



PRODUCT MARKETING CASE STUDY

Rebuilding the Agrigenomics digital customer journey

Thermo Fisher Scientific · Agrigenomics microarray portfolio · 35+ webpages

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Product and market context

PRODUCT

Agrigenomics microarray portfolio: SNP genotyping arrays and workflows for plant and animal breeding research.

TARGET CUSTOMERS

Plant breeders, animal geneticists and agricultural research scientists in breeding programs and research labs.

INTENDED USE

Crop improvement, livestock selection and agricultural genomics research, across species-specific applications.

COMPETITIVE LANDSCAPE

Other genotyping array suppliers and sequencing-based genotyping options; buyers weigh species coverage, cost per sample and workflow fit.

The customer problem

35+ pages, no shared journey

Pages built over time, each on its own, with a fragmented structure.

Hard to find the right product

No clear route by species or application to the right array.

Depth before value

Accurate SNP, format and workflow detail swamped buyers early on.

Drop-off before evaluation

Visitors left before reaching evaluation and selection content.

STARTING POINT

88%

bounce rate across the pages

Why it mattered: buyers needed to judge fit for their breeding program fast. Every lost visit was a lost evaluation.

Positioning and messaging

PRIMARY VALUE PROPOSITION

Start from your breeding program's goal and find the array that fits, with full technical depth one click away.

LAUNCH OBJECTIVES

- Make product discovery fast and intuitive
- Guide buyers from awareness to evaluation to selection
- Grow top-of-funnel visibility and engagement

HOW WE DIFFERENTIATED

- Application first: the breeding problem before the specs
- One guided path in place of 35+ standalone pages
- Technical depth kept intact for expert evaluators

Launch strategy and execution

1

Map the customer journey

Found where breeders, geneticists and scientists entered, dropped off and made decisions.

2

Restructure the 35+ pages

Rebuilt the hierarchy for discovery, evaluation and selection, leading with application value.

3

Drive traffic with social

Matched page content to a targeted social campaign that sent relevant traffic to the new pages.

WHAT I OWNED

- Led the customer journey analysis
- Designed the new information hierarchy and messaging
- Aligned page content with the social campaign

WHAT THE BROADER TEAM DELIVERED

- Built and published the restructured pages
- Ran the social media campaign
- Reviewed content for technical accuracy

Collaboration and challenges

CROSS-FUNCTIONAL PARTNERS

Partner	How we worked together
Product managers and scientific experts	Validated technical content and species applications
Web and digital team	Implemented the new structure and navigation
Social media team	Ran the campaign that drove traffic to the pages

The challenge

Content had to stay technically complete for expert evaluators, yet first-time buyers needed to see the value in seconds.

My decision

Lead each page with application-level value and move SNP, array format and workflow detail one layer deeper, rather than cutting it.

The outcome

One path served both audiences, and no technical content was lost.

Results and lessons learned

+50%

web traffic in the first month of the campaign

Goal: top-of-funnel visibility

88% → 50%

bounce rate across the Agrigenomics pages

Goal: easier product discovery

5.4 min

average time spent per page

Goal: deeper engagement

WHAT I LEARNED

Map the journey first. Entry and drop-off data showed where to restructure, not just what to rewrite.

Lead with value, then depth. Technical buyers still want detail, once they see why it matters.

Pair content with traffic. Optimized pages and the campaign worked together, so measure them together.



Thank You!

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