

CASE STUDY: PETCARE INDUSTRY



Digital Catalyst
augmenting growth

How We Helped

To establish an Online Platform
For Pet **Owners** and
Service Providers



OVERVIEW

The platform itself became the solution for every **stakeholder** in the **online pet industry**, ranging from **pet lovers** to pet products manufacturers. A one-stop online destination for everything related to pets.

MARKETING OBJECTIVE & CHALLENGE

The objective was to reach potential customers in a highly **competitive market**. We developed a **multi-touch** marketing strategy using different channels to increase **customer engagement**.

In a time span of **5 months**, we not only achieved this objective but also exceeded the client expectations.



OUR SOLUTION



Throughout the process, from the initial call to action to the sale, **Digital Catalyst** delivered a consistent experience for the **brand** and its **customers**.

The first step was **Understanding** and **Evaluating** the market to ensure that selected marketing channels meet the business requirements



OUR SOLUTION

ASO (Android & IOS App)

- * Keyword and phrase targeting
- * In-app on-page description
- * Reviews optimization

Paid App Downloads

- * Google ads (Universal App Campaigns)
- * Facebook & Instagram ads

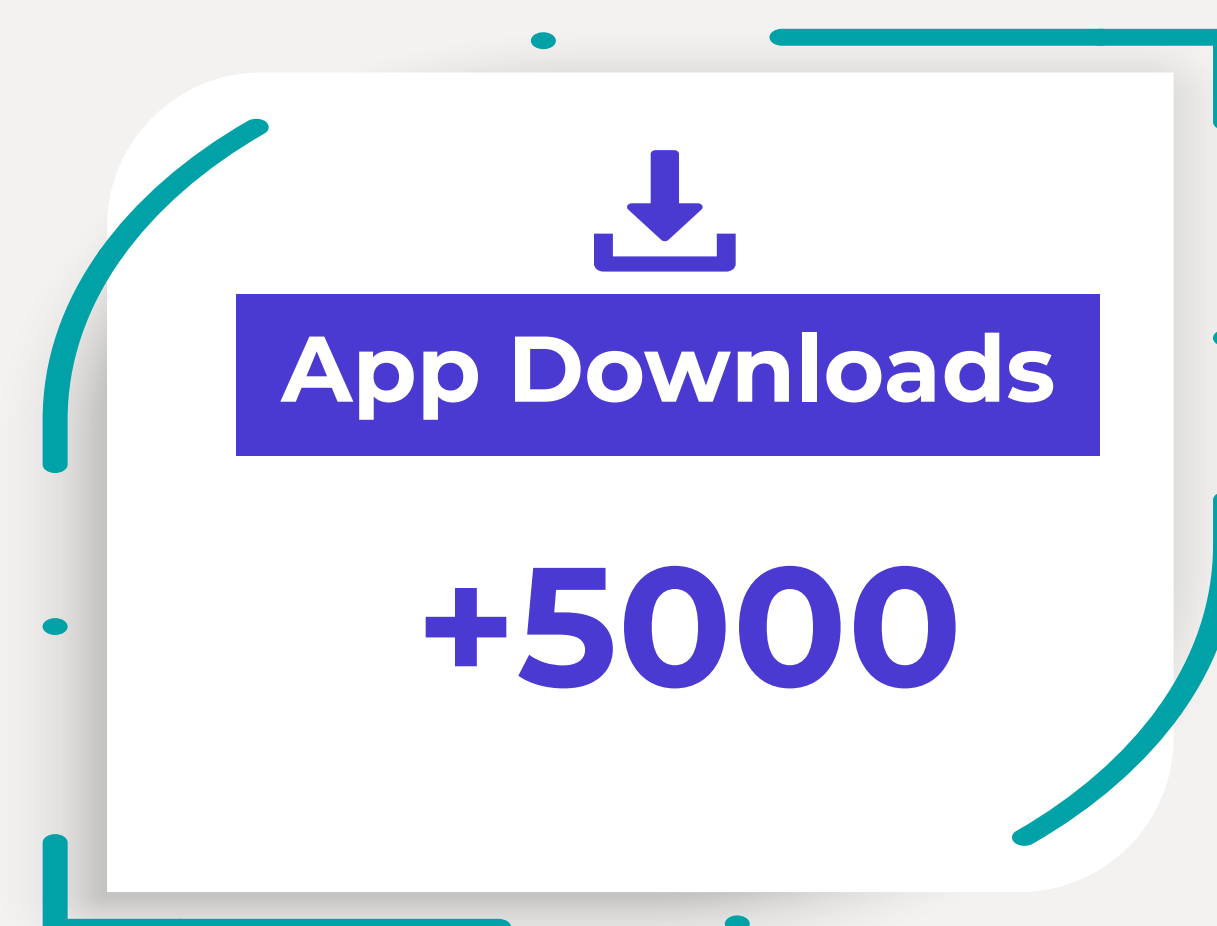
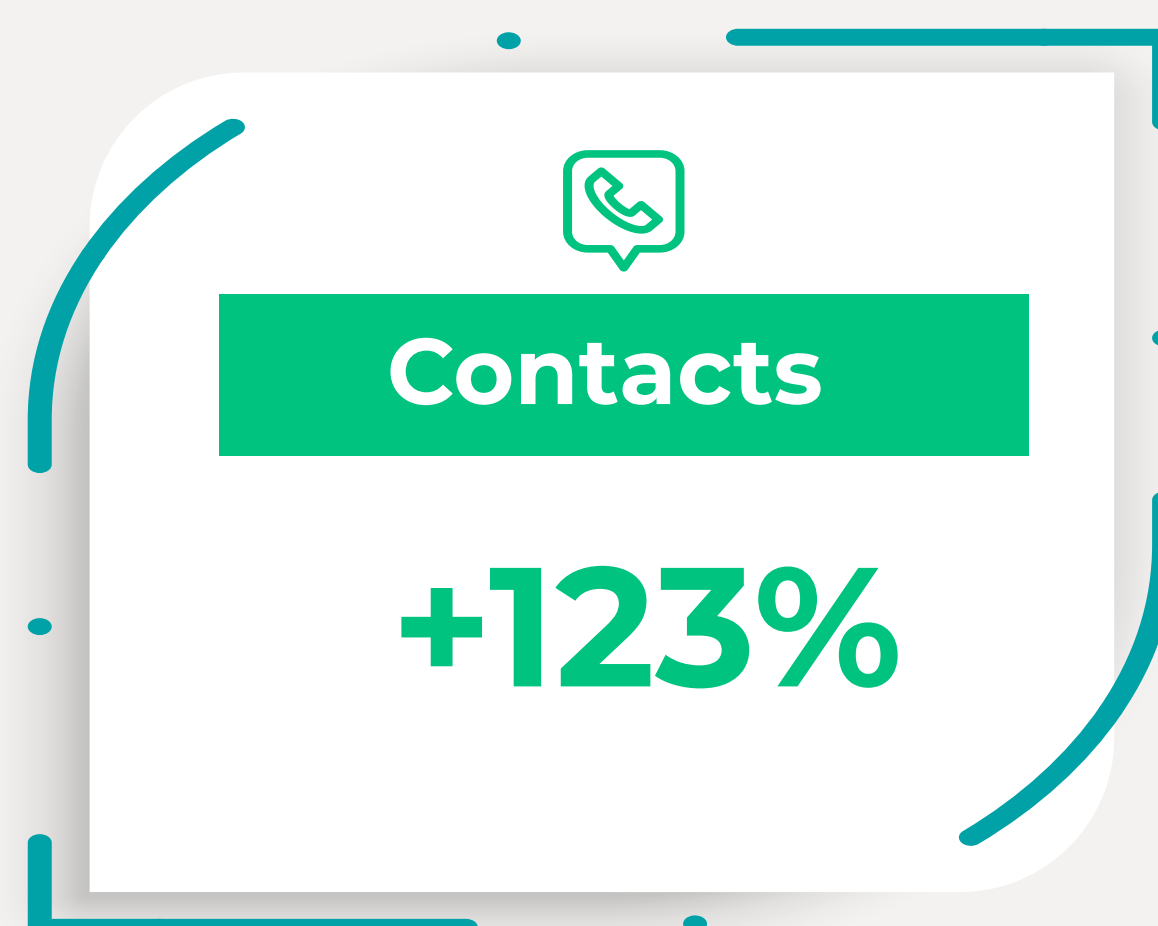
Organic SMO

- * Facebook
- * Instagram

Local SEO

- * Created brand listing on Google & Bing
- * Local directories listing

RESULTS



ABOUT US

Established in 2014, Digital Catalyst has been the growth partner for businesses of various categories ranging from multinationals to startups across the globe. We approach our clients as partners and become a part of their growth journey by implementing bespoke marketing strategies.

An experienced team of domain experts from different walks of digital marketing is eagerly waiting to help you best leverage digital mediums.



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