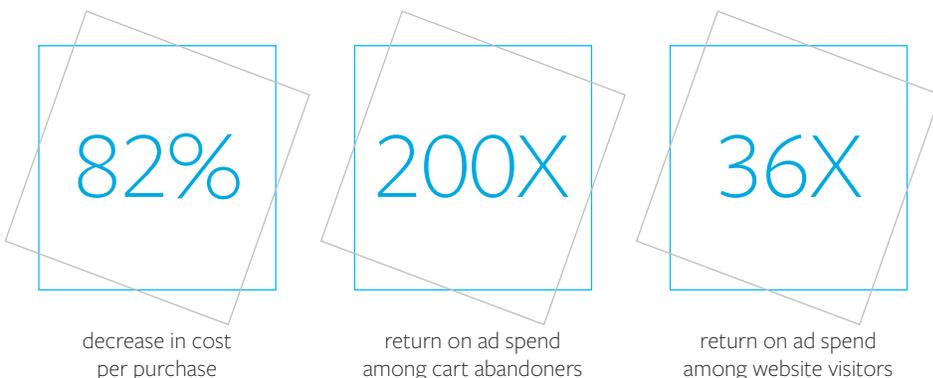
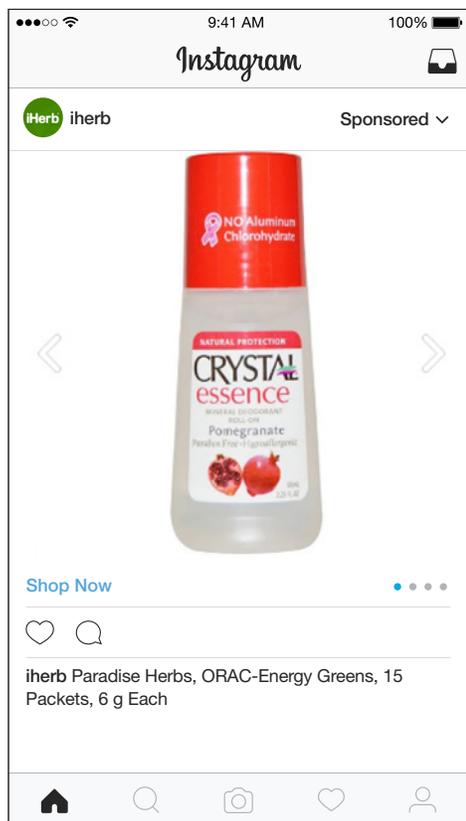


iHerb®

Reuniting Buyers with their Abandoned Carts

Natural supplement provider iHerb used dynamic ads on Instagram to reach people who added products to the online shopping cart but did not purchase them, resulting in a 200X return on ad spend.



STORY

Supplying natural supplements

iHerb is a global supplier of vitamins, supplements and natural health products. The company started in California in 1996, promoting the benefits of the herb, St. John's Wort. It has since grown to offer more than 35,000 brand name products.

GOAL

Converting cart abandoners

iHerb wanted to improve sales, particularly among people who visited its website and product pages, or who added a product to the online shopping cart but did not complete the purchase.

SOLUTION

Dynamic ads that push to purchase

iHerb teamed up with Facebook Marketing Partner StitcherAds to develop a two-week-long campaign on Instagram. The agency ensured the Facebook pixel was properly embedded on every page of the iHerb website. With this approach, it could target people who viewed a product page and added a product to the shopping cart.

The team used the pixel to create two Custom Audiences: one based on people who viewed a product page on the website within the last three days, and another based on people who added a product to the online shopping cart but did not purchase it within the last seven days.

It then used dynamic ads in the carousel format to target these audiences with product photos based on what people had showed interest in. The ad creative featured product shots against a white background. And each photo was paired with copy that briefly described the product and its price, while a call-to-action button encouraged people to "Shop Now".

This retargeting strategy proved exceptionally effective for iHerb, driving a return on ad spend of more than 200X among cart abandoners and 36X among people who viewed a product.

“Whether or not we could drive direct sales through Instagram was an open question for us, but the results we saw from our Instagram dynamic ads campaigns has proven that it is not only possible, but an essential way for us to reach our most engaged customers.”

Neil Folgate
Director of Digital Marketing and SEM
iHerb Inc.