

562. Pure Formulas

Natural supplements are offered at PureFormulas.com. The web site sells products to enhance bone health, emotional well-being, metabolism, the immune and digestive systems, memory, and physical fitness, as well as homeopathic remedies. The home page features products on sale and a list of brands. Products are stored in climate-controlled conditions. The company is based in Miami.

OPERATING DATA

FINANCIAL

2010 Sales: \$10,000,000
2009 Sales: \$7,000,000
2010 Growth Rate: 42.86%

OPERATIONS

Monthly Visits: 130,000
Monthly Unique Visitors: 70,000
Conversion Rate: 13.65%¹
Average Ticket: \$75¹
Total SKUs on Web: 14,000
Number of states sales tax collected in: 1
Number of Affiliates: 0

WEB SITE SUMMARY

URL: PureFormulas.com
Year Launched: 2007
Category: Health/Beauty
Merchant Type: Web Only
Parent Company: Full Green Circle

PERFORMANCE³

Response Time: 8.62 seconds
Site Availability: 99.96%
Consistency: Poor

SHOPPER PROFILE⁴

Male: 38% / Female: 62%
Age 24 or less: 22% / 25 to 34: 15%
35 to 44: 19% / 45 to 54: 13%
55 and over: 30%
Annual Household Income
\$30,000 or less: 22%
\$30,001 to \$60,000: 31%
\$60,001 to \$100,000: 23%
More than \$100,000: 24%

CORPORATE INFORMATION

Jose L. Prendes, President
11801 N.W. 100 Road, Suite 4
Miami, FL 33178
800-383-6008

WEB SITE SERVICES

Features & Functions

360-Degree Spin
Affiliate Program
Auction
Blogs
Catalog Quick Order
Color Swatching
● Coupons/Rebates
● Customer Reviews
● Daily/Seasonal Specials
● Dynamic Imaging
● E-Mail a Friend
● Enlarged Product View
Frequent Buyer Program
Frequently Asked Questions
Gadgets
Guided Navigation
Interactive Catalog
Interactive Kiosks
Mapping
Mash-ups
Microsites
● Mobile Commerce
● Mouseover
Online Circular
Online Gift Certificates
Outlet Center
Pre-Orders

Product Comparisons
Product Customization
● Product Ratings
● Product Recommendations
Product Wikis
Registry
RSS Feed
Site Personalization
● Social Networking
Store Locator
Syndicated Content
● Top Sellers
Videocasts
What's New
Widgets
● Wish List
● Zoom

Payments

Amazon Checkout
● American Express
Bill Me Later
Deferred Payment
● Discover
eBillme
eLayaway
Electronic Checks
Google Checkout

● MasterCard
PayPal
PayPal Express Checkout
Private Label Credit Card
RevolutionCard
Stored Value Cards
● Visa

Customer Service

● Account Status/History
Buy Online/Pick Up In Store
Click to Call/Click to Talk
Currency Converter
● Estimated Shipping Date
● Express Checkout
Free Return Shipping
● Live Chat/E-Mail
● Order Confirmation
● Order Status
Pre-paid labels
Rain Checks
● Real-Time Inventory Check
Ship to Multiple Addresses
Shipping Cost Calculator
● Shipment Tracking
● Toll-Free Number

For social networks and online marketplaces, see p. 70.

VENDORS

Affiliate Marketing: Commision Junction, eAccountableOPM, ShareASale
Comparison Engine Feeds: ChannelAdvisor
Content Delivery: Yahoo
Content Management: In-house
CRM: In-house
Customer Reviews & Forums: Practical Data
Customer Service Software: In-house
E-Commerce Platform: Yahoo
E-Mail Marketing: Bronto Software, Exclusive Concepts
Fulfillment: In-house
Live Chat/Click to Call: NA
Marketplace Management: ChannelAdvisor

Mobile Commerce: Practical Data, Yahoo
Order Management: Stone Edge
Payment Security: Best Payment Solutions, Yahoo
Payment Systems: Best Payment Solutions, PayPal
Personalization: NA
Search Engine Marketing: ChannelAdvisor
Security Certification: Yahoo
Shipping Carrier: FedEx, UPS, USPS
Site Design: WebStores and More
Site Search: Nextopia
Web Analytics: ChannelAdvisor, Google, Yahoo
Web Hosting: Yahoo
Web Performance Monitoring: In-house

1. Internet Retailer estimate. 2. IR estimate based on avg. daily visits as reported by Compete Inc. 3. May-June 2011, Compuware Gomez, see p. 82. 4. Monthly avg. by Compete, see p. 82.
5. IR estimate based on avg. daily visitors as reported by comScore Inc. 6. Monthly avg. by comScore.