

A Part of the Family

How pet n'GO
increased
repeat buyers
nearly 50%
through
lifecycle
marketing



WINDSOR CIRCLE

About pet n'GO



pet n'GO is a Mexican-based online retailer specializing in pet food and goods. Pet owners are a passionate and dedicated group, so capturing their loyalty is essential for pet n'GO to succeed. The average pet n'GO customer considers their furry friend a part of the family, so pet n'GO uses their email marketing campaigns to highlight the quality of goods and service they provide, showing that they offer only the best to their audience.

Because this audience is a niche group, retaining customers is of high importance to pet n'GO.

With Windsor Circle, their ultimate goal is to increase the retention and frequency of their customers. pet n'GO's CEO Alex Gonzalez explains, "Our business model relies on customer retention. Since we are willing to pay a high CPA, we need to ensure that our retention is at its best to make a profit on that consumer in the medium and long run."

Additionally, eCommerce in Mexico is in its foundational state. This offers a great opportunity for retailers to stand out in this underserved market by targeting a niche group and continuously nurturing the relationship between customers and the brand.

“ In Mexico, eCommerce is in its seed state. Right now eCommerce revenue in our country is just a modest 0.7% of the GDP. Consumers are still afraid to buy online, but having an all-around emailing marketing strategy definitely helps us build that trust by keeping our brand top of mind by all means and channels used in our marketing. ”

-Alex Gonzalez, CEO, pet n'GO

WINDSOR CIRCLE'S 9 PILLARS of RETENTION AUTOMATION

1. Know Your Customers
2. Get Connected: Permission to Retain
3. Thank Your Customers
4. Amaze Your Best Customers
5. Help Your Customers Enjoy More
6. Save Your Churning Customers
7. Create Evangelists
8. Listen to Your Customers
9. Acquire Retainable Customers

www.windsorcircle.com/9pillars

Since they began using a lifecycle marketing approach, pet n'GO has **increased repeat buyers 47%**.

This case study explores pet n'GO's lifecycle marketing strategy, specifically how their post-purchase, cart recovery, win-back and best customer campaigns have maximized their customer engagement and retention.





Post-Purchase Series

Building brand loyalty and retaining customers begins with the initial interaction. Retailers should understand that the key time to strengthen customer relationships is immediately after their first purchase, while the brand is at the forefront of their mind. To cultivate this relationship, it is important to reach out to customers regularly with messages that have a personalized and engaging tone.

pet n'GO segments their first purchase emails by product category, with separate series for customers who purchased items for dogs or cats. This segmentation makes sense because the types of products for dogs and cats vary greatly, so if a dog owner receives product recommendations for cat items, that information is completely irrelevant to them. Alex Gonzalez explains, "Cross selling is so important and being able to build custom segmentation so we can reach consumers about other product categories is a must."

This segmentation bodes well for pet n'GO and has led to high open and click rates for the segmented first purchase series. The cat series, consisting of three emails, has a 53% open rate and a 4% click rate, and the dog series, also containing three emails, has a 46% open rate and a 4% click rate.



Subject: ¡Gracias por tu compra!
Segment: WC_Purchase_Category
contains perros
Open rate: 65%
Click rate: 5%



Subject: ¡Gracias por tu compra!
Segment: WC_Purchase_Category
contains gatos
Open rate: 70%
Click rate: 5%



Cart Recovery

The average online retailer experiences 65% shopping cart abandonment, resulting in nearly \$4 trillion worth of merchandise lost each year. Of this 65 percent, only 2% of the abandoned carts are recovered.

Because of this, abandoned cart recovery is a critical email marketing campaign for every retailer. These messages can lead to more shopping cart conversions.

According to Alex Gonzalez, "We were already doing cart recovery emails prior to Windsor Circle but we saw improvement due to the fact that we implemented an all-around retention strategy rather than just having an abandoned cart recovery email."

Their first cart recovery message is their most profitable automated email, responsible for nearly 50% of their revenue from data-driven marketing. This email does not include an incentive, but rather simply asks if the customer needs help completing their order. Their cart recovery series as a whole has great engagement rates with an average 32% open rate and 6% click rate.

Gonzalez adds, "Our cart recovery in the end can be that extra effort that to our consumers means: 'I'm still here with you and can help you complete your purchase,' thus increasing the value with customer service, which is very unattended in Mexico." Highlighting their customer support further helps foster the relationship and build trust with the customer.

Email 1



Email 2



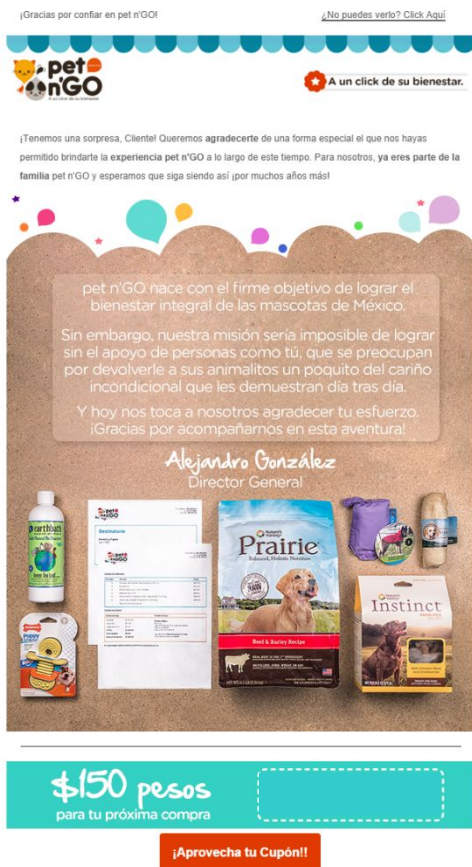
Email 3





Best Customer & Win-Back Series

Personalization is also key for pet n'GO to help them connect with customers. They treat each customer like they're special, but for their best customers they go the extra mile. In this message, the second in their best customer series, they tell the customer that they are a valued member of the pet n'GO family.



This email is sent once the customer has made six purchases. It contains a special message from the CEO highlighting the business's mission and their commitment to serving the pet owner population of Mexico. Best customers are also offered an incentive in the form of a discount to motivate their next purchase.

Subject: ¡Whoa! ¡Ya eres parte de la familia!

Open rate: 66%

Click rate: 12%

Their win-back series also begins with an email from the CEO reminding the customer about the brand and helping them get to know the company better. The email mentions the quality of their products and services, like their customer support line, loyalty program, and product education materials.

They have two win-back series based on purchase frequency: one for one- and two-time purchasers and another for three-time or more buyers. The messages are triggered at different times. The first 1-2x email is sent 120 after the last purchase, and the 3+ email is sent 40 days after the user's predicted order date.

Subject: ¿Que hay detrás de pet n'GO?

Open rate: 31%

Click rate: 4%

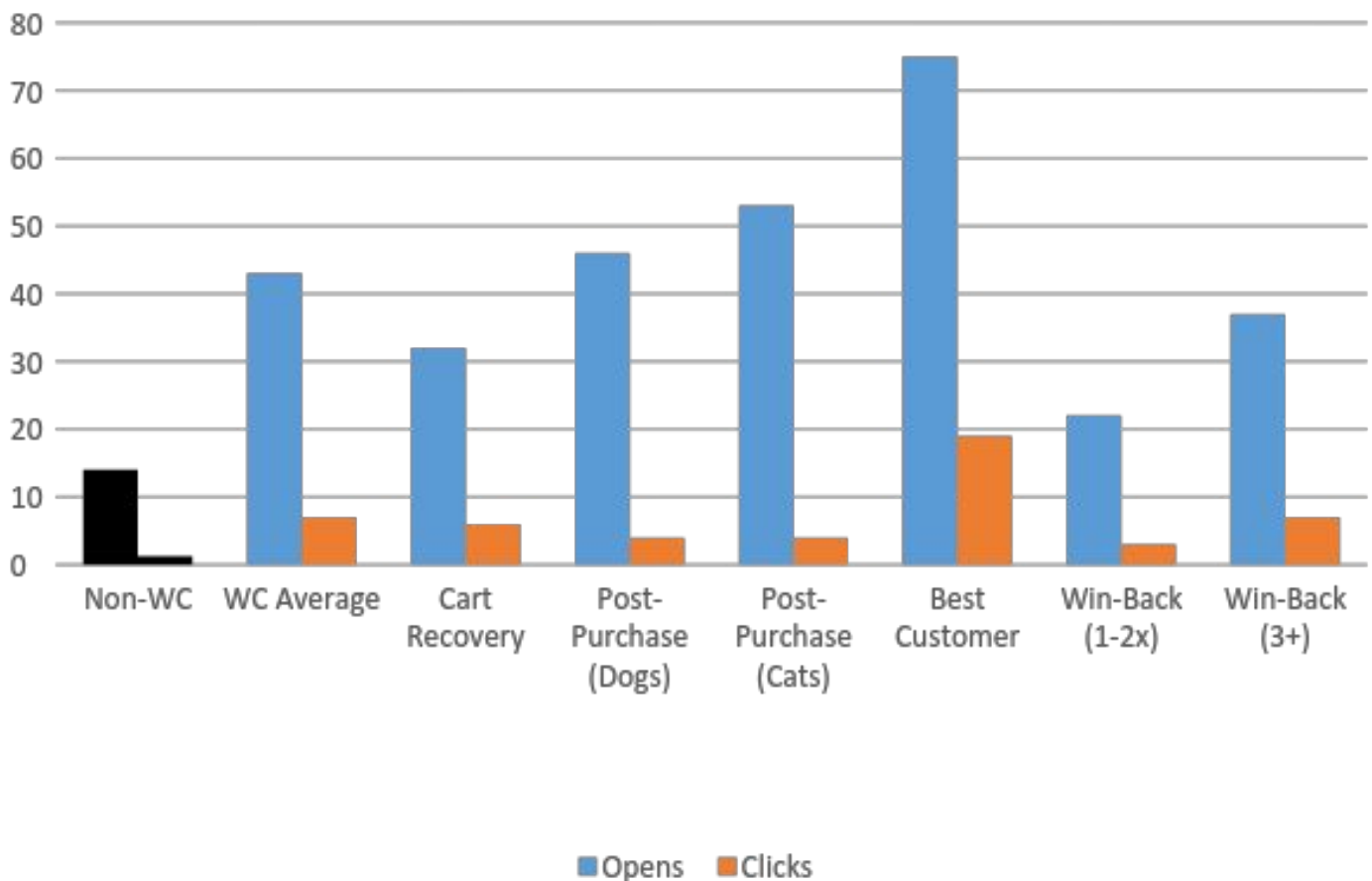


Data Drives Results

With automated lifecycle marketing campaigns, pet n'GO has seen an **average 43% open rate and 7% click rate**. This is a **206% increase in opens and a 407% rise in clicks** in comparison to their regular promotional emails during the same timeframe.

43% Open Rate

7% Click Rate





Keep your customers coming back for **more.**

If you're not engaging consumers at every stage of their lifecycle in a relevant, personalized way, then you're losing valuable revenue from customers you already have! That's where we can help.

Windsor Circle grows your overall customer value through predictive lifecycle and retention marketing. Simply put, we help you know, grow, and keep your customers.

Our integration connects your eCommerce platform to your ESP, within 5 business days, to help you:



- Maximize customer value, retention and loyalty with automated email campaigns
- Automate product replenishment programs based on individual consumption patterns
- Combat browse abandonment with behavioral marketing campaigns
- Regain lost revenue by capturing cart abandoners
- Build advanced customer segments
- Analyze customer, product and order data
- Generate revenue within 30 days

Windsor Circle is a team of data scientists and digital marketers with deep eCommerce expertise, hundreds of global clients, and scores of public success stories.

To try Windsor Circle for free for 60 days, visit WindsorCircle.com/60DayTrial.

*Average results 12 months after start date.

