



# How Bimuno doubled its subscription rates with Ingenuity

Food and wellness brand Bimuno was looking to expand into the direct-to-consumer (DTC) space. Here's how Ingenuity helped the brand achieve it – [while doubling its subscription rates](#).



## The Ask

Bimuno is a subscription-based food supplement and wellness brand passionate about empowering individuals to lead healthier lifestyles through products designed to improve gut health and beyond.

Partnering with Ingenuity, Bimuno looked to move past its historical reliance on brick-and-mortar retail and expand its DTC presence.



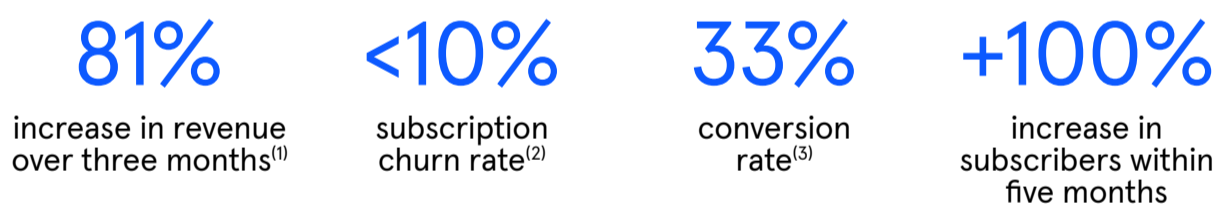
## The Strategy

In embracing the digital space, Bimuno aimed to target new customer acquisition and retention, with a focus on maintaining and increasing its subscriber customer base.

Ingenuity's tailored approach to each client's proposition meant that a dedicated trading manager was on-hand to work closely with the Bimuno ecommerce team and their chosen digital marketing agency.

This enabled a unique mix of resources to come together and implement key strategic changes across the site to drive conversion rates and optimize the customer experience.

## The Results

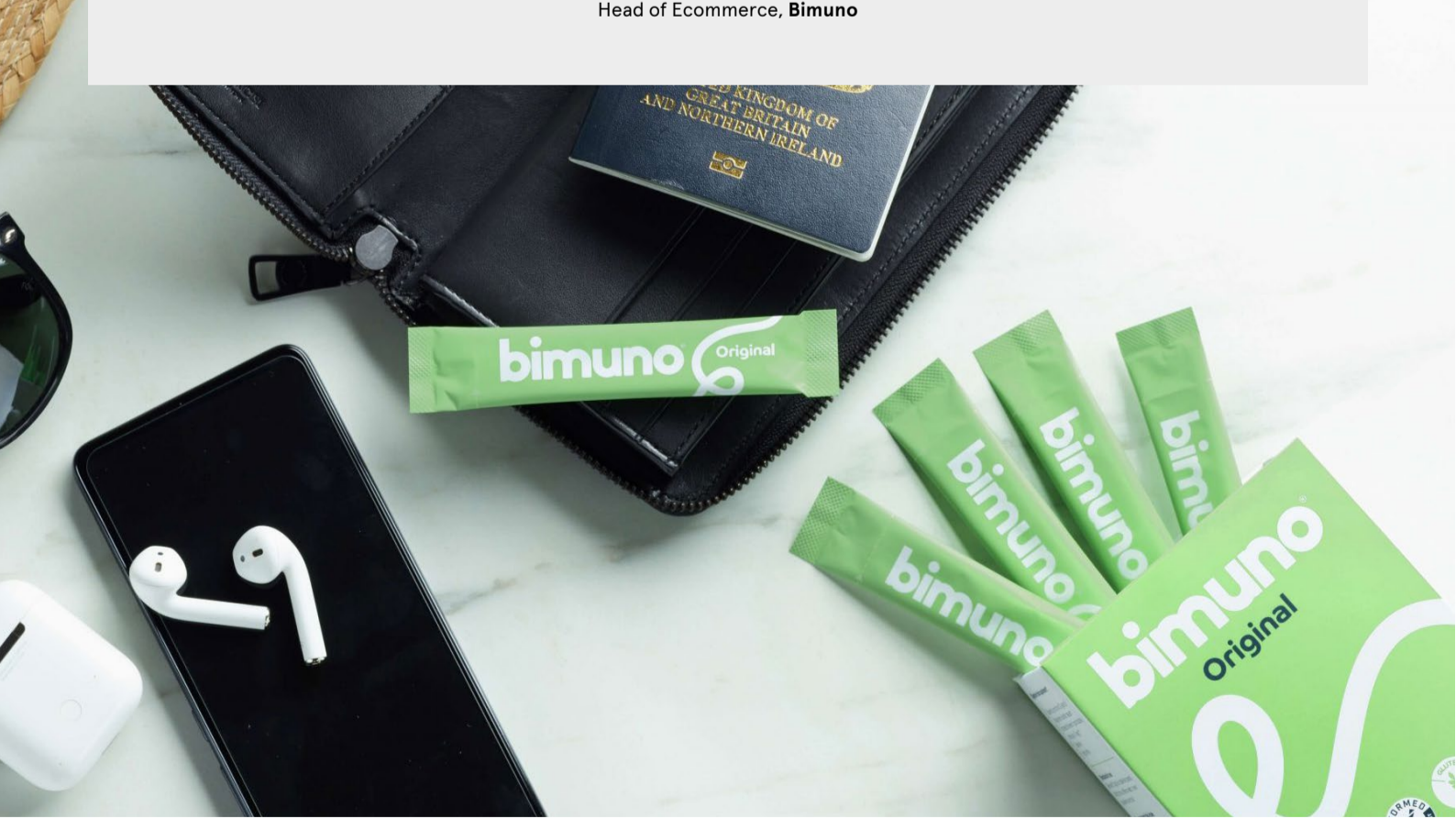


"We are now seeing the benefits post-launch of working on the Ingenuity platform in combination with our digital marketing agency, Brave Bison; our on-site customer experience has been improved, leading to an increase in month-on-month conversion rates.

Our next step with Ingenuity will be to focus on ensuring we retain and effectively reward those customers we are now bringing into the Bimuno brand on a subscription basis"

**Cathy Erwin**

Head of Ecommerce, **Bimuno**



See how Ingenuity can accelerate your brand growth on a [global scale](#).

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