

CASE STUDY

How TargetBay's
Targeted Review Request Email helped
Canna-Pet.com achieve

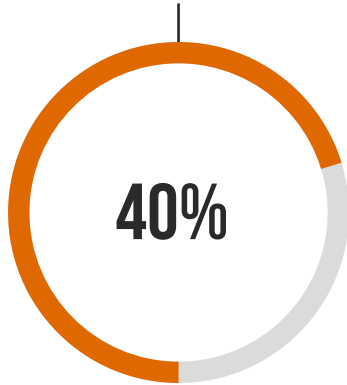
40% MORE PRODUCT REVIEWS.

(404) 903-5146

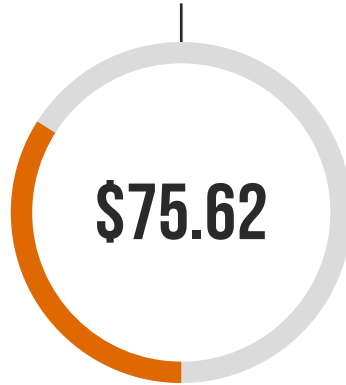
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In just 30 days, Canna-Pet.com witnessed

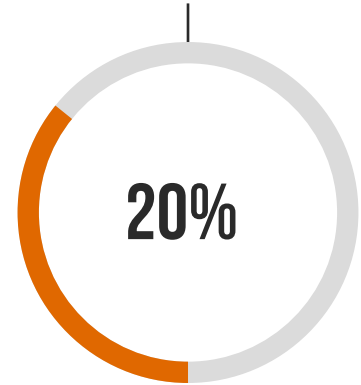
Increase in
PRODUCT REVIEWS



Increase in
ORDER VALUE



Increase in **REVIEW**
COLLECTION RATE



About The **Company**

Our client is a pioneer in pet food innovation. Focussing on hemp-enhanced organic food, Canna-Pet sources raw materials with high nutritional value. The brand's complete terpene products are the first and only whole-plant hemp extracts designed at their lab facilities.



Problem

The brand lacked organic reputation and ranking.

The eCommerce retailer holds a wide range of organic pet food which has growing popularity among pet owners. The brand has also won a vast customer base with the quality of its products. However, the retailer wanted a more seamless way to use their product success to generate more traffic and sales to their website.

The pet food manufacturer, Canna-Pet, needed a solution to start ranking for search-centric keywords to build their organic traffic.

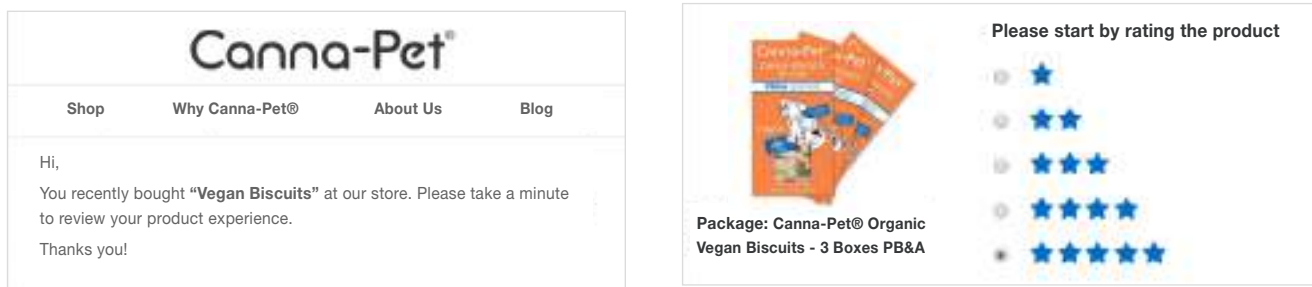
Solution

An automated, long-term solution to collect more product reviews using TargetBay's Reviews and Q&A platform.

To build product reviews, we automated the review collection process where emails with review requests were sent to customers soon after they get their product delivered.

Bulk Review Collection Using Targeted Review Collection Email

To kickstart the product reviews collection, we wanted to take advantage of Canna-Pet's existing database of happy customers. We sent targeted review request email based on customer's buying behavior and repeat purchase rate and we instantly got a 40% increase in review collection.



‘Mail After Shipment’ for Product Reviews:

Using the 'Mail after Shipment' feature, our client was able to trigger emails automatically. As the delivery dates differ for each product, TargetBay provided a customized option to choose the number of days after which the email should be sent after shipment. This is helping Canna-Pet collect over 20% of orders convert to reviews.

‘Mail After Order Placed’ for Website Reviews:

To build reviews for the website, TargetBay's 'Mail After Order Placed' feature came handy. Using this feature, we requested customers to comment on their brand experience individually which helps visitors evaluate the overall brand experience collectively.

Conclusion:

With TargetBay's review request emails, our client experienced a 40% increase in product reviews in just 30 days. Additionally, the user interaction improved drastically. With more reviews coming in, our client's website was able to build the much-needed user-generated content. This created new search keyword rankings in SERPs and increased their organic traffic as well.



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