



 paykickstart

CASE  
STUDY

The  
*Nourishing*  
BRANDS  
Group

## COMPANY BACKGROUND – The Customer

You might say Jeremy Hendon is a “control freak.” He hates SaaS platforms that are slim on customization potential. On the other hand, you might say Hendon is a “smart marketer.” He knows the value of consistent testing ... and for that, you need the ability to change things.

After graduating law school and practicing real estate law for a few years, Hendon traded in the security of the law office for the uncertain world of entrepreneurship. He launched and sold several businesses, developed apps, co-authored books, and tested the waters for speaking and consulting.

Then he built an website dedicated to online sales.

In partnership with his wife, Louise, Hendon created two specially-focused sites: [Nourishing Brands](#) is a diet and nutrition company with branches specializing in keto, paleo, gut health, and autoimmune health.

[CoBionic](#) provides supplements that support the information provided by the Nourishing Brands Group.

Perfect concept, but finding a shopping cart platform that would do what he wanted it to do turned out to be almost impossible.

Here’s his story ...

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*“Cart, conversions, upsells ... PayKickstart made everything better” (Jeremy Hendon).*

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## SITUATION PRIOR TO JOINING PAYKICKSTART - The Challenge

Getting people to buy stuff isn't Hendon's problem. He and his team are master copywriters and conversion rate optimization geeks. A big part of sales, though, is user experience. That's where site design and easy-to-use features take center stage.

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*"We run a ton of transactions through PayKickstart, and we're testing nonstop. So far, we've boosted shopping cart conversions by over 200 percent" (Jeremy Hendon).*

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Hendon knew one-click upsells provided significant conversion boosts over multi-click upsells, but finding a shopping cart solution that would give him the flexibility to custom-design his path to sales, give him creative control of forms, and handle steadily growing orders from multiple companies turned out to be a huge headache.

He tried one platform after another before he found one that would sort of provide the capabilities he was looking for -- but the price was insane. The company took eight percent of sales AND levied a hefty per transaction fee on top of that.

Ridiculous.

Just when it looked like there was no way out, somebody told Hendon about PayKickstart. That's where he (finally) found the options he needed. Not only that, but the price was even better than reasonable. Hendon first thought PayKickstart's claims were too good to be true.

So he put the platform to the test.



# HOW PAYKICKSTART SOLVED THE PROBLEM – Solution

After discovering PayKickstart, the Nourishing Brands team went to work testing it. Not only did their new payment platform do everything they hoped it would do – it offered even more.

But they were most impressed when they hit a snag PayKickstart couldn't handle (integrating with a product shipping service). Hendon gets excited when he describes how PayKickstart's development team listened to his troubles and went right to work coming up with a solution.

Once he was confident PayKickstart could do everything it promised, Hendon was free to turn his attention to marketing.

And business is booming.



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*"I've recommended PayKickstart to a ton of people. Do you want control? Do you want it to be easy? PayKickstart makes everything simpler" (Jeremy Hendon).*

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## HERE'S WHAT HAPPENED - Results

Within 14 months of turning to PayKickstart for shopping cart management, Hendon's revenue increased fifty-fold – and we don't mean \$0 to \$50 either.

Hendon's companies are now generating over

**\$1 million per month  
sales.**

Amazingly, all of that from low-ticket items. In other words, the order volume is massive ... but PayKickstart is handling it without a hiccup.

“Everything is getting better,” says Hendon, “Every critical metric is climbing, and those upsells that were floundering under my old shopping cart system are now converting at

**20 to 25 percent.”**

What's next?

Jeremy plans to take a closer look at the affiliate marketing potential PayKickstart offers. If that part of the equation turns out to be as effective as the shopping cart and path to sales tools he found there – Hendon's competition is in big trouble.

[Nourishing Brands](#) and [CoBionic](#) are carving out their own special place in the diet and nutrition niche. And PayKickstart is committed to helping them grow.

READY TO TEST-DRIVE

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