

# ZippyPaws

Driving Leads Increasing Sales



## SUCCESS STORY

The pet accessory brand ran a comprehensive marketing campaign over Holiday 2022 with target audience insights, Google Performance Max Ads using strategic promotion targeting, resulting in a 77% increase in sales YOY and a 7X return on ad spend

68%

Increase in cart sales

7X

Return on Ad Spend

77%

Increase online sessions



## THEIR STORY

*designed by dog people, for dog people*

From a dog friendly office to birthday parties for our pups, we don't just love dogs. We think of them as our family. It's how we are able to put such care and devotion into the creation of our toys. They're designed not only with lifestyle in mind, but to be the highest quality and safest on the market. ZippyPaws' own dogs are our first line of quality assurance. If it's not good enough for our own, it's not good enough for yours.



## THEIR GOAL

### Boost Online Holiday Sales

ZippyPaws wanted to increase online sales using a "full-funnel" approach that strategically aligned targeting, customized creative and ad types to reach new and existing customers with the right message and products at the right time.



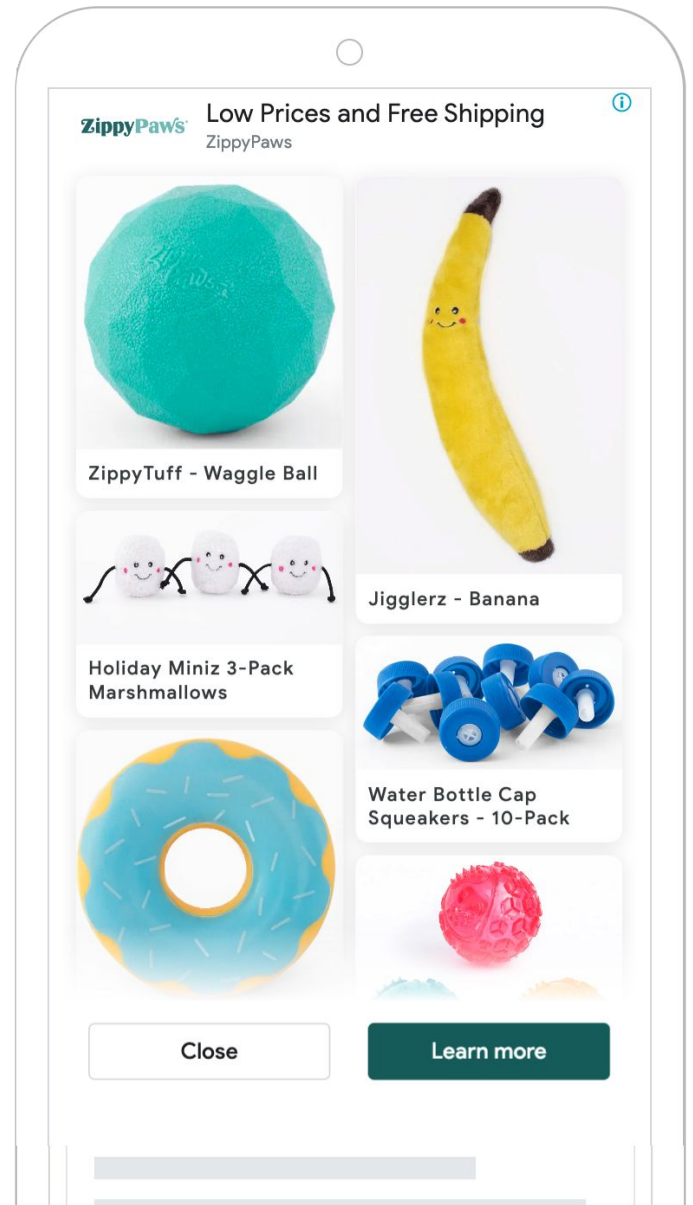
## THEIR SOLUTION

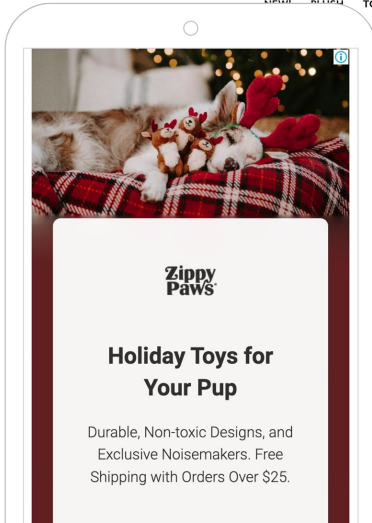
### Target Messaging

ZippyPaws teamed up with Ricky Coburn and Thatch Creative to create a data driven marketing strategy that would increase overall purchases and customer lifetime value.

The goal was to attract potential customers who were not only going to make a purchase, but were most likely to make repeat purchases for their pets.

The team used their first party data and machine learning to create Google ads campaigns targeting audience behavior and buying habits.

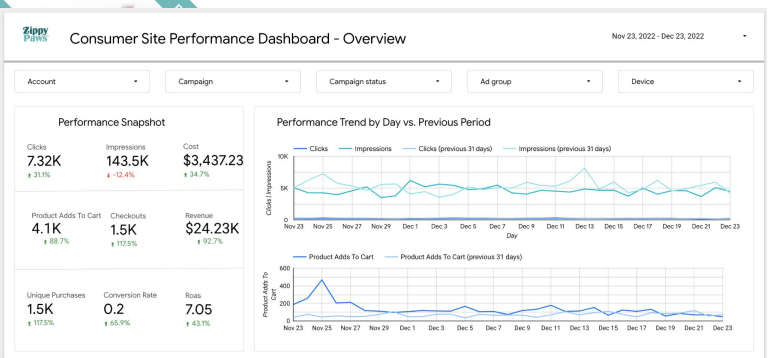
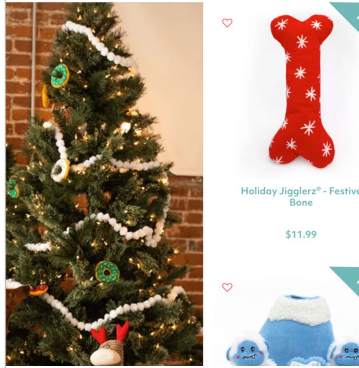




**HOLIDAY**

Hanukkah Christmas Back to School Fall & Thanksgiving Birthday St. Patrick's Day Americana Wedding

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THEIR SOLUTION

**Data Driven Strategy**

Interpreting first party data the team created targeted messaging from ad to landing page during the holidays to create an emotional experience across the buyer's journey.



Target Audiences



Recover Carts



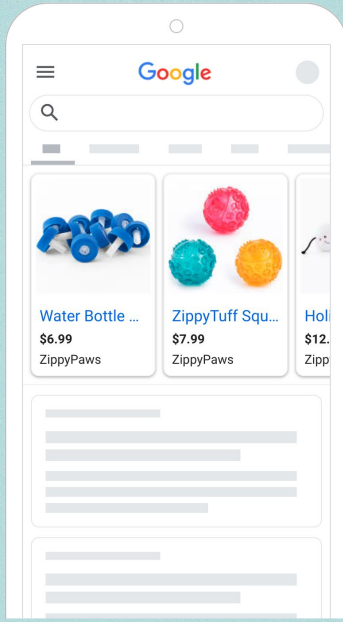
Smart Upsell



Performance Max



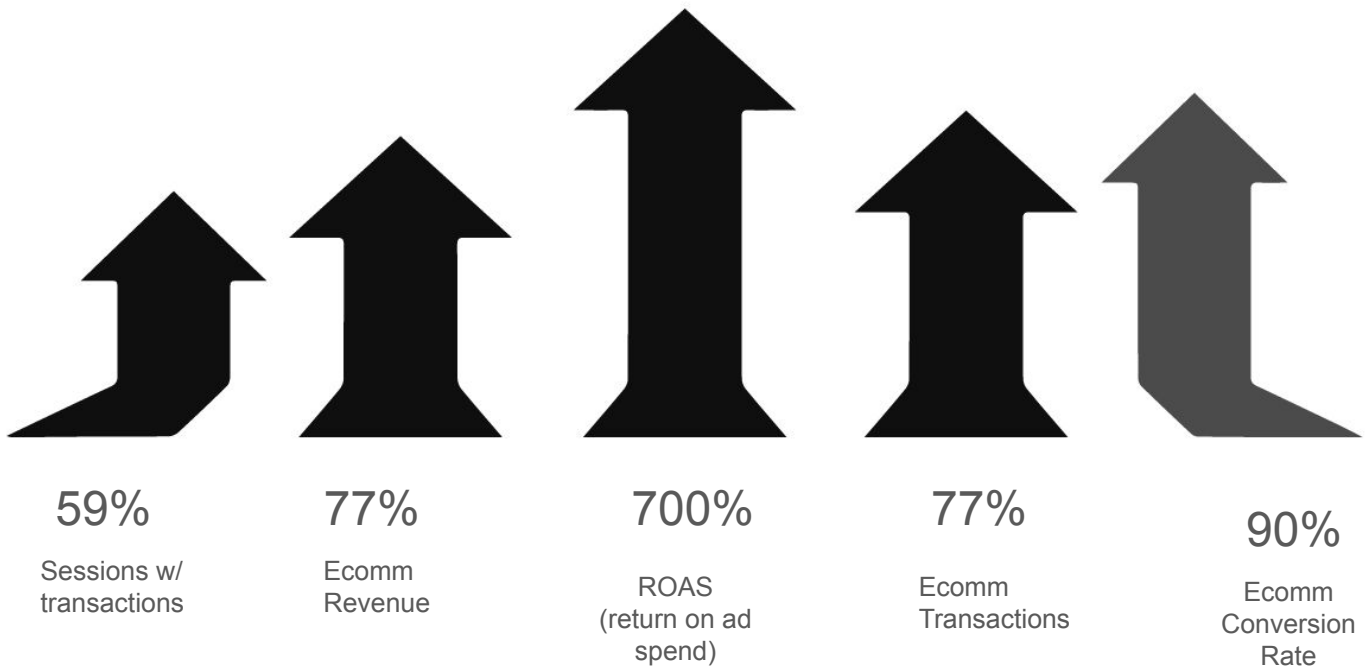
Search Ads



## THEIR SUCCESS

### A shortcut to sales

ZippyPaws measured the results of their November 23 - December 23, 2022 Holiday Campaign by using a combination of Google Ads Data and Google Analytics Data to get an accurate interpretation of their data.





We quickly concluded that targeting segmented audiences with ads was the most effective way to generate qualified leads. With first party data and campaign analytics we built an automated dashboard that was key in analyzing ZippyPaws ad performance at a granular level. At our comprehensive bi-weekly optimization sessions, we looked at results and were able to find the perfect strategies to increase marketing efficiencies.

**Ricky Coburn / Project Managing Director**

## TOOLS IN THE SHED



**Google Ads**



**Custom Audiences**



**Custom Pixel**



**Lookalike Audiences**



**Carousel**



**Photo Ads**



**Video Ads**



**Lead Ads**