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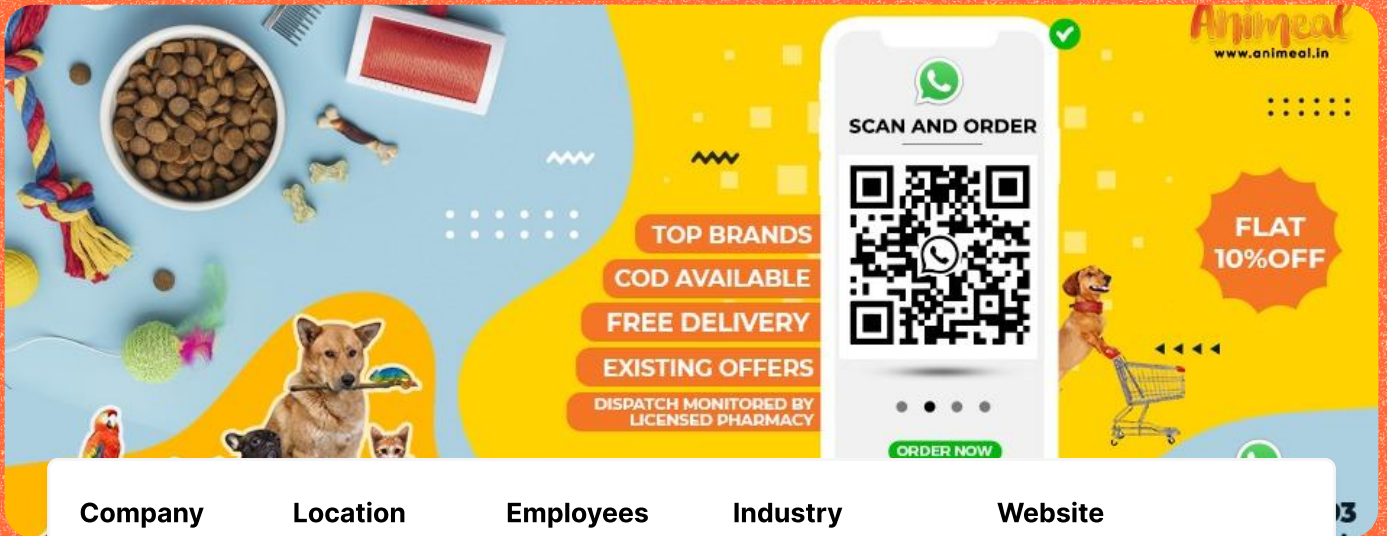
Animeal

How Animeal is using
Zoko's WhatsApp
Catalog feature and
generated an additional
₹ 1 Million in revenue over
3 months by taking
orders on WhatsApp

Case study →

Since implementing
Zoko's WhatsApp
Catalog integration,
Animeal has generated
₹1 Million in revenue
from approximately
1,000 sales
conversations.

Let's go →



Company	Location	Employees	Industry	Website
Animeal	India	11-50	Pet Food & Care	https://animeal.in/



In 1989, Goodman Animeal was established as Mumbai, India's first pet medicine store. Since then, it has become the largest retailer of pet medicines in India.

MG Patil envisioned a company that would cater to the needs of pet parents 24/7. His goal is to continually push boundaries and innovate in veterinary healthcare, ensuring that our beloved companions receive the best care possible.

Their products range from food supplements, meals, and nutrition-focused snacks to grooming products like shampoos making them the one-stop brand for all pet parents' needs.

1 in 3 of their WhatsApp chats were customers looking for pre-purchase guidance, only to be redirected to the company's website as there was no system in place to process orders directly through WhatsApp.





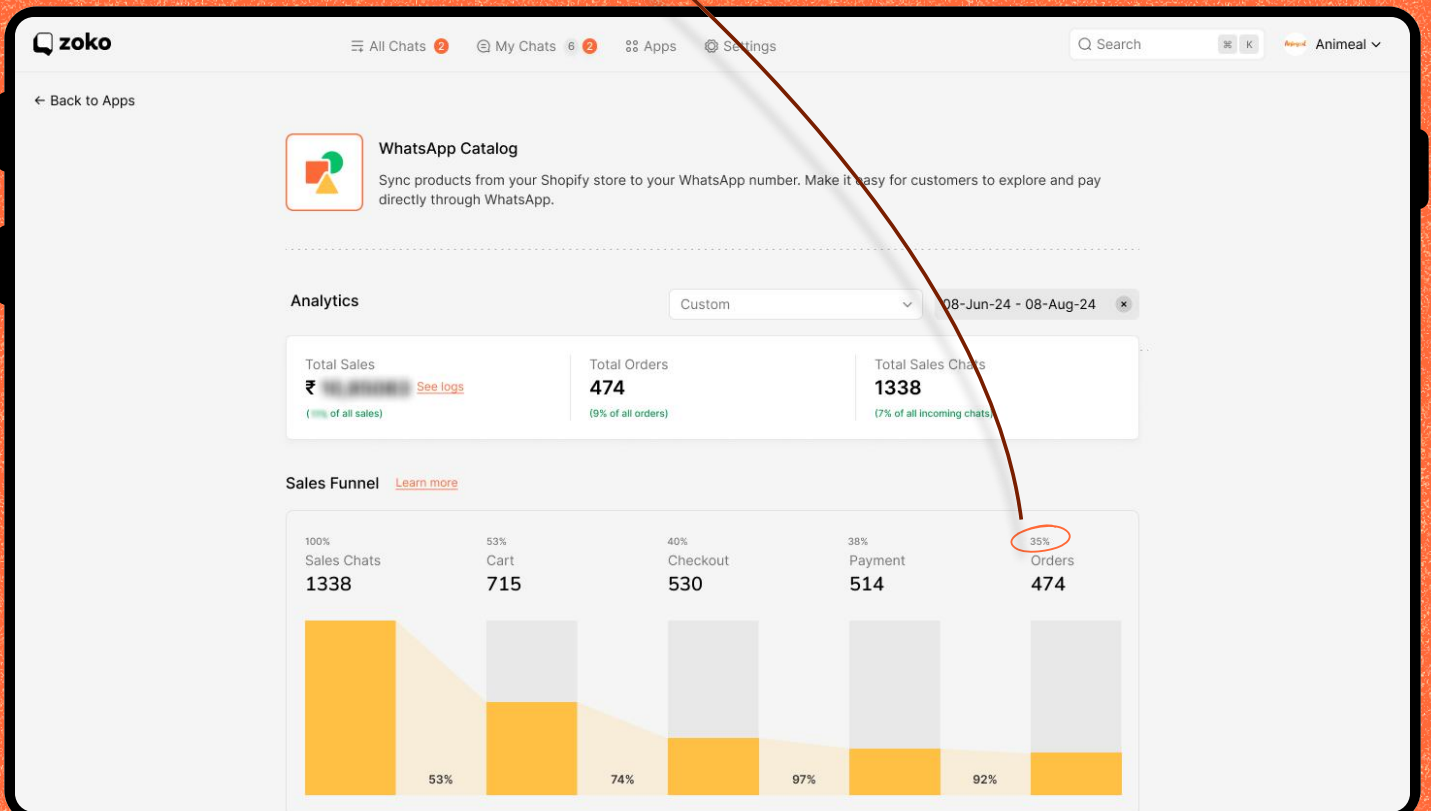
In a 2019 study by Shopify, researchers discovered that a staggering **70% of incoming customer chats are potential buyers** making a purchase decision



Zoko offers an an easy **WhatsApp Catalog Integration** which can convert your WhatsApp live chat into a sales engine.

35%
Conversion rate

For every 100 users who engage on WhatsApp, 30 to 40 convert to orders for Animeal. This conversion rate significantly outperforms their email, SMS, and website channels.

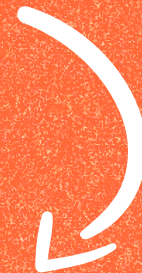




Zoko's integration with Shopify allowed them to automatically sync all their product collections with Zoko, enabling customers to view the latest products while interacting with them on WhatsApp.



Zoko's integration with Razorpay enabled them to provide payment options to customers and use UPI to collect payments and complete the orders, without leaving WhatsApp



The screenshot displays the Zoko WhatsApp interface. On the left, a chat list shows messages from Rakesh Verma, Aarav, Ayushi, Ravi, Maya, John, Suresh, Parmesh, and Sugesh. The main chat area shows a conversation with Ayushi, including an order summary and payment options (RazorPay and Website Checkout). The order summary lists items: 1x PROLIVET (0-15KG) TABLET (Default Title) INR 1400.00, 2x LYSINE CAT PASTE TABLET (Default Title) INR 2400.00, and 1x ALUSPRAY AWD SPRAY (S) TABLET (Default Title) INR 342.00. The subtotal is INR 4142.00, discount is INR 621.30, shipping is INR 0.00, taxes are INR 0.00, and the total is INR 3520.70. A smartphone inset shows the same order summary on a mobile device, with payment options (Razorpay and Website Checkout) visible at the bottom.



1 in 3 of our WhatsApp chats consisted of customers seeking pre-purchase guidance. We needed an effective solution to convert these interactions into sales. Zoko's WhatsApp Catalog integration turned out to be our best decision. It allowed us to synchronize all our product collections, enabling pet parents to view our latest products while engaging with us on WhatsApp. It also empowered us to provide custom payment links to finalize sales on WhatsApp.



VIPUL PATIL

CEO

Schedule a demo with
Zoko to learn more about
how to do Better
business on WhatsApp.
wa.me/919586538447



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book a demo.

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