

Nutrisystem

Weight Loss Leader Makes a Big Comeback with a Website That Sells Using Diet Psychology



Client: Nutrisystem

URL: www.nutrisystem.com

Nutrisystem has been helping America get thin and healthy for the past 30 years. Through its comprehensive weight loss program, Nutrisystem developed into a leader in the weight loss industry, and became a publicly traded company in October of 1999.



Situation

A leading weight loss program in the 70s and 80s, Nutrisystem is making a big comeback re-establish their brand in a heavily saturated market. Because of this, they needed a website that set them apart from the crowd. Nutrisystem offers a free membership and sells portion controlled nutritional meals. While approximately 95% of their revenues is generated online their visitor to buyer conversion rate needed to be improved.

The Spunlogic Solution

In order to increase their conversion rates, Spunlogic's first job was to dig deeper into the psyche of the female dieter and provide detailed insight into the motivations and obstacles of the website visitors'. From there, distinct user segments were mapped out based on these psychological profiles as well as visitor intentions. From this user analysis Spunlogic was were able to identify selling tactics designed to increase commitment to the Nutrisystem program. These sales tactics were complimented by a thorough content and e-commerce strategy that focused on moving users down a path toward program commitment and purchase of products.

Once the full strategic plan was completed, a new website and user interface was designed that incorporated the elements outlined in the plan. Additionally, a new e-commerce system was built that simplified the ordering process.

Key Points

- Nutrisystem is re-establishing their brand in a crowded marketplace
- Nutrisystem offers free membership and sells portion controlled meal plans
- 95% of all revenues is generated online

Objectives

- Improve the visitor to buyer conversion rate
- Simplify the ordering process

Success Factors

- Strategic plan rooted in understanding dieter psychology
- Selling tactics designed to specifically capitalize on motivations and overcome barriers to diet commitment
- Users are taken down a logical path from browsing to commitment based on the characteristics of distinct user segments
- Intuitive e-commerce strategy

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