

How Pet Supplies Plus Supercharges Grand Openings

SUMMARY

Pet Supplies Plus has infused Quikly's urgency marketing activations into its grand-opening strategy to help achieve acquisition goals in a cost-effective, turnkey way. Typical results include:

- An average cost per acquisition (CPA) that is 30% lower than the brand's target CPA
- A 77% conversion rate from acquired email address to paying customer

THE BACKGROUND

When it comes to growth, independent pet retail franchise Pet Supplies Plus (PSP) is not slowing down. The brand has seen a 23.5% growth rate over the past three years and has been No. 1 in the pet store category on Entrepreneur Magazine's Franchise 500 List for seven years in a row. In 2020, PSP celebrated the opening of its 500th store in the United States, and the brand's on its way to opening 100 new stores this year alone.

But it's not just about growth.

With each new opening of a franchise location, PSP takes great pride in offering unwavering support to its owners. And with every single store opening, whether it be franchise or corporate, the brand's focus goes beyond pure acquisition:

"Each grand opening is a foundational opportunity for that store," said Spencer English, who runs all openings as PSP's Integrated Marketing Lead.

His strategy to help each store seize that opportunity begins with email acquisition and ends with turning those emails into loyal customers, or "neighbors," as the brand calls them. "We want to get them back into the store after they've signed up, get them engaged in the brand," Spencer said.

This story starts when he began searching for a cost-effective, turnkey way to help him do that.

THE CHALLENGE

With grand openings being such a foundational opportunity for each store, PSP brought Spencer into his role to help make the most of them.

Early on, he needed to find a fresh way to achieve his acquisition goals.

Whatever solution he found needed to perform at or below target costs and be transparent in its performance -- PSP is extremely advanced in terms of its use of data and had to be able to analyze results from different angles. The solution also needed to be easy. Spencer was a team of one, responsible for frequent grand openings.

Eventually, he heard about Quikly from PSP's National Retail Marketing (NRM) team. The technology platform leverages incentives and psychology to immediately increase consumer response around key marketing initiatives, and the NRM team was using it to drive acquisition at the national level.

"We did our best to share successes internally," Spencer said. "And Quikly had a number of successes from a national campaign standpoint."

He decided to test it out.

THE SOLUTION

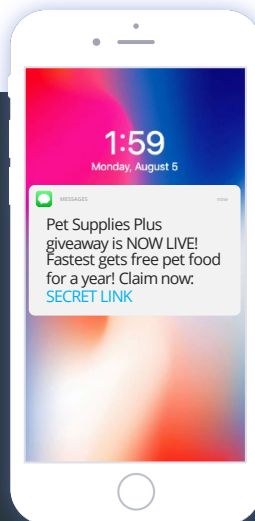
From the start of that very first activation, Spencer saw how urgency marketing immediately increased not only the amount of email addresses acquired, but the number of those emails that turned into loyal neighbors -- and fast. It also gave PSP's audience a fun new way to engage with the brand.

Here's how it worked:



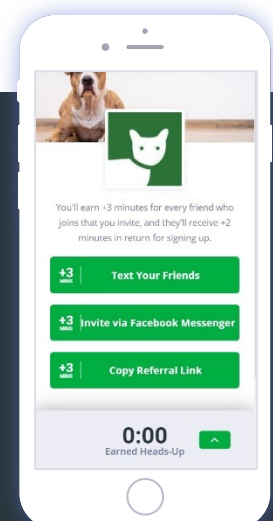
THE INCENTIVE

PSP launched an activation using Quikly, where consumers were told that a limited set of gift cards and offers would be released soon.



HOW TO WIN

Participants simply needed to click a special claim link when the prizes were released. The fastest to click claimed the biggest reward.



BONUS

Participants could receive a "heads up" before the rewards were released to increase their chance of earning one. They simply needed to share the activation with friends.

The entire experience was designed and hosted by Quikly, keeping it turnkey for the PSP team.

THE RESULTS

That first activation was so successful that PSP baked Quikly into its grand-opening strategy.

It's remained there for the past five years.

Today, every new store, whether franchise or corporate, has the ability to use Quikly to help maximize success. It's a part of PSP's unwavering support.

Here are the average results the brand is seeing:

- An average cost per acquisition that is 30% lower than the brand's target
- A 77% conversion rate from acquired email address to paying customer

These results are transparent and something Spencer, alongside his team's data scientist, consistently analyzes. "I can see clearly what works and what doesn't, and we're not shy about pulling plugs on things when they don't work," Spencer said. "The cost per acquisition with Quikly is very competitive in comparison to the other tactics we run."

He also considers Quikly's turnkey nature competitive -- it allows him to save bandwidth for the numerous other critical initiatives he's running for PSP. "The ease of execution is such a big thing for grand openings," Spencer said. "A big differentiator for Quikly is service level."

He's now relying on Quikly as an extension of his team to work directly with stores, as well: "It's great having the peace of mind in allowing Quikly to connect with our stores directly -- and that's not a privilege that all of our partners can say they've had. It takes a lot of pressure off me to know that Quikly can speak to stores as subject-matter experts."



FUTURE PLANS

As PSP moves forward with its impressive growth, it also continues to infuse urgency marketing into its efforts. The National Retail Marketing Team, for example, is leveraging Quikly to reactivate lapsed neighbors and acquire new ones. From its last two activations alone, each of which happened over the course of one week, PSP leveraged Quikly to generate:

- Engagement from over 32K lapsed customers
- Approximately 11K new-to-file email addresses
- More than \$500K in immediate revenue
- A cost per acquisition that was 40% lower than the brand's target

And Spencer continues to use urgency marketing within grand openings.


“ I think what drew me initially [to Quikly] was, call it ‘new-age marketing,’ in addition to the success we had nationally. What’s kept me is the customer service and the overall performance. ”

Spencer English
Integrated Marketing Lead, Pet Supplies Plus

ABOUT QUIKLY

Consumers are more distracted and empowered with their purchase decisions than ever before, making it all too easy to tune out even their favorite brands. Quikly's technology platform helps. It leverages incentives and psychology to motivate consumers, so brands can immediately increase response around their key marketing initiatives. Brands like DSW, Domino's Pizza and American Eagle use Quikly to achieve acquisition and retention goals faster, more cost-effectively and with less resources.

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