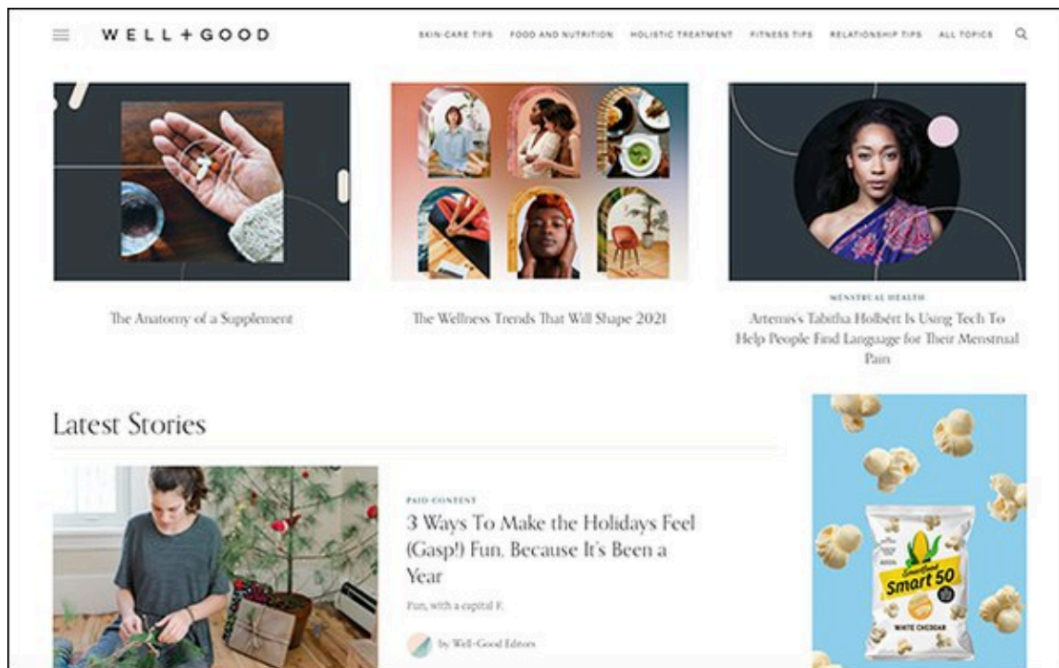


'Well+Good' Launches Curated Wellness Product Shop

by Sara Guaglione , December 17, 2020



Well+Good has launched an ecommerce shop to provide curated wellness products to its audience.

The Well+Good Shop will allow users to make purchases from multiple merchants in one checkout experience on the site, which houses shoppable editorial content, as well as a dedicated marketplace.

All products are vetted by *Well+Good* editors.

The Well+Good Shop will be integrated into content on the site, as well as in video and social. "It will be a 360-degree commerce experience for our consumers," said *Well+Good* general manager Kate Spies.

The shop is an opportunity for *Well+Good* to continue to diversify its revenue channels and own the consumer relationship from discovery to purchase. It also complements the company's affiliate content, which has ramped up in the last 18-12 months, according to Spies.

Affiliate revenue at *Well+Good* is up 39% year-over-year in Q3 2020.

While important to the company, the affiliate business means “we are reliant on other merchants, and at the whim of their commission structure,” Spies told *Publishers Daily*.

The *Well+Good* team began thinking this year: “How can we make this a better experience for our audience, and how can we add a better layer of curation to the products we are recommending to our audience?”

The products range in prices, from a \$4 tongue scraper to a \$96 stone diffuser.

“We are intentional on ensuring we are covering a real range of different price points,” Spies said. There was a white space in the wellness industry for a storefront that includes products that are “mid-range, accessible, well-curated and vetted.”

The shop will continue to add new features and products. A floating cart that follows users around the *Well+Good* site, for example, will roll out in the next few weeks.

All the verticals *Well+Good* covers will be represented in the shop, such as beauty products, loungewear and athleisure, home products like candles and fitness tech.

As for the business model, commission rates offered by tech company Bonsai, which powers the shop, are “competitive... compared to some other affiliate partners,” Spies said.

The *Well+Good* Shop “will result in better net revenues because the commission rate is more preferable,” she said.

There will also be a concerted effort to include products made sustainably and by BIPOC-owned brands, Spies said. The shop will feature brands with size inclusivity and beauty brands with 40+ available shades.

“We don’t want people to discover the shop and feel like there isn’t something for them,” Spies said.

To view the full story visit: <https://www.mediapost.com/publications/article/358749/wellgood-launches-curated-wellness-product-shop.html>