

Case Study | Interactive Images

GSK Consumer Healthcare Leverages Sellpoints Technology to Enhance Consumers' Online Shopping Experience on Walmart.com

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GSK Consumer Healthcare, one of the world's largest consumer healthcare companies, is dedicated to helping more people around the world to do more, feel better and live longer with everyday healthcare products. They have a heritage that goes back over 160 years.

Through eCommerce, GSK Consumer Healthcare is able to provide affordable OTC healthcare products to consumers through a portfolio of the world's best-loved healthcare brands, including Flonase® Allergy Relief, Sensodyne®, Theraflu®, Excedrin®, Nicorette®, NicoDerm®CQ®, and TUMS®.

In an effort to ensure they are delivering an engaging shopping experience and providing pertinent information to their consumers, GSK Consumer Healthcare partnered with Sellpoints to optimize their Flonase product detail page (PDP) on Walmart.com.

GSK Consumer Healthcare explored how the Sellpoints technology can help their eCommerce strategy through consumer research on their Flonase brand. They conducted an independent A/B test and compared a shopper's experience on a standard/naked Flonase PDP to their experience on a Flonase PDP with Sellpoints' Interactive Hero Image (i2) technology.

The results of the consumer research have been very encouraging and GSK will be looking to expand the Sellpoints technology to a wider assortment of their portfolio on Walmart.com. **"As a company, GSK strives to find new and innovative means to engage with our online shoppers. Sellpoints enables us to share highly relevant product information with Walmart shoppers so they may find the right product for their healthcare needs"** said Jissan Cherian, eCommerce Sales Manager for GSK.



THE A/B TEST RESULTS FOUND:

"A majority of shoppers say the optimized page would motivate more people to purchase Flonase (65%) vs. only 35% without Sellpoints Interactive Hero Image (i2)."

"Once [shoppers] attention is drawn to the icons, they like the information provided and believe, with the right information, it would motivate shoppers to purchase Flonase on Walmart.com."

"Overall, purchase motivation was approximately 2x higher on the Sellpoints page versus the non-Sellpoints item page."