

Case Study: Rally & LUMINAS



LUMINAS is a wellness company that sells patches for pain relief, immune boosting, and sleep help. While on the search to improve their checkout conversion rates, they found Rally. Could Rally help with increasing checkout conversions to an older demographic?

Ecommerce Team



Taylor Distler
Chief Operating Officer



Janet Hernandez
Director of Operations



Joey Le
Front-end Developer

Ecommerce Stack

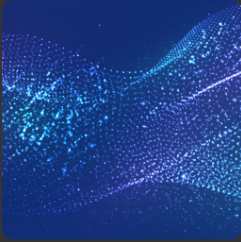


Target Demographic

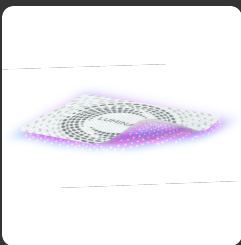
- 35 to 60
- Suffer from chronic pain
- More comfortable with in-store shopping vs online shopping



Company History



Through research in the R&D lab at University of California Irvine, LUMINAS founders discover that specific electron pulses are efficacious in reducing pain and inflammation.



Upon making this discovery, LUMINAS founders began working on providing pain relief without drugs for those suffering from acute or chronic pain.



LUMINAS was created to provide electroceutical relief patches as a clinically proven way to reduce pain and inflammation without the need for drugs, topical creams, or other harmful chemicals.

Company Goals

- Increase checkout conversion rates
- Boost sales
- Drive education
- Improve user experience



The Results

Since working with Rally, LUMINAS has exceeded their goal expectations and even brought on their sister company, STAMINAPRO.

With a better, easy-to-use checkout, they have been able to drive new revenue with their post-purchase offers and have increased their customer satisfaction.

72.89%

Checkout conversion rate
40% above industry standard

35X ROI

Return on investment
with Rally

1 in 3

PPOs accepted

14%

Revenue increase
from PPOs

Testimonials

"There's no downside in my mind [for working with Rally]...the risk is pretty minimized and the incremental return is very obvious."



Taylor Distler
Chief Operating Officer

"We like the interface that the Rally admin gives to us compared to previous upsell platforms. It is easy for all of the people on my team [to use] that are not knowledgeable about technology."



Joey Le
Front-end Developer