

SEM Case Study:

Leading Online Purveyor of Pet Supplies

Summary

The world's largest online retailer of pet medications expands their PPC campaign to develop a nationally recognized brand and website identity – across hundreds of retail products. SpiderSplat Consulting was selected as one of the Clients senior partners dedicated to achieving these objectives.

Project Outline

The Client is the world's largest online retailer of pet medicines and dietary supplements. The Florida-based company has embarked on an aggressive marketing campaign focused primarily on the web and cable TV. The client has retained SpiderSplat Consulting to deliver a highly targeted and multi-dimensional Pay-Per-Click campaign across several online channels, and thousands of relevant keywords.

Results

Since late summer 2005, 1800PetMeds has realized their objectives of becoming the most recognizable pet medicine brand in America. In a recent survey by Boston based Pet Circle, over 80% of respondents acknowledged that 1800PetMeds was the first place they would start shopping for pet medicines. This brand awareness has been achieved in part through a comprehensive PPC strategy managed by SpiderSplat that reaches primary, secondary and tertiary search engines.

- Centralized PPC management increases investment effectiveness
- Implementation of consolidated management reports reduce confusion and improve feedback
- Comprehensive product line coverage over several websites and vertical brands
- Segmented marketing program to pinpoint specific users and buying behavior across both generic and brand name medicines