Life Extension Steps Up Their Ecommerce Game with AI

How a self-learning insight engine
helped boost competitiveness
and extend customer lifecycle value

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A Leader in Preventative Health

Life Extension has been at the forefront of groundbreaking medical research for more than 35 years. With $175 million funding for anti-aging and disease research, they are a market leading dietary supplements brand headquartered in Florida. From revolutionary formulas to amazing breakthroughs, time and time again, their commitment to health advances has made history.

Metrics at a glance

↑ 10%
Time-on-Page (YoY)

↓ 78%
Search without results

1.8
Average click-rank

↓ 30%
Queries without results

Coveo results

- Ability to deliver personalized experiences and product recommendations
- Automatic relevance tuning decreased need for a thesaurus
- Comprehensive search usage analytics

Search is where the magic happens

Operating in a $37 billion-a-year business in the U.S. is no easy feat. With more than 65 competitors including retail giants like Amazon in the mix, Life Extension had to find a clever solution to stand out from the competition. With the goal of educating prospects and customers about the unique benefits of their products, online and offline content strategy has been at the core of their marketing initiatives. Nurture campaigns helped generate traffic to their Ecommerce site and, as a result, it was imperative that their visitors' digital journeys remained fluid, cohesive and relevant.
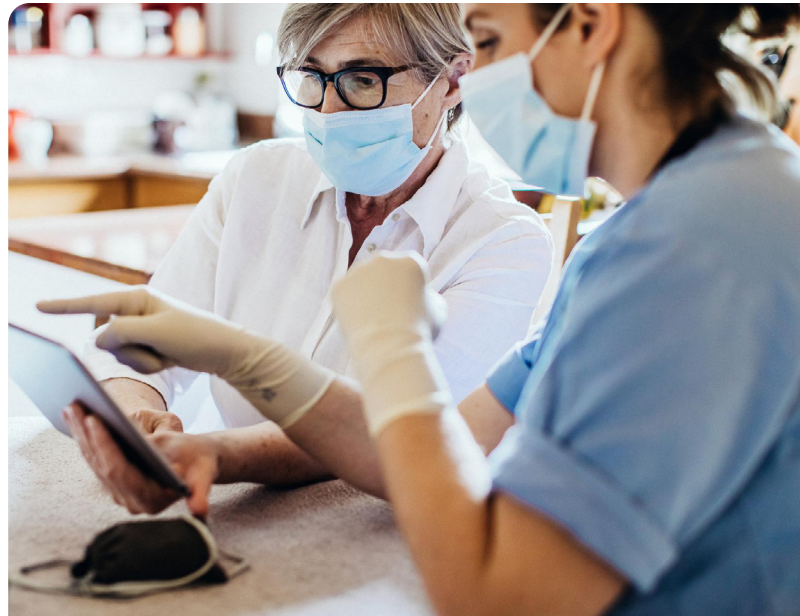
LIFE EXTENSION®

At a glance

Industry   Dietary supplements
Headquarters   Florida, USA

lifeextension.com

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However, their content strategy could only be as successful as the accuracy of the search queries that shoppers executed once they landed on their website. This entailed developers supporting the marketing team by programming synonyms after synonyms to ensure a smooth buyer journey. Needless to say, it was an extremely manual process — a heavy lift for all those involved.

Furthermore, their content strategy lacked a fundamental component which was the ability to try, test, and fine-tune the strategy itself. Without a proper search usage analytics tool from which to pull insights, understand the performance of the content, and pivot accordingly, it was impossible to provide a truly relevant experience to consumers.

Nevertheless, the digital marketing team knew that if done right, content personalization could lift revenues by 5 to 15 percent and increase efficiency of marketing initiatives by 10 to 30 percent.[1]

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1   **Marketing's Holy Grail: Digital personalization at scale**, McKinsey Digital

Still, Life Extension's digital marketing manager Robert Strait had just enough information on their web visitors to understand that search was key. "Most customers preferred to use the on-site search feature with very few people that actually browsed page-by-page to find what they were looking for," Robert said. Ultimately, this insight led to the organization's commitment to elevate their customers' digital experience to be ahead of the competition.

"With the understanding that Ecommerce is and will be the fastest route to growth, we knew that we needed to make on-site search a priority," said Robert. "With intelligent site search, we also hoped that more people would choose to self-serve using our online store, a much more economical channel for us.

Solution: Commerce

Challenges

- More than 65 online competitors, including Amazon
- Lengthy and complicated manual entry of product synonyms
- Limited analytics on shoppers

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Machine Learning Drives Personalized Search

"Personalization is currently a popular topic, but the real challenge is how we deliver it," said Ben Berriz, Life Extension's System Architect. Rightfully so, personalization through machine learning is no longer a distant future with a hefty price tag, only accessible to researchers and elites. It's available today and the difference it makes in improving customer experience and boosting marketing efforts continues to make a positive ripple effect in business operations.

Coveo's machine learning technology reduces the need to create an extensive list of synonyms, as Life Extension had been doing with their legacy practice. It understands nuances and helps shoppers find what they're looking for instantaneously, effortlessly and lightning fast. "The results have been striking: our search usage has been increasing, and on a recent analysis, we found out that about 27 percent of our visitors are using Coveo on our website," said Camilo Varon, Director of Business Systems.

Since the dietary supplement leader implemented Coveo, their customers have been using "quick view" search results to add products to their cart 28 times more than before. Coveo's recommendations capabilities personalize and fine-tune search results in real-time. For shoppers, this level of personalization means a great customer experience. And for businesses, it's the foundation for an improved ROI.

> " Every day, I am more and more impressed by the precision of the query suggestion. It keeps getting better every day — it knows what to suggest me.
>
> **Camilo Varon**, Director of Business Systems

Usage Analytics Pinpoints Opportunity

Coveo's Usage Analytics tool has allowed Life Extension to understand that approximately four out of five queries are meant for products vs. content that supports their content strategy. Using this actionable insight, Life Extension was able to identify the exact keywords used by their customers and revise their SEO strategy accordingly.

"The Coveo Usage Analytics tool is brilliant," said the company's digital marketing manager, "the data collected and analyzed are easy to pull and integrate to our developing strategies and tactics."

Intuitive and Accessible
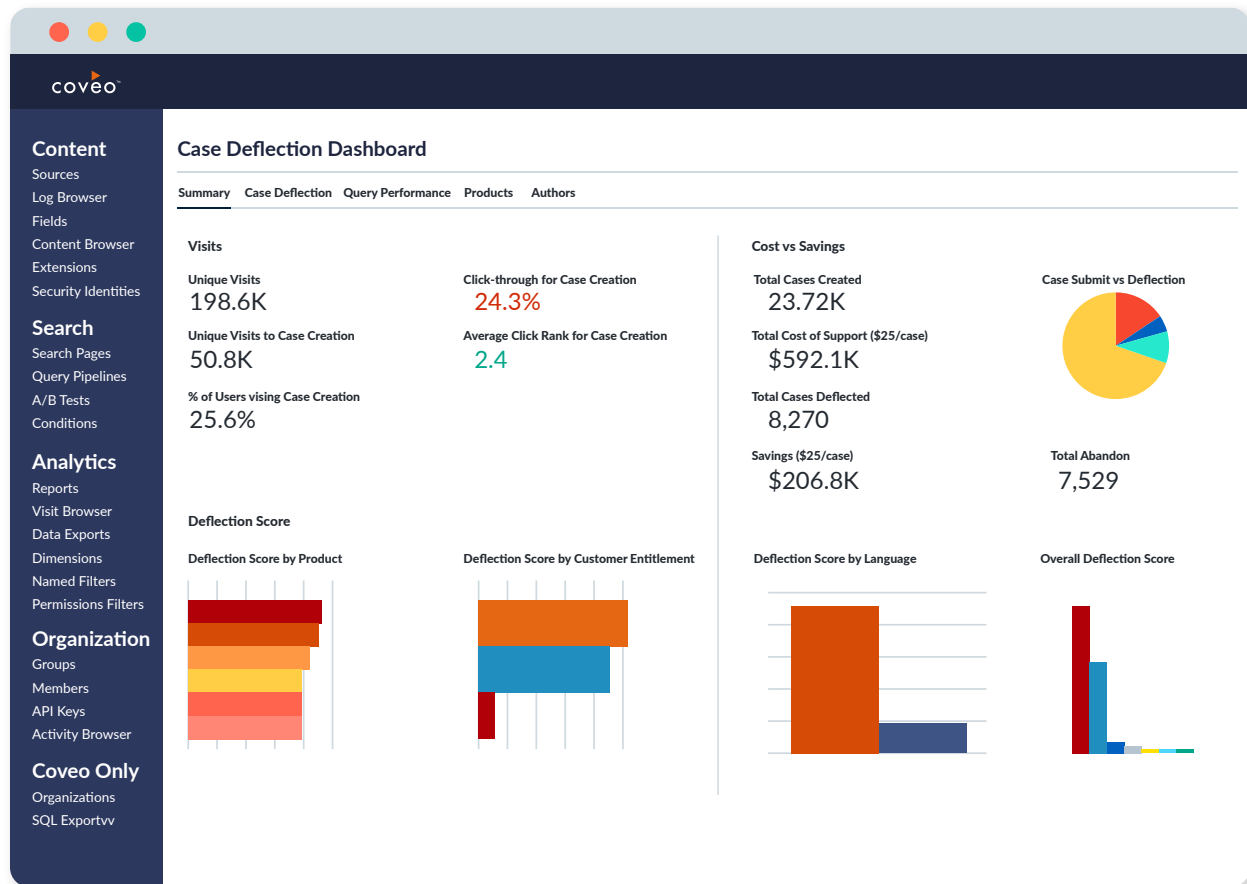
With an intuitive and easy-to-use web console, Life Extension's marketing team was trained — in a matter of a few hours — to independently manage the website's content relevancy and to understand analytics. Life Extension was pleased with the user-friendliness of the solution and even more impressed with the fact that developers could now be freed up from routine troubleshooting tasks.

- Time to train business users to be self-sufficient: 2 hours
- Eliminated 1 full developer day a week
- Indexing speed improved from hours to less than 30 minutes
- 28x more shoppers are using Quick View and adding to cart vs. going to detail page

"Not only was the marketing team empowered to build new features with Coveo, it's no longer a single-person expertise," added Ben, "we needed a solution to make marketers, merchandisers, and content authors self-sufficient and Coveo has certainly delivered."

With machine learning, Life Extension has made great strides. They are happy to report that the days of manually managing their extensive thesaurus are long gone. "The accuracy and speed at which the Coveo Query Suggestion and Automatic Relevance Tuning features work are truly amazing — it's my favorite part of the solution," commented Camilo.

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What's Next?

In order to continue attracting even more customers to their website, Life Extension intends on building SEO-friendly landing pages — using the insights from Coveo Usage Analytics — to promote select products.

Coveo's recommendation engine will also play an essential role on these landing pages by predicting the products shoppers need *today* and anticipating what they'll need *tomorrow*.

> "
>
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>
> Digital Marketing Manager

Learn more about Coveo

Coveo is the world's leading cloud-based relevance platform. The Coveo Relevance Cloud™ uses applied AI to deliver relevant experiences in all digital interactions, from search to recommendations to personalization.

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