

INDUSTRY: Pet Supplies

GOAL: Increase Online Sales and Foot Traffic/Curbside Delivery to Retail Locations

# Pet Supplies Company Increases ECOMMERCE SALES AND RETAIL FOOT TRAFFIC/CURBSIDE DELIVERY WITH STRATEGUS

**\$93,370**  
 ECOMMERCE  
 SALES



**404**  
 CONFIRMED  
 STORE VISITS



**\$115,590**  
 TOTAL  
 REVENUE  
 GENERATED



## OVERVIEW:

A nationwide pet supply industry franchisor and operator wanted to gauge the effectiveness of a Connected TV (CTV) campaign to drive ecommerce sales and track curbside/foot traffic to 14 retail locations. Strategus recommended a 2.5-month campaign to prove that CTV could convert customers and drive sales.

## THE CHALLENGE:

During the COVID-19 pandemic many customers were unable to shop at the brick and mortar locations causing the website and online store to become incredibly important for business. To meet this demand, the franchise launched curbside delivery as a service and needed to drive awareness for this new offering and boost online sales. They had tried traditional TV advertising in the past, but were unable to track clear ROI from the investment.

## THE SOLUTION:

Strategus recommended the company build upper funnel awareness via CTV ads, followed by a retargeting strategy to serve display ads with links to the ecommerce site to customers who viewed the CTV ads. A layered targeting strategy was implemented to reach pet owners who were in-market to buy pet supplies. This included: Look-A-Like Targeting – targeting users who were modeled to visitors to the client website, ACR Data Targeting – targeting users who have been exposed to the competitors commercial, and Location based Conquesting/Retargeting. The strategy was complimented by verifiable tracking methods on the company's website to measure effectiveness. A foot traffic study was also conducted through GPS device matching to identify and report on customers that entered into stand-alone retail locations or used curbside delivery after being exposed to the company's ads.



## THE SUCCESS:

The campaign exceeded expectations, driving over 3,810 website visits and generating \$93,370 in ecommerce sales. In addition, the franchise was able to attribute 404 customer visits to the brick and mortar store location or curbside delivery at an average order value of \$55 which generated another \$22,220 in sales. Overall the campaign generated \$115,590 in sales over a 45 day time frame which was a **490% RETURN ON INVESTMENT.**

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 of \$55 = \$22,220

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 TOTAL REVENUE GENERATED

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