

JUNO

LEADING THE **PACK**

Ecommerce Solutions for Pet Brands



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INDUSTRY OVERVIEW



THE D2C REVOLUTION

The pet industry is evidently experiencing a D2C revolution. This shift has seen traditional pet businesses, once fully dependent on a web of wholesalers and physical stores, now embracing the digital world to **take control** of their own distribution.

This **strategic** pivot is not just about selling pet products online; it's about **reinventing** how they **connect with and serve** today's pet owners.

This direct channel doesn't just **simplify transactions**, but also provides businesses with **insights** around consumer behaviours and preferences, which in turn helps them to **personalise** their campaigns more effectively.

Owning their sales channels also means these businesses can ensure their **brand story** is consistent and their **pricing strategies** are not undermined by external retailers.



THE D2C REVOLUTION

The D2C revolution in the pet industry marks a significant departure from traditional retail models.

It's not just about businesses selling directly to consumers; it's about **transforming** how they **engage** with the market at every level.

This holistic approach is reshaping the industry, providing both challenges and opportunities as businesses **adapt** to a marketplace where direct and personal **connections** with consumers are more **valuable** than ever.

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TRENDS

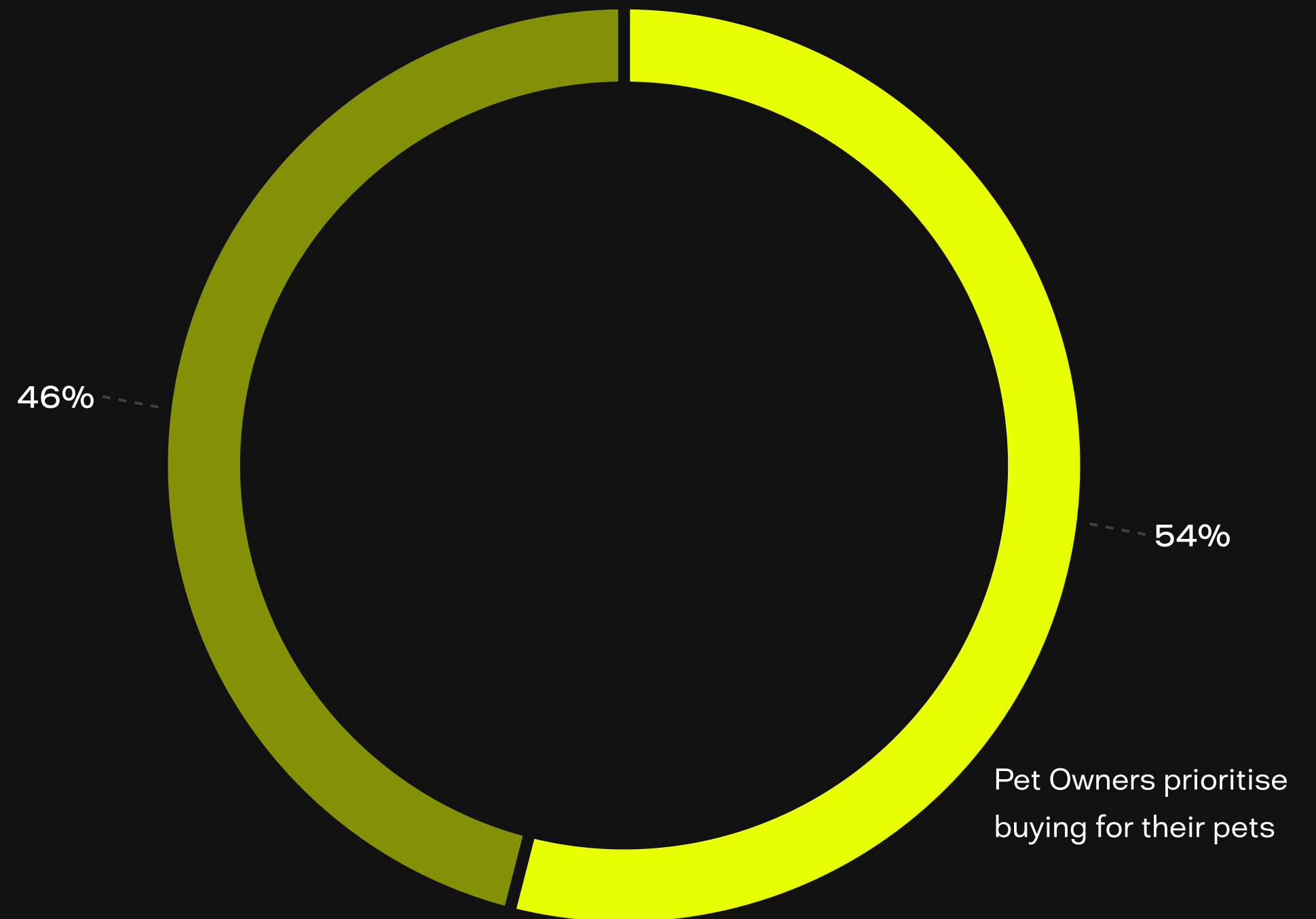
THE FUTURE

The pet industry is booming with **34 million pets in the UK** and owners who treat spending on their furry friends as a priority.

In fact, pet owners often report that purchasing items for their pets brings them more joy than buying for themselves or others.

Even in tough economic times, **54% of pet owners** claim that they would rather cut back on their own expenses than on pet care.

And get this: pet owners are set to **increase online spending** by another **12%** this year.

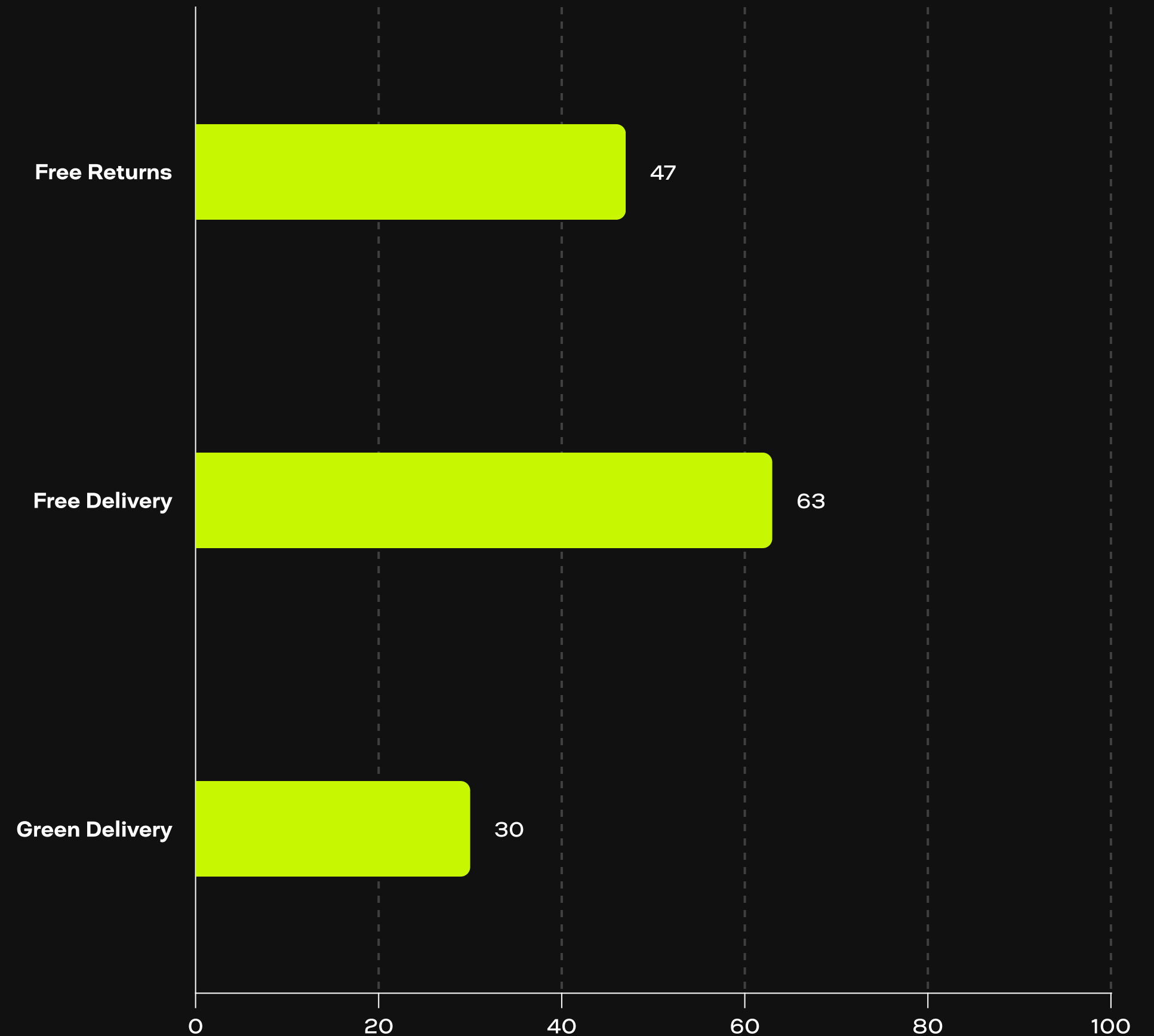


THE FUTURE

But be mindful of their shopping habits and preferences!

They love perks like free returns (47% rate this as very appealing) and free delivery (63% say it drives them to commit to proceed with a purchase).

Pet owners are also very conscious on subjects such as sustainability, with 30% looking for green delivery options and packaging.



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SOLUTIONS

Key Ecommerce Features for successful businesses



1. WHAT PLATFORM?

Shopify, of course - The sky is the limit!

Every industry has its unique challenges and needs, and Shopify is designed to meet them head-on.

The platform isn't just **scalable**, it's built to grow right alongside businesses of all sizes, **adapting** seamlessly as your needs evolve.

Shopify is incredibly **flexible and globally minded**, offering a **stable** and **reliable** foundation supported by a vast network of engineers and e-commerce experts.

A close-up photograph of a light-colored bearded dragon lizard perched on a green mesh branch inside a terrarium. The lizard is looking upwards and to the right. The background is slightly blurred, showing the interior of the terrarium with some blue lighting.

WHAT PLATFORM?

You can count on having the best tools at your disposal, including the world's highest-performing checkout system. Don't believe us? Find the full report about the new Checkout [here](#).

With Shopify, you gain access to a library of over [1,000 partners](#), ready to integrate at the click of a button, and thanks to a high API limit, the sky really is the limit when it comes to connecting apps and services.

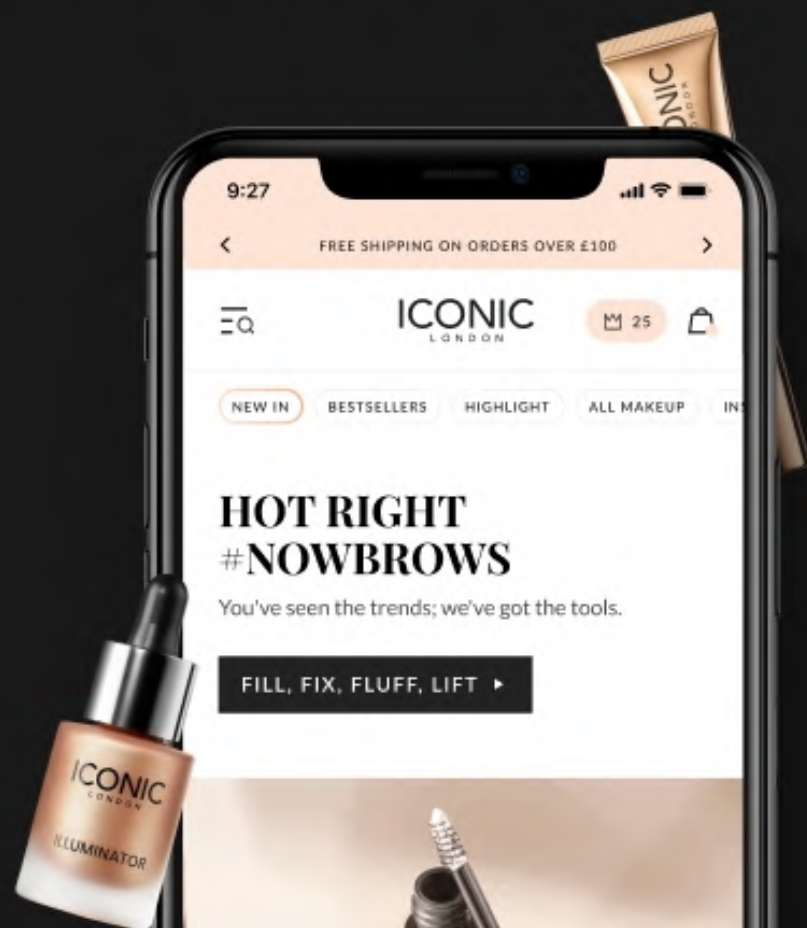
- [Omnichannel](#) capability? **Absolutely.**

Shopify connects you with major marketplaces like Amazon, as well as social media channels such as Meta and TikTok, and Google Shopping, making it your one-stop shop for reaching customers wherever they are.

SHOPIFY IN A NUTSHELL

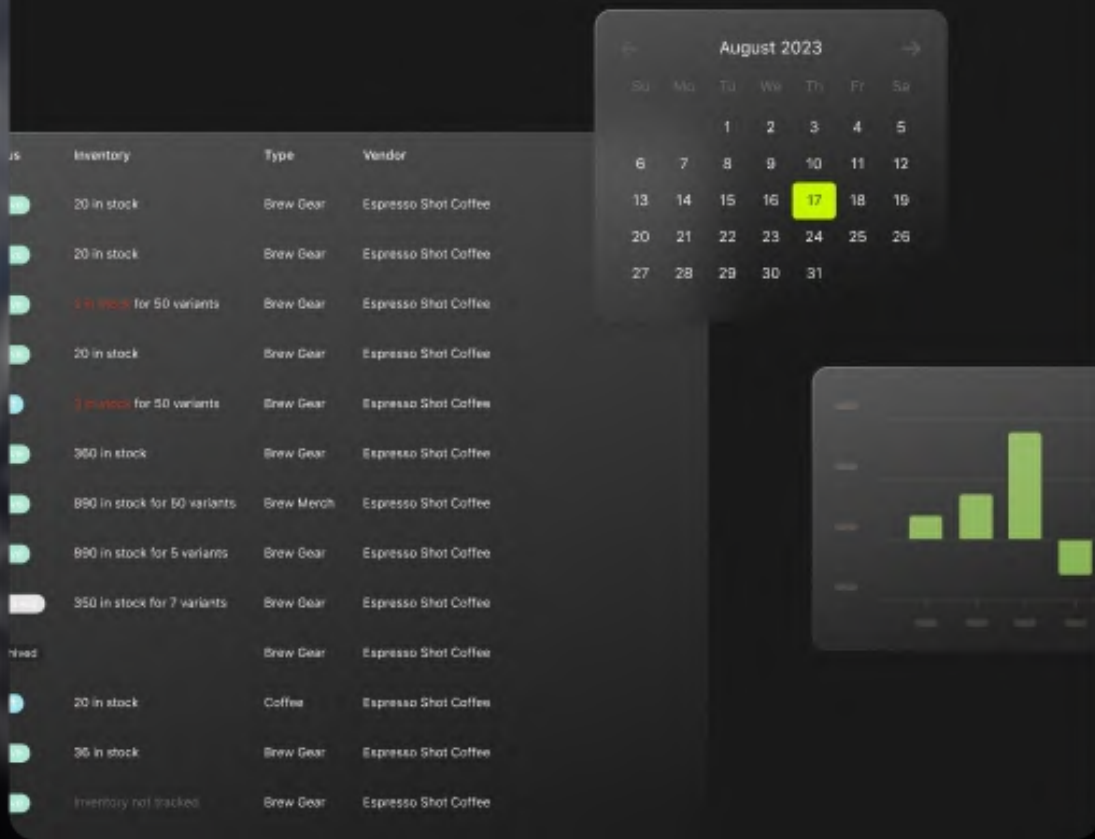
STAY MOBILE

Shopify ensures your ecommerce website looks great on smartphones and tablets, offers seamless functionality and navigation, and stays consistent with your core website.



MANAGE SUCCESS

All Shopify Plus merchants are allocated a success manager, who can provide personalised updates, advice, and support to get you up and running.



SELL EVERYWHERE

Don't limit yourself to your home country. Shopify Plus lets you seamlessly trade across borders, giving you the tools you need to stay compliant and connected with other economies.





2. UGC & LOYALTY

It's all about trust.

Trust is essential in the pet industry, where the decision to buy can hinge on the **authenticity** and **reliability** of your brand. Demonstrating that your products solve real problems for pet owners, be it through offering the best pet food, the safest toys, or the most reliable accessories, is crucial.

With online buyers more **informed** than ever, they carefully **evaluate** each brand they **consider**.

Once **trust** is established, these customers can become **lifelong loyalists**, especially since pet lovers often continue to have pets throughout their lives.



yotpo.

UGC & LOYALTY

Our valued partner, **Yotpo**, recently published a case study with **The Honest Kitchen** that truly showcases the incredible value of UGC in this industry.

The results speak volumes, and clearly demonstrate how effectively **UGC** and well-structured **loyalty** programs can foster **trust**, deepen customer engagement, and drive significant **growth** and loyalty in the pet sector.



3X

Participation in The Honest Kitchen's rewards program has soared to **3x the industry average**.



2X

Customers redeeming loyalty points **spend more than 2x the average** revenue per customer compared to those who don't redeem points.



8.7X ROI

The brand's **ROI has escalated to 8.7x**, significantly surpassing the industry benchmark of 4-7x.



3.8%

The referral participation rate hit **3.8%, nearly quadrupling** the industry average.

Adding to the broader benefits of UGC and loyalty programs, the data within just 90 days show:

SMS ENGAGEMENT

57% of customers express interest in receiving updates about their loyalty status via SMS, which presents an excellent opportunity to link loyalty programs with subscriptions, enhancing customer lifetime value and engagement.

REVENUE PER CUSTOMER

There's an **88.5%** increase in average revenue per customer among those redeeming loyalty points compared to non-redeemers.

PURCHASE FREQUENCY

Loyalty redeemers show a **71.3%** increase in purchases compared to those who do not engage with loyalty programs.

ROI ACROSS THE BOARD

Brands experience an **8.5x** return on investment on average.



3. SUBSCRIPTIONS & MEMBERSHIPS

If it isn't broken, don't change it.

Ever wondered what makes subscriptions so appealing, especially in the pet industry?

Well, when we dug into the numbers alongside **Yotpo** we found that, **42% of consumers confirmed signing up for pet supplies**. Check out the full study [here](#).

That's quite a chunk, reflecting just how vital **regular and reliable deliveries** are to pet owners.

SUBSCRIPTIONS & MEMBERSHIPS

Interestingly, preferences shift a bit with age.

Among those over 54, pet supplies remain a top pick, especially for women, with **46% subscribing** to ensure their furry friends are well cared for.

Here's the scoop:

- The magic formula for subscription success is a mix of necessity and pleasure.
- A solid **63%** of survey respondents picked items they can't live without, like pet food, as their ideal subscription product.

It makes sense, right? No one wants to run out of the essentials.

But it's not just about the basics—the perks are crucial too.



SUBSCRIPTIONS & MEMBERSHIPS

80%

Over 80% said that the benefits associated with subscriptions are a big deal.

46%

46% expect the VIP treatment once they hit that subscribe button.

Yes, today's consumers are clear: They want more. They're looking for superb deals and stellar service.





SUBSCRIPTIONS & MEMBERSHIPS

Expectations around perks are high:

78%

Anticipate Free Shipping

70%

Expect Exclusive Discounts

And when it comes to updates?

59%

Prefer receiving texts with tracking codes, indicating a strong preference for SMS communications over email for managing their subscriptions.

A close-up photograph of a white cat's head and shoulders. The cat is looking towards the right side of the frame. Its fur is long and white, and its eyes are a light brown color. The background is a solid teal color.

SUBSCRIPTIONS & MEMBERSHIPS

Speaking of staying informed, we also found that **46% of subscribers prefer texts about new deals**, closely followed by **45% who like emails**.

Flexibility also plays a huge role in keeping subscribers happy.

A whopping **98%** said they'd likely **stick with a subscription** if they could **adjust** delivery times or **pause** it as needed, with over half saying they definitely would.

This data shows just how crucial **flexible, customer-focused** subscription options are in keeping your pet-loving customers **engaged** and **satisfied**.

Trust us, in the pet industry, keeping those tail wags coming regularly with a **subscription** is key to a happy, **loyal** customer base.



4. PERSONALISATION

Pet profiles, videos and quizzes.

Dive deep into the specifics of each furry, feathered, or finned friend to dramatically **elevate your service.**

By creating detailed **pet profiles** and **interactive quizzes**, you can **tailor** your recommendations to meet the exact **needs** and **preferences** of your customers' beloved companions.

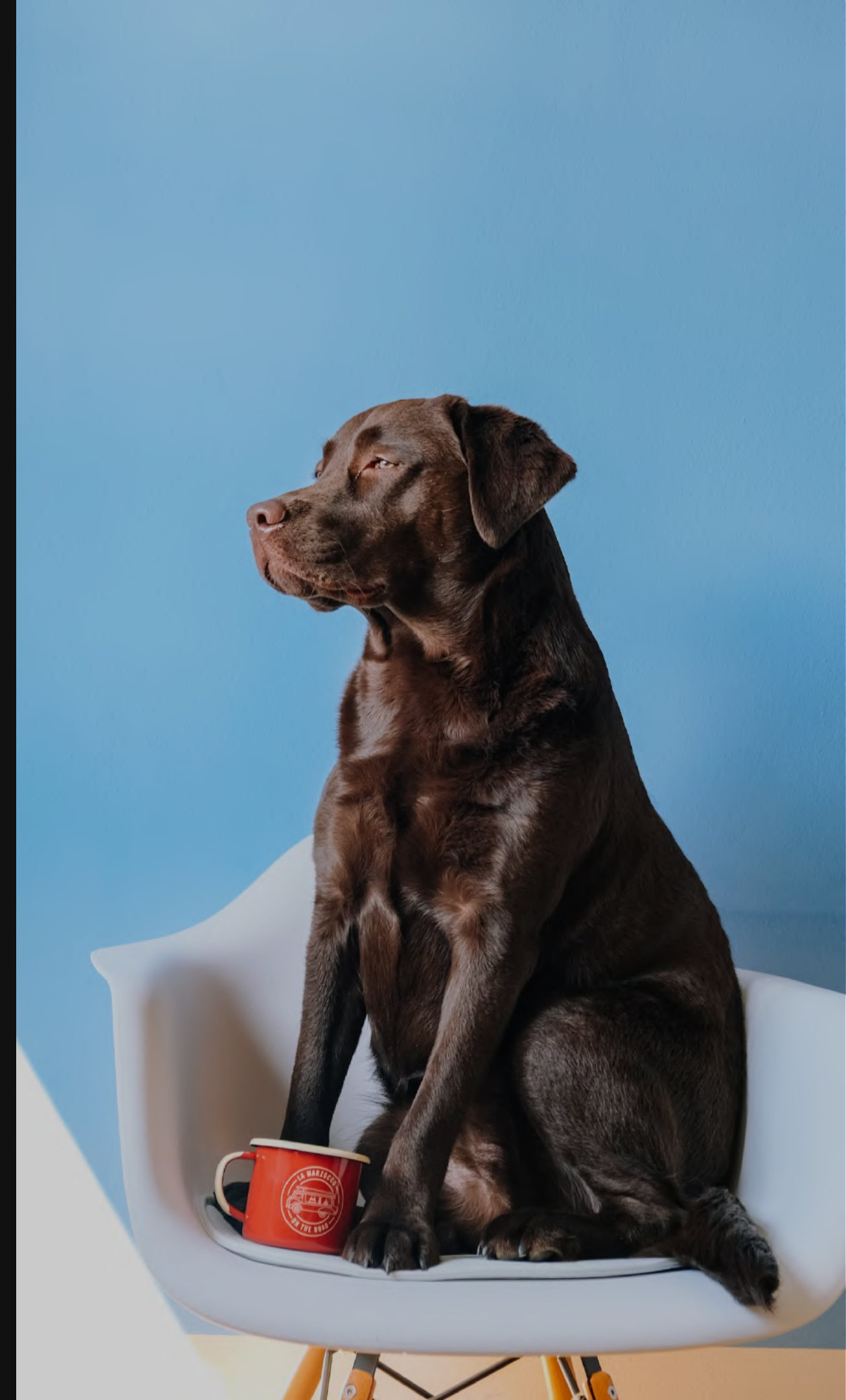
This not only builds **trust** but also cements your **reputation** as an expert in the pet care field.

PERSONALISATION

Understanding each pet's unique lifestyle, dietary requirements, and health conditions allows you to offer **personalised product suggestions** and advice that resonate deeply with pet parents.

When customers see that your **recommendations** make a real difference to the well-being of their pets, they're more likely to **engage with your brand** on multiple levels.

This includes **subscribing** to your products, **enrolling in loyalty programmes**, leaving **positive reviews**, and even **recommending your brand** to other pet owners.





VIDEOBOT

PERSONALISATION

One of our key partners, **Videobot**, understands **personalisation** and **engagement** like no one else. The data we've sourced together demonstrates how **interactive videos** can be a **powerful tool** for any pet brand.

The key point of videos is **interactivity**, from widgets and sliders to even story formats. Your customers can choose the information they want to consume, learn more about your products, and **retain** that information better.

PERSONALISATION

80%

Of all online content is now video.

74%

Of all internet traffic comes from video.

76%

Of consumers prefer learning about products via video.

All numbers point in one direction: video. Videobot is uniquely positioned as it offers a complete video platform solution that allows brands to use and repurpose their video content across their website in an engaging way - and the **results** are visible.

- 40% average increase in Website **Engagement Rates**
- Up to **5x** increase in **Conversion Rates** on pages with interactive video



PERSONALISATION

Furthermore, leveraging this detailed knowledge can help you craft **targeted marketing campaigns** and promotions that speak directly to the specific needs of different pet types, from puppies to parrots.

The more relevant your communications, the **stronger the bond** with your customers, enhancing both **customer satisfaction** and **retention**.

In essence, **personalisation** features are not just about selling products – they're about **creating lasting relationships** and a **community** of engaged, **loyal customers** who trust your expertise and care about what you offer.





5. SELF-SERVICE

Empowering pet owners.

Without the right self-service technology, your business risks a **cascade of issues** and challenges.

For starters, **incorrect orders** can lead to increased returns, denting your bottom line and leaving both yourself and the customer dissatisfied.

Similarly, without the ability for customers to **rectify errors** before dispatch, you're inviting **cancellations** as pet parents fret over potential mishaps like **wrong addresses** or **missed discount codes**.



\$ OrderEditing

SELF-SERVICE

The customer experience takes a hit when there's a **delay in resolving order mistakes**. Imagine the unease of waiting, uncertain if your parcel will land at the right doorstep. That's where an immediate, **self-service solution** steps in to soothe nerves and **restore confidence**.

Now, onto the stats, put together with the invaluable support of our partner, **Order Editing**.

15%

15% of customers proactively engage with post-purchase self-service portals, indicating a strong preference for hands-on order management.

10:1

The impressive 10:1 upsell revenue-to-cost ratio underscores the financial benefits of leveraging self-service channels.

↙ 2304

With 2304 tickets eliminated per month, the time and resources saved demonstrate the efficiency gains of self-service technology.

21X

The substantial 21x return on investment further highlights the tangible value of implementing self-service solutions.



6. OMNICHANNEL EXPERIENCE

Integrating your channels seamlessly is the key to unlocking unparalleled reach and engagement in the pet industry.

Shopify offers integration with prominent marketplaces like Amazon and Google Shopping, providing you with a comprehensive suite of tools to showcase your products to a wider audience.

Additionally, tech partners like Yotpo offer an in-built TikTok shop integration, further expanding your reach across diverse platforms.



OMNICHANNEL EXPERIENCES

But it doesn't stop there.

Make sure you're capitalising on user-generated content (UGC) such as product reviews and social media feeds across all channels. Consolidating this valuable data into a single system puts you strides ahead of the competition, enabling you to collate useful insights and tailor your strategies effectively.

An omnichannel approach isn't just about expanding your presence; it's about cultivating trust and loyalty among your audience. By providing a seamless experience across various touchpoints, you're reinforcing your brand's credibility and fostering stronger connections with customers and prospects alike.

In essence, an integrated omnichannel strategy isn't just a buzzword—it's a game-changer that elevates your brand's visibility, credibility, and ultimately, its success in the pet industry.



7. DATA TRACKING

By getting your numbers right, you're making **informed decisions** and building **trust** with your customers.

From **tailoring** your product recommendations to delivering **seamless shopping experiences**, every data point brings you one step closer to winning over those pet-loving hearts.

So, here's the bottom line:

If you want to stay ahead of the pack in the pet industry, you need to keep your finger on the pulse. **Get your numbers right**, and watch as those pet parents keep coming back for more, tail wagging and wallet open.



8. ACCURATE FORECASTING

Better stockturn for multiple sales channels.

Realistic and accurate forecasting is the linchpin for effective **inventory management** across diverse sales channels.

Without it, retailers may face a precarious balancing act that can **compromise profitability** and customer satisfaction.

In a crowded market, where missed revenue and excess stock can erode margins and competitiveness, accurate forecasting becomes not just advantageous but essential.



Inventory
PLANNER by Sage

ACCURATE FORECASTING

Functionalities like demand forecasting and in-depth reporting are particularly crucial for the pet industry. With the help of our valued partners, **Inventory Planner by Sage**, those can be optimised.

In a recent **case study with the pet brand SitStay**, they clearly show how with diverse sales channels, retailers need to maximise their **purchasing budget** for **optimal ROI**. By leveraging Inventory Planner's insights, the brand identified **profitable** product **opportunities**, **streamlined inventory management**, and **improved overall stockturn by 800%**.

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WRAPPING UP

A close-up photograph of a brown and white brindle dog, possibly a pit bull mix, sitting and looking upwards with its tongue slightly out. The dog is wearing a black and white striped collar with a red and black patterned band. The background is a solid blue color.

WRAPPING UP

With the pet industry hurtling towards direct-to-consumer sales, there's an undeniable buzz in the air—a sense of excitement for what lies ahead.

At the heart of this evolution lies Shopify—an **unrivalled** platform that empowers pet businesses to navigate the intricacies of Ecommerce with finesse.

From **seamless** transactions to **tailored** customer experiences, Shopify equips brands with the tools they need to **flourish** in a constantly evolving market.

By harnessing the power of Shopify and other cutting-edge e-commerce solutions, pet businesses can unlock a treasure trove of **opportunities**.

Picture this: soaring conversion rates, augmented average order values, and a devoted customer base that keeps coming back for more four-legged adventures.



LET'S LEAD THE PACK TOGETHER

In this exciting digital marketplace, ensuring your pet business is not just surviving, but thriving and leading in the new retail landscape.

SPECIAL THANKS TO OUR PARTNERS

yotpo. Partners

VIDEOBOT

 **OrderEditing**



Inventory
PLANNER by Sage





LET'S TALK!



Connect with an Ecommerce expert at
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enquiries@junoecommerce.com

