



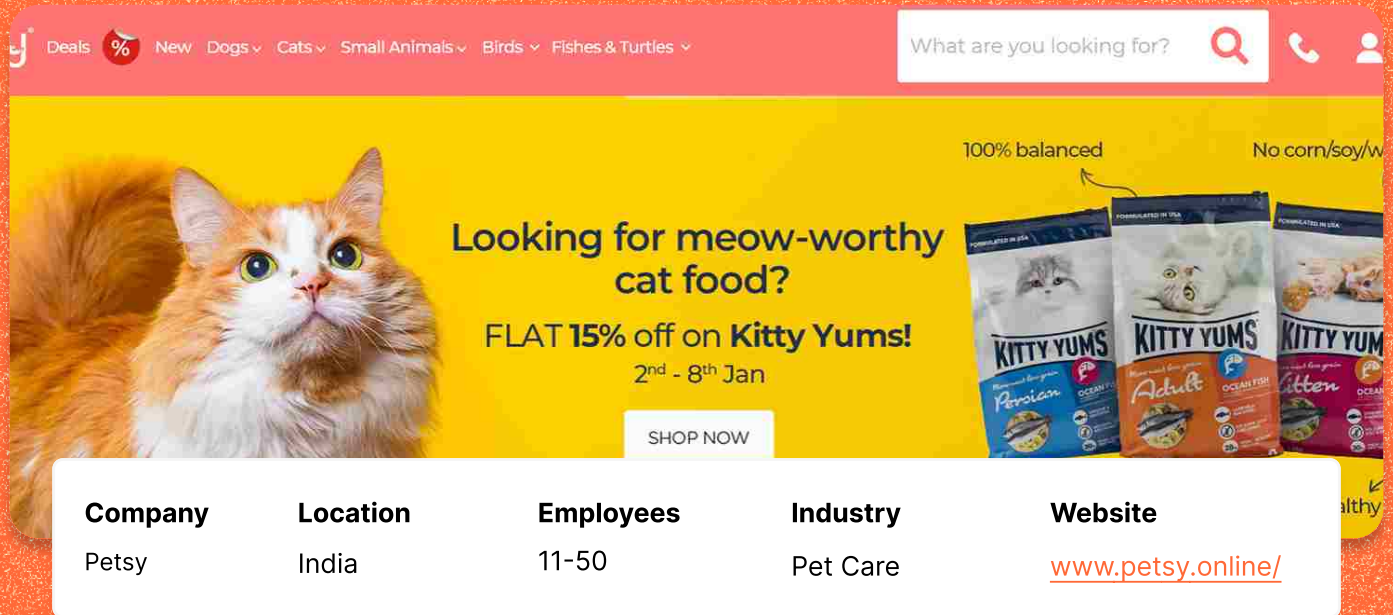
zoko

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How Petsy achieved a
\$79K revenue boost using
Zoko Broadcast via
Segments in just
4 months?

Case study →



The screenshot shows the Petsy website homepage. At the top, there is a navigation menu with categories like 'Deals', 'New', 'Dogs', 'Cats', 'Small Animals', 'Birds', and 'Fishes & Turtles'. A search bar is on the right. The main banner features a fluffy orange and white cat on the left and three bags of Kitty Yums cat food on the right. The text in the banner reads: 'Looking for meow-worthy cat food? FLAT 15% off on Kitty Yums! 2nd - 8th Jan'. Below the banner is a 'SHOP NOW' button. Underneath the banner is a table with company details.

Company	Location	Employees	Industry	Website
Petsy	India	11-50	Pet Care	www.petsy.online/



Petsy started with a mission to help every pet owner become extraordinary through three key areas: educating and empowering pet parents, connecting with the pet community, and offering a carefully curated selection of pet products. Founded as a trusted pet supply store.

They provide high-quality pet food, accessories, and products at affordable prices. Their dedication to quality and customer care has made them a favorite among pet owners who want the best for their furry friends.

Despite their success, Petsy faced challenges in using traditional email marketing to drive sales. Their emails were often ignored, leading to low engagement and minimal results. Petsy needed a better way to reach their audience and make its marketing efforts more effective.

Studies reveal that effective segmentation can boost customer lifetime value by 25%, yet many Shopify brands miss out on this opportunity to target the right customers and increase conversions.

Petsy faced the same challenge—struggling not only to personalize their messaging but also to reach the right customer segments to drive meaningful sales.





By using segmentation, Petsy could send targeted broadcasts to different customer groups based on their past purchases and preferences.



Petsy divided customers into segments like those who recently bought dog food, cat accessories, or those who hadn't bought anything in a while. Personalized messages were sent to each group, ensuring that promotions were relevant and timely.

\$79K

Revenue through
Broadcasts in 4
months

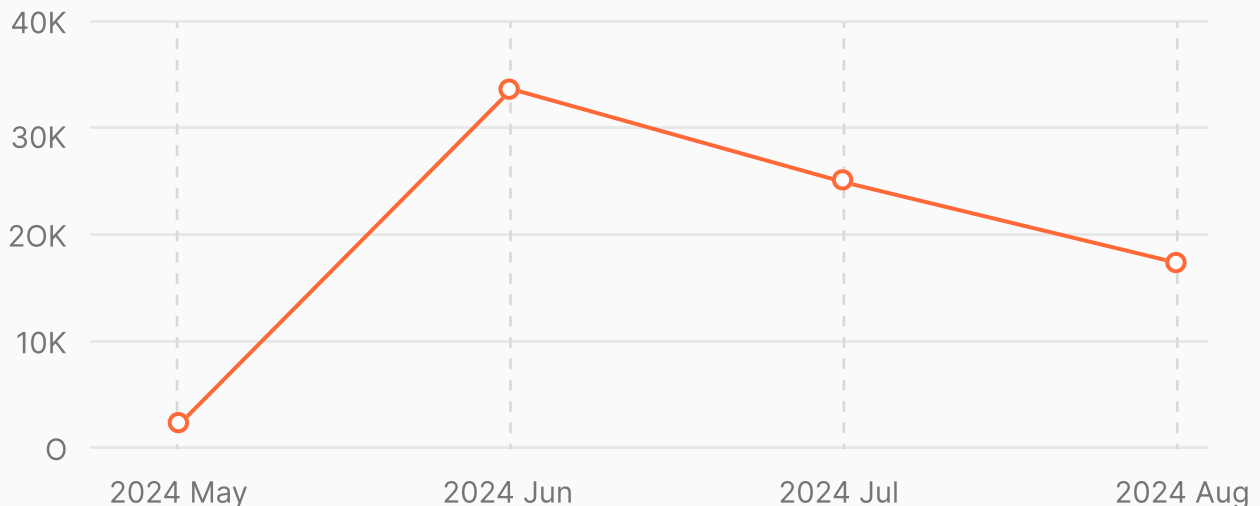
Petsy saw a huge increase in customer engagement and revenue. Petsy didn't limit their broadcasts to sales promotions. They transformed WhatsApp into a multi-purpose communication channel, sharing updates on new product launches, media mentions, customer testimonials, and even interactive content like quizzes.

They generated an impressive USD 79,648 solely through WhatsApp broadcasts. The high open rates and relevance of the messages were key to driving more sales compared to their previous email efforts. Petsy saw a remarkable 32% increase in conversion rates, proving that personalised, consistent, and diverse communication can make a huge impact.

Broadcasts

[View details](#)

\$79,648





Zoko's WhatsApp broadcasts with segmentation solved Petsy's core challenges far better than traditional email marketing. With over 2.5 billion users globally, WhatsApp gave Petsy a direct way to connect with customers on their phones. The platform's wide range of use cases made it stand out compared to email or SMS, offering Petsy more flexibility in how they engaged customers.



With 49% of customers likely to make an impulse purchase through a personalised message, Petsy could cut through the noise and engage their customers in a more timely, and effective way.

The screenshot displays the Zoko interface for managing WhatsApp broadcasts. On the left, a list of broadcast offers is shown, each with a green checkmark and a link to the respective shop. The main panel shows the broadcast 'Petsy_11' with 10838 contacts. The 'Audience' tab is active, showing an 'Excluded' list with 7 recipients and an 'Included' list with 1 recipient. The 'Excluded' list includes three 'no whats...' entries (947, 1008, 243) and two 'cat cust...' entries (21158, 22538). The 'Included' list includes one 'comebac...' entry (25130).

BROADCAST NAME	CHANNEL
Petsy_14	Whatsapp
Petsy_13	Whatsapp
Petsy_12	Instagram
Petsy_11	Whatsapp

Exciting Offers at Petsy!

- Sheba: Flat 13% off + Extra 3% off on orders above ₹1499. Use code EXTRA3
Shop Sheba - <https://shorturl.at/zle3g>
- Royal Canin: Flat 12% off + Extra 3% off on orders above ₹1499. Use code RC3
Shop Royal Canin - <https://shorturl.at/Vy9IY>
- Drools: Flat 20% off + Extra 3% off on orders above ₹1499. Use code EXTRA3
Shop Drools - <https://shorturl.at/a9nO3>
- Pedigree: Up to 12% off + Extra 3% off on orders above ₹1499. Use code EXTRA3
Shop Pedigree - <https://shorturl.at/zaZjG>
- Whiskas: Flat 13% off + Extra 3% off on orders above ₹1499. Use code WHISKAS3
Shop Whiskas - <https://tinyurl.com/mt2r4a8n>
T&C Apply

Petsy_11 10838 · Whatsapp · Sent on 25 Aug 24 - 10:15 AM

Overview Data Audience

Excluded
Select the recipients WERE EXCLUDED from the Broadcast

Recipients 7

- no whats... 947 x
- no whats... 1008 x
- no whats... 243 x
- cat cust... 21158 x
- cat cust... 22538 x

Included
These recipients were INCLUDED in the Broadcast

Recipients 1

- comebac... 25130 x

10838 Contacts



The WhatsApp Business App doesn't let you schedule messages, which means you have to send them manually. This can be tough if you're running big or time-sensitive campaigns. Zoko made this a lot easier for us. With Zoko, we could schedule our messages in advance and import our contact list smoothly using their bulk sender feature. We could also sort our contacts into different groups based on their interests, location, or purchase history. This meant we could send more relevant and personalised messages. Thanks to Zoko, we saw a huge boost in engagement and ended up generating almost USD 79,000 from our WhatsApp broadcasts alone. It really changed the game for us.

Bijay Rungta



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



Scan to
book a demo.

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