



# Petflow turns to WITHIN for help to increase Customer Lifetime Value by 400%

## + CHALLENGE

PetFlow is an online pet food store and delivery service in the extremely competitive pet supply industry. Petflow needed to find an edge in a crowded market that is increasingly competing over price with a race to the bottom. Pet food is thought to be a commodity item with consumers coming to retailers with existing loyalty to a particular brand, making it challenging to drive consumers to switch retail venues.

## ○ SOLUTION

It's not the total number of customers that will move the needle on your business; it's the total value of your customers.

Using PetFlow's existing customer file and purchase history, WITHIN modeled the predicted customer lifetime value (LTV) of new customers based on the brand they selected, specific SKU they ordered, coupon usage, subscription type, and time of year.

Using these LTV projections, WITHIN switched PetFlow's campaigns to a smart-bidding model in Google's Search Ad 360 (SA360) that optimized for LTV, rather than just focusing on efficient cost per acquisition (CPA).



"I couldn't imagine our operation without WITHIN, as their positive impact on our business is felt daily. We are in constant communication with their team, working to optimize our digital media strategy and maximize every dollar of ad spend as goals change and evolve. They live up to their name, as we feel we truly have a top-notch digital media team within our operation. They understand our business and work continuously to keep us at the forefront of an ever-changing digital landscape."

—Cody Flaherty, General Manager at PetFlow

## + RESULTS

From the time the smart-bidding strategy was implemented, the LTV of new customers acquired through Google Search increased by 4x. The total conversion value increased 3x. By focusing on LTV rather than simply CPA, this allowed them to be much more competitive against their bigger competitors across many brands they sell. This enabled PetFlow to acquire the most valuable customers that were likely to repeat more over time and helped make them the sole source of pet food for many happy & loyal customers.

4x

Increase in LTV of new customers acquired through Google Search

3x

Increase in conversion value

