



LYMA

Launching an E-commerce Revolution

The Ultimate Supplement Experience

LYMA has redefined the supplement industry.

Their supplement is unique in using nine peer-reviewed ingredients in one ultimate formula, combining the best ingredients with the best science to help people feel their absolute best.

And such was demand when it launched, it sold out almost immediately.

LYMA's founders recognised they needed customer journeys that not only delivered the best experience, as befits the brand, but were also reliable, adaptable and scalable.

They turned to Airbase for help.

The LYMA Journey

The LYMA supplement is itself not so much a product as a wellness journey. Sold on subscription, the benefits of taking LYMA accrue over several months.

Working with the founders, we mapped out a benefits-based customer journey and identified key phases of that journey to help shape customer communications and drive engagement.

As well as providing support and value to customers, the automated journey is designed to minimise churn in the early months and maximise retention beyond 6 months.



Our Work

Working closely with LYMA's leadership team, designers and developers, we planned and built a series of interwoven automations, combined with custom integrations with the brand's purpose-built ecommerce platform.

The result is a large-scale process that delivers marketing, customer service and transactional messages to tens of thousands of people in a complete, personalised journey.

Combined with on-site and off-site behaviour tracking and an extensive contact tagging schema, this journey has also afforded detailed data segmentation and targeting, allowing us to create localised campaigns to support customer acquisition and retention, and to mitigate risk of churn in the customer journey.

Over 3 years of partnership with LYMA so far, our agile approach has delivered numerous iterations of the supplement customer journey, with version 4.0 due for launch in the coming months.

The Results

Having taken the supplement world by storm from day one, with a product of unparalleled quality, LYMA has been determined to deliver a customer experience to match, and to do so at scale.

The brand has enjoyed dizzying success, and we're proud to have been an integral part of that growth.

4 Months

from discovery phase
to launch

16%

growth in monthly
recurring revenue

211%

return on investment
in 6 months

15,000

records migrated to
new journey

76%

average email
engagement rate



"Airbase have done an excellent job. We targeted increases in retention and I'm pleased with the progress we've made, without additional demands on resources."

Simon Goff CEO, LYMA