

Case Study: Rally & STAMINAPRO



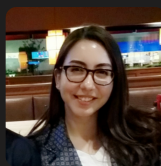
STAMINAPRO is a wellness company that sells active recovery patches to reduce inflammation and pain before, during and after activity.

Rally helped increase sales for sister company LUMINAS. Could it do the same for STAMINAPRO while addressing a different demographic and smaller market?

Ecommerce Team



Taylor Distler
Chief Operating Officer

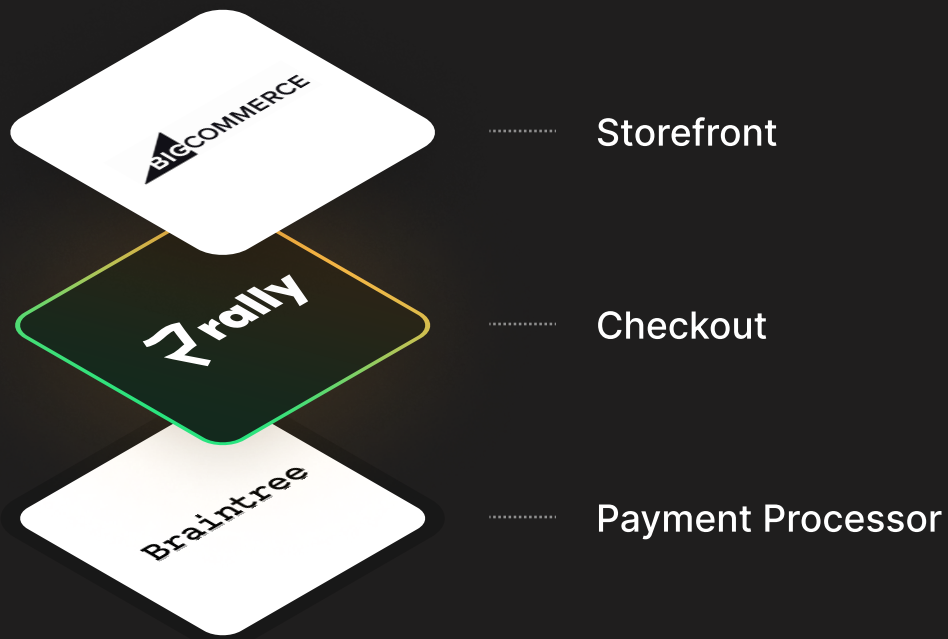


Janet Hernandez
Director of Operations



Joey Le
Front-end Developer

Ecommerce Stack



Target Demographic

- Under 30
- Athletic & active
- Expects a simple, modern checkout experience



Company History



LUMINAS creates electroceutical relief patches that are a clinically proven way to reduce pain and inflammation without the need for drugs, topical creams, or other harmful chemicals.



Athletes using LUMINAS patches needed extra performance during intense workouts, excessive sweating, and swimming.



STAMINAPRO was created as a sister company to provide flexible patches that stay on longer through tough workouts.

Company Goals

- Boost sales
- Increase margins
- Drive education
- Appease new audiences



The Results

Since working with Rally, STAMINAPRO has exceeded their goal expectations. They have driven new revenue while increasing their margins without having to spend additional marketing dollars.

76.09%

Checkout conversion rate
40% above industry standard

30X ROI

Return on investment
with Rally

1 in 4

PPOs accepted

16%

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