

Case  
Study

# The Display Innovation Award

Service  
Performance

Key Areas  
Paid Search  
Display  
Google Shopping  
Remarketing

## The Client

Petbarn is an omnichannel retailer that specialises in all things pets. They are passionate about making shopping for your fur babies easy and deliver a personalised service both online and in-store.

## The Objective

Create a strategy to engage users at every point of their journey and increase Petbarns market share and online sales in a highly saturated market. Ensure we are driving new business and continue to nurture existing customers in order to maximise lifetime value.

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Direct Traffic  
Increased By Over

50%

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Conversion Rate  
Increased By Over

30%

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Average CPC  
Decreased Circa

20%

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Additional Store  
Visits Generated

36,000

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# Our Approach

## The Challenges



Pet products are becoming increasingly in demand as millennials choose to bring a fur baby into their lives, resulting in a market full of digital-native consumers.

This in turn has led to a number of pure play online retailers who price at significant discounts as they build volumes.

## The Strategy



**Audiences** - We created remarketing lists focusing on site visitors who have not converted and past customers with specific purchase activity. Using the new segmented remarketing lists, we continued to push sales messaging to existing customers and leads to encourage repeat purchase. We created similar audiences based on visitors and previous purchasers to expand reach and target in-market customers shopping with competitors.

**Personalisation** - Utilising Petbarn's DMP data to create hyper-granular online and offline audiences, we pushed personalised offers to specific customer segments – eg dog owners, cat owners etc. Additionally, we pushed company-wide objectives and USPs – eg 60 minute click and collect. Targeting users at different stages of the funnel with a combination of search and display, we created separate campaigns targeting new visitors, first time purchasers and repeat purchasers. We then introduced personalised landing pages for each different audience to help improve conversion rates.

**Optimisation** - We analysed the performance of each promotion based on the day and time of an offer along with the specific offer itself to help understand the best performing offer.