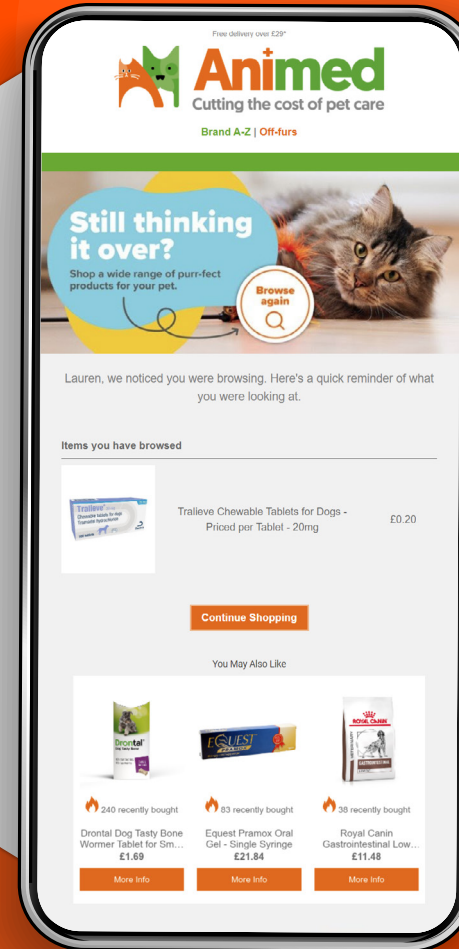


THE LOOKBOOK SERIES

PETS

As pet ownership continues to rise and more consumers shift from bricks to clicks, the best eCommerce pet businesses convert shoppers and encourage loyalty through tailored campaigns based on past purchase and browse data.

Read on to learn how three pet businesses create seamless, tailored experiences that result in more revenue and happy customers.



PETS

Dynamic content

Feature: Dynamic hero image

Animed Direct gave their Christmas launch email a boost with a dynamic banner that pulled in the name of the customer's pet.

Impact: There are many ways to include **dynamic content** in your email marketing, but one of the most effective ways to catch your customers' attention as soon as they open your email is with a dynamic hero banner.

By transforming their hero banner into a piece of dynamic content with name personalization, Animed Direct shows each customer the image that's most likely to spark their interest and encourage them to click through to the website.

Animed
Cutting the cost of pet care
Start Shopping | Off-furs

Aden's Christmas List

1. A new toy to play with and destroy
2. Something yummy
3. A cosy new bed

Popular Christmas Gifts


 0 recently bought Danish Design Slumber Bed Woodland Stag £28.80 SHOP NOW	 6 recently bought Kong Wubba Friend £4.60 SHOP NOW	 15 browsing now Happy Pet Festive Fizz Dog Toy £6.64 SHOP NOW
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Social proof

Feature: Popularity messaging

Animed Direct uses purchasing data in their email marketing to display how many people recently purchased specific items.

Impact: Displaying **popularity messaging** signals to the shopper that this is a high demand, trustworthy product worth purchasing, which speeds up the purchasing process and reduces click to purchase rate. In fact, adding popularity messaging to marketing emails is proven to **increase sales by up to 13%**.




 240 recently bought

**Drontal Dog Tasty Bone
Wormer Tablet for Sm...**
£1.69

[More Info](#)

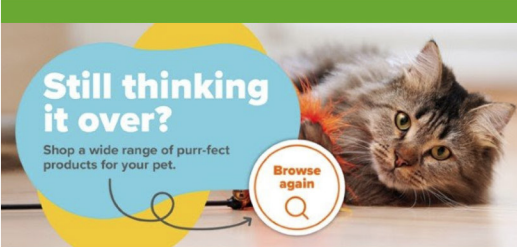


Free delivery over £29*




Cutting the cost of pet care

Brand A-Z | Off-furs









Lauren, we noticed you were browsing. Here's a quick reminder of what you were looking at.

Items you have browsed

	Tralieve Chewable Tablets for Dogs - Priced per Tablet - 20mg	£0.20
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[Continue Shopping](#)

You May Also Like

 <p> 240 recently bought</p> <p>Drontal Dog Tasty Bone Wormer Tablet for Sm... £1.69</p> <p>More Info</p>	 <p> 83 recently bought</p> <p>Equest Pramox Oral Gel - Single Syringe £21.84</p> <p>More Info</p>	 <p> 38 recently bought</p> <p>Royal Canin Gastrointestinal Low... £11.48</p> <p>More Info</p>
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Social proof


Feature: Star ratings and reviews

Pet Drugs Online highlights [star ratings and reviews](#) on their product pages.

Impact: Pet products are often a considered purchase, since shoppers want to ensure the items are right for their furry loved ones. So when shopping online for pet products as opposed to in-store where customers can see products in person, [social proof](#) cues are all the most crucial. Displaying reviews and ratings helps ease purchase anxiety and build trust.



Home > Shop by Pet > Cat > Cat Food > Cat Treats > Thrive Cat Treats



100% Chicken Treats

thrive Pure & Irresistible 0% Nonsense*

Thrive Cat Treats

★★★★☆ 19 REVIEWS

YOU SAVE 30%

Thrive Cat Treats are natural cat snacks made from 100% fresh meat, freeze-dried to lock in the taste.

#SKU: 3834

£2.95

YOU SAVE **£1.31** STANDARD-RETAIL-PRICE-£4.26

Fast delivery [See Options](#)

SIZE*



Choose an Option...

Availability: **IN STOCK**

QUANTITY :

ADD TO BASKET

Add to My Favourites



★★★★☆ 19 REVIEWS



Product recommendations






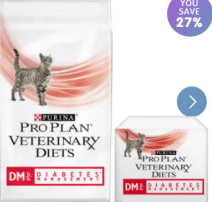
Feature: "You may also like"

Pet Drugs Online displays a range of **personalized product recommendations** on their product pages related to the item the shopper is currently browsing.





Impact: When shopping in-store, the experience is usually made easier by helpful sales clerks on hand to help navigate different products. Much in the same way, this type of product recommendation lets Pet Drugs Online showcase a wider range of products to help shoppers choose the right option for their pet.

Personalized product recommendations are proven to **increase sales by up to 11%**, making this a tactic worth implementing.

You May Also Like

 <p>Hill's C/D Urinary Stress Prescription Diet Cat Food</p> <p>★★★★★ 75 REVIEWS</p> <p>£13.12</p>	 <p>Thrive Cat Treats</p> <p>★★★★★ 12 REVIEWS</p> <p>£4.26</p>	 <p>Arden Grange Tasty Liver Dog & Cat Treat</p> <p>★★★★☆ 48 REVIEWS</p> <p>£2.74</p>	 <p>Purina Pro Plan Veterinary Diets DM Diabetes Management Cat Food</p> <p>★★★★★ 21 REVIEWS</p> <p>£13.85</p>
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You May Also Like

 <p>Xeno 450</p> <p>★★★★★ 44 REVIEWS</p> <p>£41.93</p>	 <p>Oxbow Critical Care For Herbivores</p> <p>★★★★★ 2 REVIEWS</p> <p>£17.81</p>	 <p>Science Selective Rabbit</p> <p>★★★★★ 1 REVIEWS</p> <p>£4.84</p>	 <p>Burns Willow Chew Stick</p> <p>★★★★★ 1 REVIEWS</p> <p>£5.32</p>
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PETS

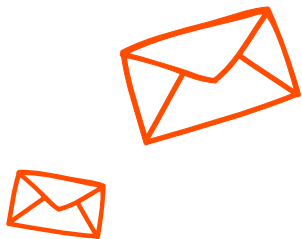
Triggered emails

Feature: Cart and browse abandonment emails


Viovet triggers **cart and browse abandonment emails** that include expert information and advice relating to the specific pages the shopper has viewed to entice them back to the site.

Impact: When shopping for pet products online, a plethora of options combined with the inability to see products in the flesh means abandoned carts and browse sessions are inevitable. Timely abandonment emails with expert information to educate shoppers enable Viovet to react to high-intent behavior and boost revenue.

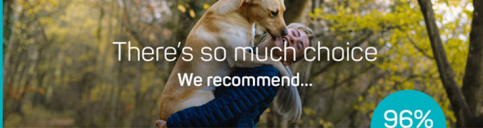
Viovet achieves a **48% open rate** for their specialist cart and browse abandonment emails.



vioVet.co.uk



Looking for wormers?
It is recommended that you worm your dog every 3 months



There's so much choice
We recommend...

96%
CUSTOMERS RECOMMEND

TermaWorm
Reliable treatment for all common tapeworm & roundworm

SAVE 20% OVER LEADING BRANDS

Hi Tom!

Looking for dog wormer? Here's a little extra info to help!

Browse our range of worming products →

Why should I worm my cat/dog regularly?

The chances are, every dog and every cat will get worms at some point in their life. Often, infections are manageable but even healthy looking animals may have the beginnings of something more sinister inside them.

If I don't worm them, what might happen?

In extreme cases and depending on the type of worm, there may be awful consequences such as intestinal blockages, blockage of blood flow in the heart, inflammation of arteries, anaemia, and even death if left untreated...

By Hannah Dyball in Pet Care

vioVet


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Click here to read more →

Related Blogs:



[First Aid for Dogs](#) [Dandruff in dogs - how to treat a scurly coat](#) [Urinary health in dogs](#)


Your Personal Picks!

 <p>YuMOVE Joint Supplement L...</p> <p>58 recently bought</p> <p>★★★★★ (2010)</p> <p>£11.49</p> <p>SHOP NOW</p>	 <p>TermaWorm™ Tablets for Ca...</p> <p>340 recently bought</p> <p>★★★★★ (164)</p> <p>£1.43</p> <p>SHOP NOW</p>	 <p>Advantage 4x Fleas</p> <p>25-40kg</p> <p>72 recently bought</p> <p>★★★★★ (1312)</p> <p>£10.85</p> <p>SHOP NOW</p>
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Excellent ★★★★★ based on 49,629 reviews ★ Trustpilot

f i y

VioVet on Instagram



Not interested in receiving e-mails like this? [Click here](#)

PETS

Triggered emails

Feature: Replenishment emails

Viovet sends replenishment emails to customers of particular products, reminding them that the time to reorder is approaching.

Impact: For frequently purchased consumer goods such as pet food and medicine, you can give customers a timely reminder to repeat the purchase they recently made. This kind of email should not be sent immediately, but when the customer might soon run out of the product. These helpful reminders foster customer loyalty and increase the likelihood of repeat purchases.



Viovet.co.uk

Viovet

It's nearly time to reorder!

ORDER NOW

Lintbells YUMOVE Dog

Did you know we have our own Joint Support supplement formulated with familiar ingredients so you can look after them and your bank account!

Joint Force™
Viovet

Quality Joint Support
Trusted ingredients - no compromise

SAVE UP TO £10 PER POT

300 tablets £32.99

300 tablets £42.99

Lintbells YUMOVE Dog

TAKE A LOOK

