

# Do online shoppers care about the 'About Us' page?

April Berthene | Oct 26, 2021

Yes. And for some shoppers, the About Us page is a major conversion driver, finds water brand Hawaii Volcanic. Ecommerce director Daniel Kim shares how educational content and subscriptions have helped jumpstart the brand's online sales.

When Hawaii Volcanic launched its ecommerce site roughly one year ago, it wanted to ensure that it catered to its two likely shopper profiles: a consumer who was looking for more information about the brand and a shopper who was already a customer and wanted to quickly purchase her water supply.

While some shoppers know about the brand from grocery stores selling its products, the ecommerce site is where Hawaii Volcanic can share its story with shoppers, says ecommerce director Daniel Kim.

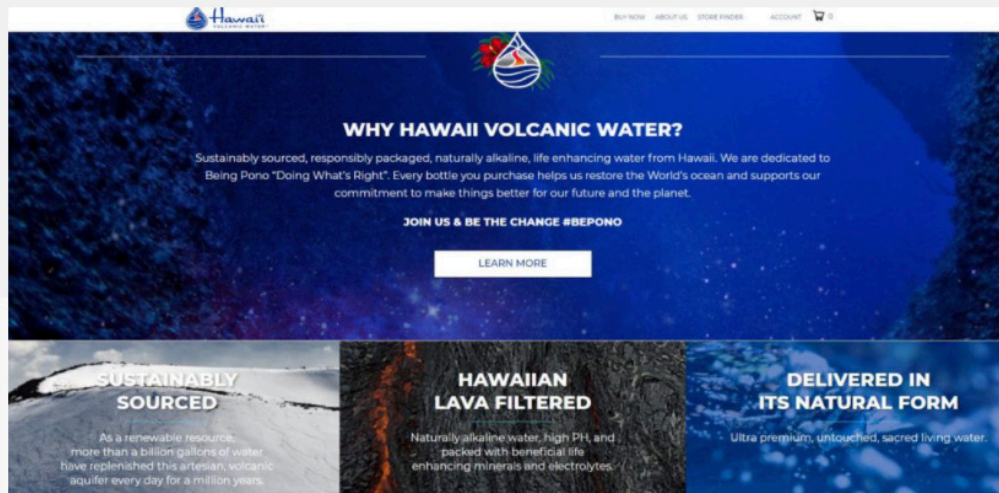
"Direct-to-consumer has the ability to really create a connection with customers and stay top of mind," Kim says.

To do that, HawaiiVolcanic.com has enhanced educational content. Hawaii Volcanic markets itself as a sustainably sourced and responsibly packaged natural alkaline water brand. The homepage gives shoppers snippets about its brand positioning and funnels shoppers to more details by clicking on "Learn More" or "[About Us](#)" navigation pages.

20% of its web traffic clicks on these buttons, and, on average, a visitor spends 2 to 2.5 minutes reading these pages, Kim says. But rather than time spent reading content or clicking on a button, the real barometer of whether Hawaii Volcanic's content is engaging shoppers is the conversion rate from those pages, Kim says.



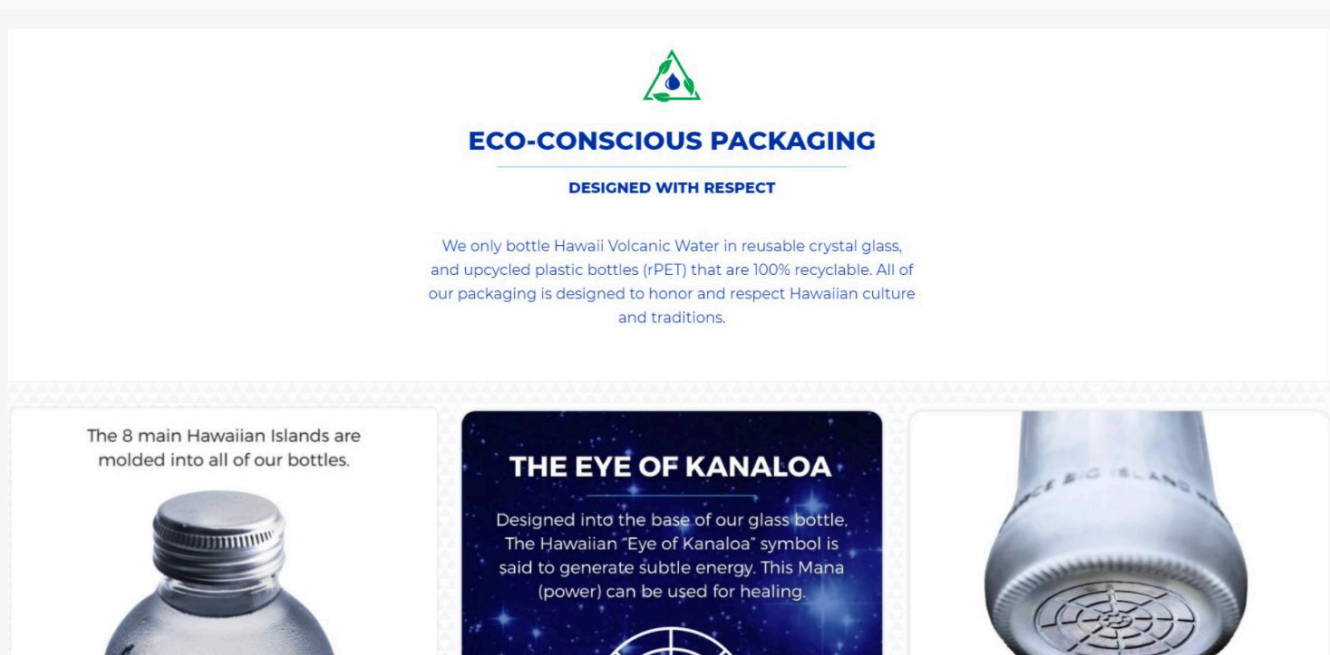
Daniel Kim, ecommerce director at Hawaii Volcanic



The Learn More and About Us pages are a major conversion driver finds water brand Hawaii Volcanic.

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"11% of our visitors that are on the Learn More or About Us pages will follow through and make a purchase," he says. That rate is much higher than the site's average conversion rate, which is about 3.26%— and that proves the content is working, he says.



The About Us page provides details on Hawaii Volcanic's packaging.

“The website is one channel of how we educate customers,” Kim says. “There is a segment [of shoppers] that really wants to know who they are giving their dollars to.”

Only 13% of consumers said retailers met their expectations for providing a quick brand overview, according to a Digital Commerce 360/Bizrate Insights Customer Experience survey of 1,000 shoppers in September 2021.

## **Subscriptions and add-to-cart on homepage appeal to loyal customers**

While Hawaii Volcanic worked hard to ensure it was meeting the educational needs of its shoppers, it also wanted to ensure it streamlined the website for shoppers who just wanted to buy. For those shoppers, it has a subscription program and a shoppable homepage.

Offering subscriptions was non-negotiable when it launched its site, Kim says. “Offering subscriptions from day 1 was going to be critical to our business,” Kim says.

And Kim was right. Subscriptions generate 51% of its revenue and about 45% of shoppers opt into it, he says.

The brand allows shoppers to purchase its water on a 7-, 14-, 30-, 60-, and 90-day basis. It previously offered a 21-day subscription but removed the option from its site after many of these shoppers often canceled after their first subscription or opted into a 30- or 14-day subscription after

Hawaii Volcanic uses subscription technology vendor Ordergroove Inc. to manage the recurring orders. The brand liked Ordergroove’s technology because shoppers did not have to leave HawaiiVolcanic.com to make the purchase, unlike with other subscription technologies it vetted. It took about a week to implement. Kim declined to reveal the costs of using Ordergroove.

Overall, Kim describes subscriptions as lifeblood, as it gives the brand confidence it has loyal shoppers and it can then focus on customer acquisitions.

“Having a really strong subscription base allows us to spend more ad dollars on acquiring new customers,” Kim says.

57 retailers in the 2021 Digital Commerce 360 Top 1000 offer a hybrid subscription and traditional ecommerce model or only offer subscriptions.

Hawaii Volcanic also prioritized making its homepage shoppable. The merchant only has a few SKUs, and it didn't want to overwhelm shoppers with content if they were just looking to buy. "We don't have to have them go to a product detail page or a category page," Kim says.

Instead, the main image on the page allows a shopper to click buy now and add the product to her cart.

About one-third of shoppers purchase directly from the homepage, Kim says.

<https://www.digitalcommerce360.com/2021/10/26/do-online-shoppers-care-about-the-about-us-page/>