

vet DEPOT®



18% online sales uplift

Discover how we managed to detect the pain points of a pets medication website, increase their revenue and improve UX flows.

A case study by  adoric



The client: Vet Depot

Category: Pet Medications Ecommerce

About:

VetDepot, America's trusted source for online pet medications, pet supplies and pet food. Offering the exact same FDA and EPA approved pet meds that your local veterinarian does, but at savings of up to 60%.

<https://vetdepot.com>

The challenge

- Increase sales on different channels
- Increase coupon usage
- Moderate bounce rate of first time visitors



Message #1

Campaign goal

Greet new visitors and get their attention towards the coming winter.

Target audience

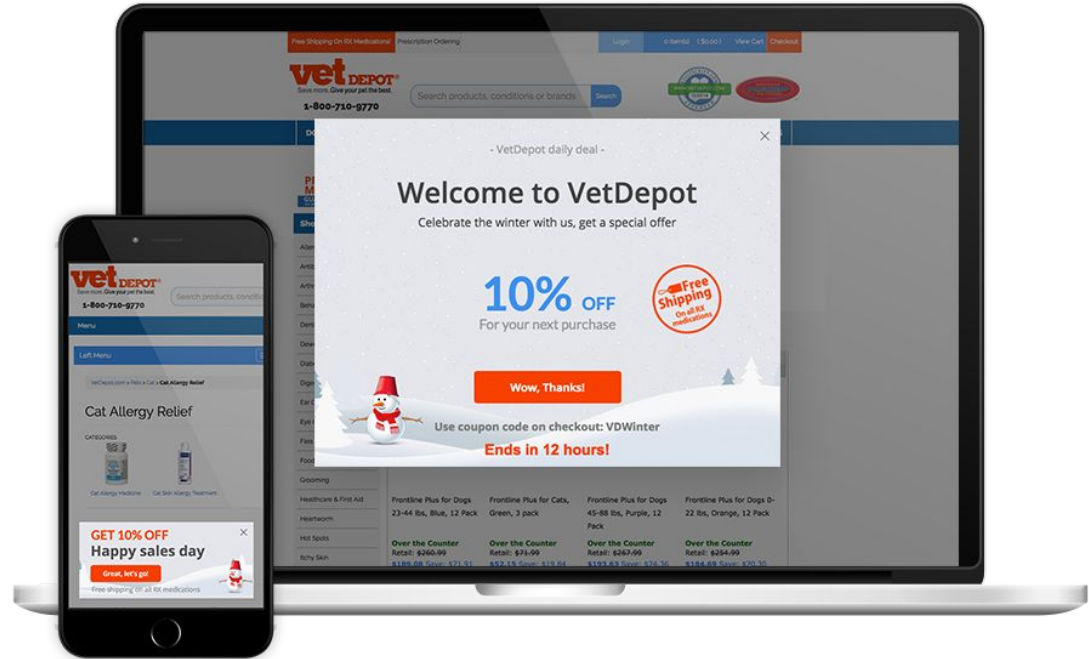
New users, returning visitors, ages of 40-65.

Technology & features used

2 seconds time duration

A/B Testing

4 variations



Message #2

Campaign goal

Increase coupons usage to improve average revenue per user

Target audience

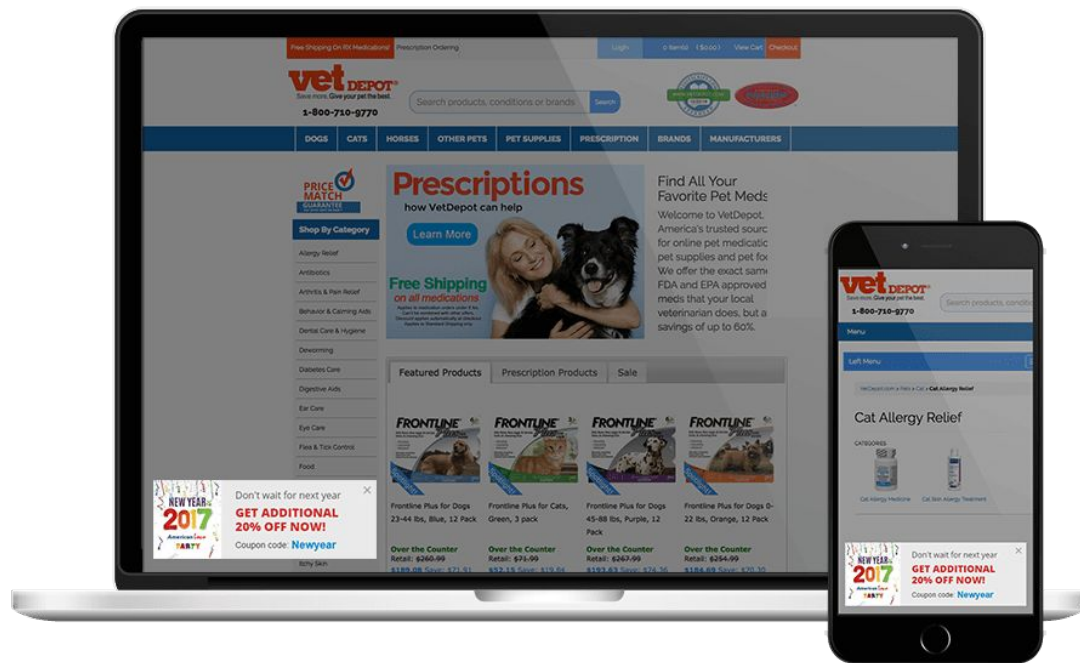
New users, returning visitors

Technology & features used

2 seconds time duration

A/B Testing

2 variations



Message #3

Campaign goal

Catch abandoning visitors who already added items to cart and change their mind about purchasing.

Target audience

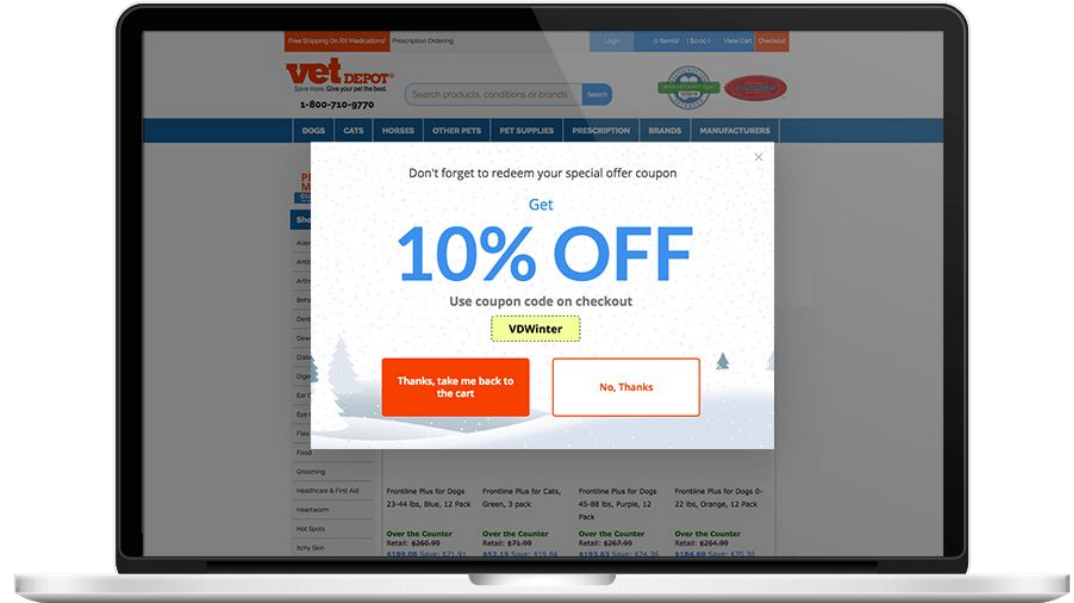
All users exiting from the cart.

Technology & features used

Exit intent

A/B Testing

3 variations



Results

Wonderful vibes!

Within 3 months we've generated revenue uplift on all devices.

- Bounce rate reduced significantly.
- Cart average value went up.

+18% ↑

Uplift for new users

+24% ↑

Uplift for returning users

We're Adoric

Our energy has many perspectives.

Sometime, we're the nice lady that offers help behind the cashier. Occasionally, we're the slick salesman you always wanted. In the holidays, we always dress up, and yes, we can write.

Let's talk.

Yo!

I've got some conversion tips to share



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[Book a demo](#)

