



MIM HABITS - Success story

Summary

136% increase in conversion in 10 months: A digital optimization success story with Mim Habits.

In this case study, we want to show you how Boost helped Mim Habits to achieve a **136% increase in their conversion rate on the purchase process** in just 10 months, going from 0.87% to a solid **2.03%**.

Introduction of Mim Habits

Mim Habits is a Spanish startup created by three entrepreneurs: Xavi Cortadellas, Pol Tusquets and Quim Lorente. Their vision was clear: **to merge science and food** to create something unique and beneficial for health. The result was the first organic bread **developed by scientists**, designed to **regulate the intestinal microbiota** and to help people with different conditions. This vegan, preservative-free product demonstrates Mim Habits commitment to health and quality.





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Mim Habits' Challenges

When we started the collaboration with Mim Habits, we saw that they had a high-quality product and exceptional customer service. However, they **faced challenges in their digital platform** that hindered their success:

- **Low conversion in the checkout process:**

Despite having a great product, Mim Habits was experiencing a fairly high abandonment rate during the online checkout process, which probably affected their revenue and business expansion.

- **Complex checkout process:**

The checkout page is the last key step of any purchase process. For Mim Habits, it was crucial for their checkout process to be a more intuitive, clear and straightforward process to maximize the sale of their products.

- **Difficulty for customers to choose the right product:**

Customers were faced with the task of selecting the bread that best suited their health needs. This complexity could be a barrier to conversion.

Boost's solutions

After **verifying and analyzing Mim Habits' starting point**, we started working on these challenges in an efficiently way. We implemented customized strategies that were based on concrete data and thorough analysis:

- **Comprehensive analysis of customer behavioral data**

We monitored customer actions anonymously to identify critical areas that were causing conversion rate declines. The goal was to understand why visitors were dropping the product on the purchase process stage.

- **A/B Testing**

We conducted A/B testing to compare different versions of the platform, both in terms of content and user experience, functionality and ease of use. This allowed us to identify which approaches worked better and why.

- **Implementation of improvements**

Validated hypotheses were transformed into factual improvements. Each change was based on the data collected and continuously evaluated through analysis of results. This ensured that each improvement had a measurable positive impact.





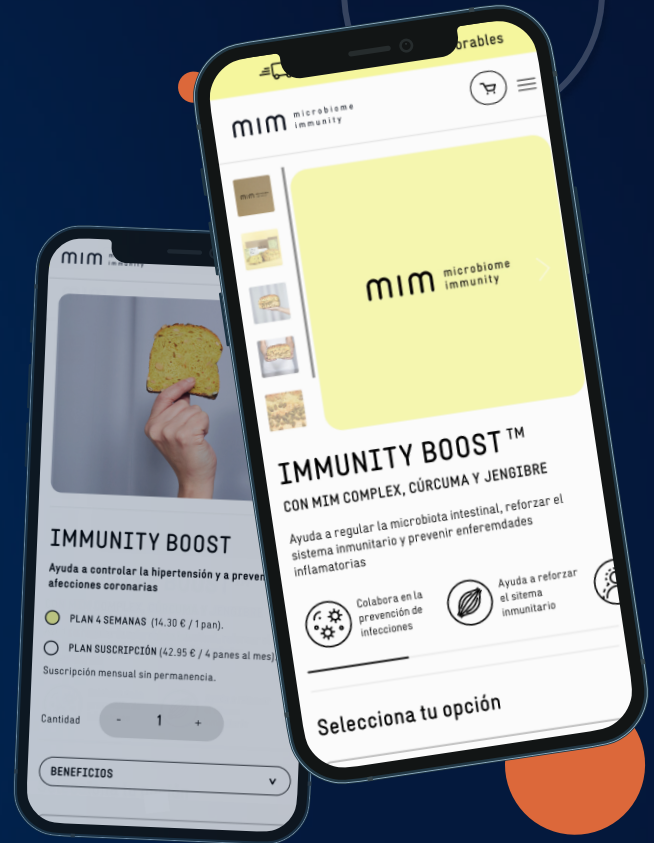
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Illustrative examples

Optimization of product pages

We redesigned the product pages to **highlight the benefits of the product**, **upgraded the subscription to monthly and annual plans**, and improved calls to action.

In addition, we ensured that the page was fully **responsive on mobile devices** to reach a wider audience.



Questionnaire to help customers to choose the right bread

We created a **friendly and short questionnaire** that not only generated leads, but also personalized the user experience, **guiding each customer to the most suitable product for them**. This initiative not only helped improve conversion, but also fostered a closer and more personalized relationship with customers.

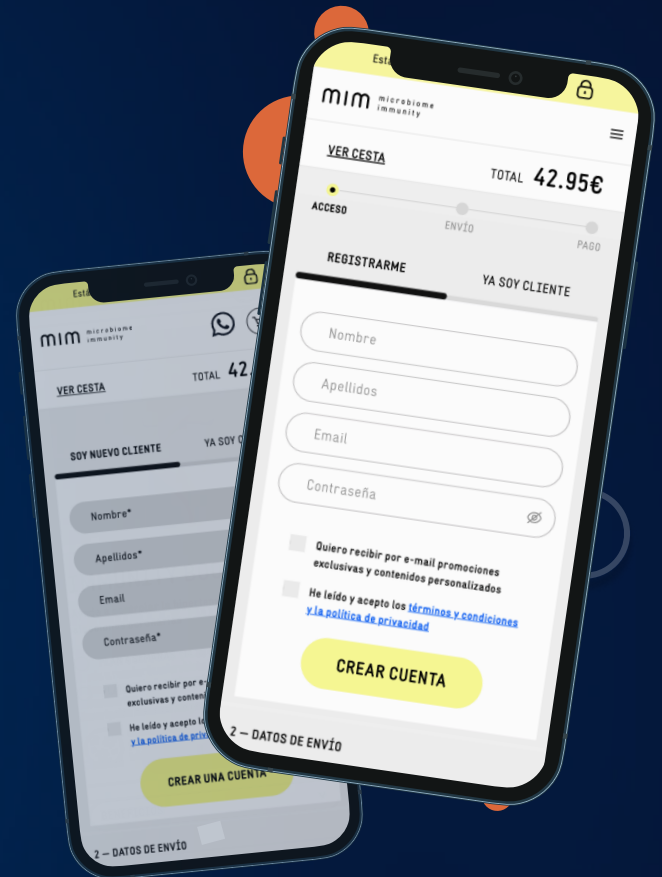




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Optimization of the payment process

We improved the clarity and presentation of the terms and conditions, as well as the payment overview, which **simplified the checkout process and increased customer confidence**. This resulted in a lower abandonment rate and more closed sales.



Results and benefits for Mim Habits

As a result of our collaboration, Mim Habits **experienced a 136% increase in their conversions** in just 10 months, **boosting it from 0.87% to 2.03%**.

With this success story we want to highlight the importance of **identifying problematic areas on a website**, analyzing user behavior and implementing improvements based on specific, real and reliable data.

If you want to use your project's data and improve your conversion, reach out to us. We would love to explore how we can help you boost your business goals.