


Petz Park Achieves **500% Increase** in Email Revenue and **2020% ROI** Through Targeted Email Marketing



About

Petz Park is an Australian eCommerce brand offering high-quality pet supplements for dogs and cats. All their products are made under veterinary supervision and with the highest quality ingredients.

The Problem

Petz Park's internal team faced overwhelming workloads, resulting in a lack of creative direction and sporadic, poorly optimized email campaigns. This almost non-existent email marketing hindered their ability to effectively engage with their loyal customer base.

The Strategy

Targeted Campaigns and Flows

Developed targeted email campaigns and flows specifically for dog and cat owners to ensure relevant messaging.

Advanced Customer Journey Flows

Utilized 15+ advanced email flows to guide customers through their journey and encourage repeat purchases.

Segmented Lead Capture

Implemented segmented popups to capture leads and increase engagement by targeting specific customer subsets.

High-Frequency Email Campaigns

Sent multiple email campaigns weekly to maintain high engagement levels and keep customers informed.

Loyalty Program Introduction

Introduced a subscription program to enhance Customer Lifetime Value (LTV) and drive recurring revenue.

The Results

↑ **116%**
Increase
in Subscription Rates

↑ **84%**
Increase
in Click Rates

↑ **500%**
Increase
in Email Revenue

↑ **2,020%**
ROI
Monthly Average

