



SUCCESS STORY

PETS AT HOME MARK THEIR TERRITORY ON GOOGLE SHOPPING

AT A GLANCE

WHAT THEY WANTED, WHAT THEY GOT

After engaging with Pets at Home's (PaH) Digital Marketing Team, we identified a significant opportunity for growing the Google Shopping channel, as priority was shifting from Text Ads to Product Listing Ads.

PaH were looking for a solution to:

- Identify and fix mistakes in their product data
- Constantly enhance their product data
- Quickly test their content optimisation ideas
- Optimise their impressions, traffic, and grow revenues

75%

increase in
impressions

33%

increase in clicks

SUMMARY

SECTOR

Pets Supplies Retailer (Est 1991)

MARKET

UK (Largest Multichannel Retailer)

PRODUCT CATEGORIES

Pet food, toys, bedding, medication & accessories

CHALLENGE

Limited visibility/market share on Google Shopping

GOALS

Adopt a self serve data feed platform that allows them to get products in front of right customers at right time. Attracting new and existing pet owners

MODULES

Product Data Management, Content Experimentation & Data Connector

We were drawn to Intelligent Reach as they offered a platform with guidance, expertise, and capability that enabled us to efficiently optimise our data, as well as quickly run experiments to test our ideas.

– Sian Wells, PPC Executive

THE CHALLENGES

PRODUCT DATA HELD THEM BACK



LIMITED VISIBILITY FOR THEIR PRODUCT LISTING ADS ON GOOGLE SHOPPING

Pets at Home had tough online competition. Some products were completely invisible whilst others had limited visibility. Believing in being at the forefront of their customer's mind and product searches, they had a two-part strategy:

1. Enhance their online presence and market share in offsite channels such as Google Shopping.
2. Invest in their online experience and acquiring new customers. With their responsible brand ethos, quality product range, and VIP loyalty scheme, once won they were confident they would be able to retain them.

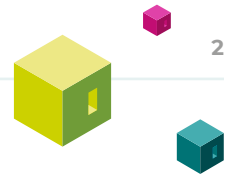


LIMITED CONTROL AND VISIBILITY OVER THEIR PRODUCT DATA

Pets at Home knew they needed an enriched product data feed to grow their presence in pet product search queries across competitive online channels. They were looking to take ownership for optimising their product data by partnering with a different specialist feed provider.

Because of the size and complexity of their product range, they needed an easy-to-use, intuitive platform that made product data changes much quicker to implement than before.

That's where we came in.



HOW WE HELPED

THE INTELLIGENT EFFECT

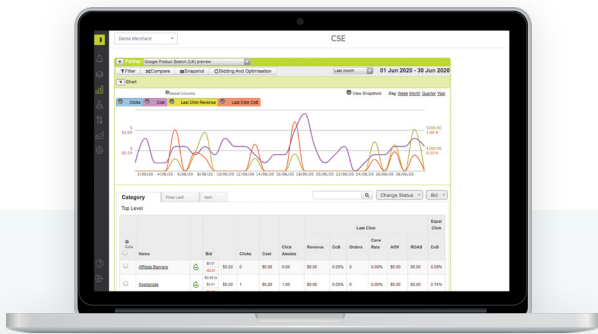
INCREASED PRODUCT VISIBILITY BY FIXING AND ENRICHING THEIR PRODUCT DATA FEED
 After integrating into their offsite channels, Pets at Home soon started seeing an uplift in their Product Listing Ads.

“The account team quickly addressed our initial data gaps, and regularly jumped on daily calls with us to help with their expertise. We now own the queries for our bigger, more competitive brands as well as appearing regularly within generic search queries.”

GAVE THEIR DIGITAL TEAM COMPLETE CONTROL TO DO MORE

Pets at Home wanted to have the control to quickly optimise their product data across their channels but felt they needed more experience and knowledge in utilising our platform.

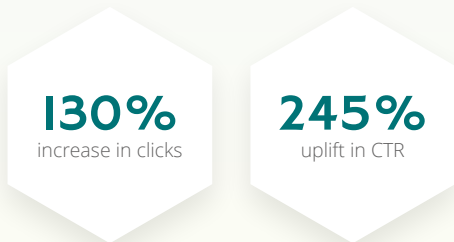
The Digital Marketing team undertook our structured training programme, which **gave them the confidence to manage, self-serve, and optimise product data themselves.**



EXPERIMENT RESULTS

Pets at Home began experimenting with additional terms in key attributes to boost visibility across key categories and animal types.

E.g. Bedding Experiment: Adding relevant & competitor terms to Product Type delivered:



TOOK THE WEIGHT OFF THEIR INTERNAL DEVELOPMENT TEAMS

Using our intuitive platform, PaH took the pressure off their internal teams. No longer having to wait to make amendments to their feeds, they're now empowered to make changes themselves.

“We’ve seen a big impact within our internal development teams. By making changes to our feed directly through the Intelligent Reach Platform, we’ve alleviated some of their pressure and workload. It’s freed up their time to make onsite optimisations and continue to improve our customer experience.”

DELIVERED COMPETITIVE ADVANTAGE THROUGH TESTING

Pleased with the first stage of data improvement going so well, Pets at Home expressed their interest in going further and focused on A/B and Multi-Variant Testing, using our Content Experimentation module.

With guidance from their Customer Success Manager they were able to test their ideas, and:

- Use advanced product labelling
- Restructure product types to reflect campaigns
- Optimise titles for added visibility
- Utilised the IR campaign exporter to streamline the process

THE OUTCOME

PETS AT HOME ARE MOVING ONWARDS AND UPWARDS

OUTPERFORMING THE MARKET WITH TESTING

Pets at Home are now equipped with the right tools to outperform competitors. They are fast becoming experts in optimising their own product data. PaH continue to roll out a consistent programme of experiments, to enhance their data insights and further expand their market share on targeted online channels.

CONNECTING WITH THEIR PRODUCT DATA

With a drive to experiment more, they are currently utilising our Data Connector to bring in product level performance metrics from Google Ads, allowing them to segment products in ever more sophisticated ways to drive revenues for every product they sell.

EXPLORE OUR AWARD-WINNING PLATFORM, LOVED BY OUR CUSTOMERS...



UNLEASH YOUR POTENTIAL!