Qzoko + 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



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

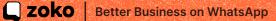




In 1989, Goodman Animeal was established as Mumbai, India's first pet medicine store. Since then, it has become the largest retailer of pet medicines in India.

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 nutritionfocused 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 <u>WhatsApp Catalog</u> <u>Integration</u> 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.

WhatsApp Ca Sync products directly through Analytics	from your Shopify store to you	ur WhatsApp number. Make	it wasy for customers to expl	lore and pay		
Analytics						
		Custom	 ✓ 08-Jun-24 - 	08-Aug-24 ×		
Total Sales ₹ See logs (of all sales)	474		Total Sales Chars 1338 (7% of all incoming chats)			
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Sales Chats	Cart		^{38%} Payment 514	35% Orders 474		
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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.

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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

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S1 JAN Looking for cat supplements		2x LYSINE CAT PASTE TABLET (Default Title) INR 2400.00 1x ALUSPRAY AWD SPRAY (S) TABLET (Default Title) INR 342.00		MEDIA	
Ravi 31 JAN Payment made! 2		Subtotal: INR 4142.00 Discount: INR 621.30	ſ	9:41	≑ ■
Maya 31 JAN Thanks!		Shipping: INR 0.00 Taxes: INR 0.00 Total: INR 3520.70		Order Summary	
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Where is my order? (SALES 1		Website Checkout		1x PROLIVET (0-15KG) TABLET (Default Title) INR 1400.00	20
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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



Scan to book a demo.

View more case studies

www.zoko.io