

# Going back to basics gives top UK vitamins supplier 10% sales increase in 3 weeks

Healthspan is one of the UK's largest suppliers of vitamins, minerals and health supplements, with a strong e-commerce record and a consistent presence on the eBay marketplace since 2019.

## THE PROBLEM

Healthspan had seen their eBay seller performance level drop to below standard in Q1 2021. After hearing about Optiseller through a Tamebay Live masterclass, they reached out for guidance to improve their store results.

## THE SOLUTION

Healthspan worked with Optiseller's Customer Success team to boost the health of their eBay account and saw an increase in sales in a very short time. The advice from the Optiseller team helped Healthspan identify item specifics and title structures as focal points for improvement.

The team at Optiseller supported Healthspan throughout and created a strategy that was built around going back to basics. The goal was to significantly **enhance their search visibility on eBay and on external search engines**.

To make the necessary changes, Healthspan used many Optiseller tools including Aspect Finder+ and the eBay Store Performance Dashboard. On top of this, they ran reports to identify unsold items and duplicate listings to meet with eBay regulations.

**After just 3 weeks of optimisation work**, Healthspan saw:

- ▶ **10%** increase in sales and **17%** increase in units sold, with conversion rate up by **50%**
- ▶ **60%** increase in the number of completed item specifics
- ▶ **100%** of listings meeting the recommended title length and keyword optimised
- ▶ **23%** surge in the number of external page views, with the click through rate up by **15%**



"Optiseller's recommendations have been game-changing for us. We have seen big results so far and thanks to these improvements, our brand has been featured in the eBay drop-downs, which is invaluable. Our account was below standard in Q1, so we are pushing to match last year's performance. If we continue at this impressive rate, I have no doubt we can achieve this target."

Leonie Pike, Healthspan