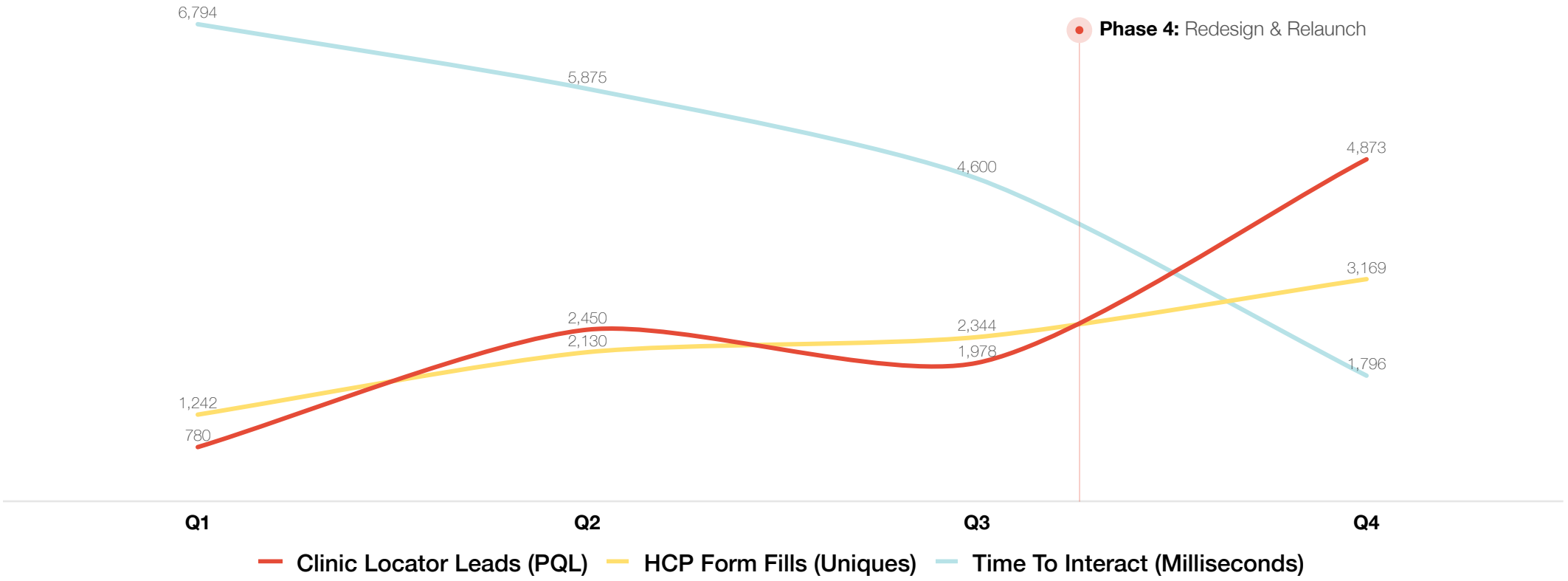
– Responsive Redesign
– Mobile Optimized UX
– Grew Lead Quality + NPS

CONFIDENTIAL - FOR INTERNAL USE - DO NOT SHARE

IDEAL PROTEIN
POWERING *life* POSSIBLE

Success Metrics: Quarterly Growth Pre/Post Launch

One of the most impactful growth strategies pursued was the two-staged lead qualification approach by taking one of the highest search volume unbranded pages and atomizing the BMI calculator feature to segment prospects by +/- 30 BMI, the legal cutoff for obesity. This coupled with a radically simplified lead form implementation and mobile first, performance tuned clinic finder design paradigm coupled with reCaptcha to reduce spam, improve lead quality, and grow lead volume while reducing time to interact for Qualified Leads and HCP Form Fills.



CONFIDENTIAL - FOR INTERNAL USE - DO NOT SHARE

IDEAL PROTEIN
POWERING *life* POSSIBLE

Executive Summary: Growth Story Facts At-A-Glance

Our team thoughtfully assessed the clients needs, challenges, blindspots and commercial objectives to craft a winning growth & web strategy that left a profound impact on their business from day zero of relaunch

64
Global Country Footprint

+40%
PQL Increase

73%
Dieter Adherence Rate

$350 MM
Annual Recurring Rate

+15.8%
New Clinic CAGR

+23
Website NPS Increase

CONFIDENTIAL - FOR INTERNAL USE - DO NOT SHARE

IDEAL PROTEIN

POWERING *life* POSSIBLE

GROWTH CASE STUDY

BY ZACH HARRIS

© 2021 ZACH HARRIS