



## Case Study For



### **Introduction:**

Pet care continues to record substantial growth as it is still in a nascent stage in India. However, more households are expected to own a pet, especially in metro cities in coming years. Since many pet lovers want to know more and be educated about their pets but there are limited Websites offering them the information they needed. DogSpot aspires to solve problems in the pet world, by aggregating and organizing information, bridging gaps and hence bringing the community closer. It prompted Mr. Rana Atheya, CEO - Dogspot.in to start DogSpot.in as a community website in 2007 which eventually became an eCommerce portal in 2011.

### **Challenges:**

Since DogSpot is the largest eCommerce portal for pet care products in the country and one with maximum content for pet owners, it had many issues regarding its existence and wanted to spread awareness through digital medium. Moreover, the eCommerce website – [www.dogspot.in](http://www.dogspot.in) is considered as a niche market that contained unique categories of pets, food for respective pet and other miscellaneous items, the DogSpot team wanted to generate more leads and increase the number of sales through their official eCommerce website.

Due to the high market competition the team wanted to optimize its presence through rigorous digital marketing practices and implementing impulsive principles concerning digital marketing in order to achieve a better online visibility, user engagement and ease of communication through their official website, social networking and improvising the content. Here is the point where ReturnOnWeb comes into picture for developing enhanced approach to market services through various digital marketing platforms that will continue to be the drift in the forthcoming era and target the peak of stack in the year 2016.

## **Solution:**

Having a conscientious team of digital marketers, ReturnOnWeb provided incomparable digital marketing solutions for enhancing the digital penetration of DogSpot through various techniques. Considering the trend on Indian market, DogSpot came under the umbrella of niche market. Owing to the fact that something innovative had to be done, ROW mainly focussed on SEO – Search engine optimization through organic and inorganic search which brought DogSpot’s name in the top results of Google search.

Moreover ROW ran a PPC campaign that introduced merchant ads of DogSpot on top eCommerce website of India like Amazon, Flipkart, eBay etc. ROW also worked for the content marketing and SMM – Social media marketing that focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly-defined audience, engaging them to explore different services & products of DogSpot.

## **Results:**

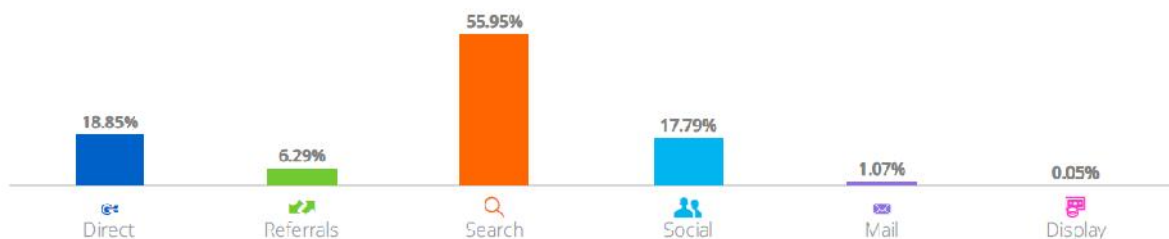
The proper coordination and team work, ROW managed to prove their worth that helped Dogspot.in to advertise the display ads on ecommerce websites like Amazon, Flipkart etc and gave outstanding results through proper planning of content strategy. The rank of their website when upto 5061 with 85% traffic coming from India and total visits were almost 441.7K



99.95%  
Organic Searches

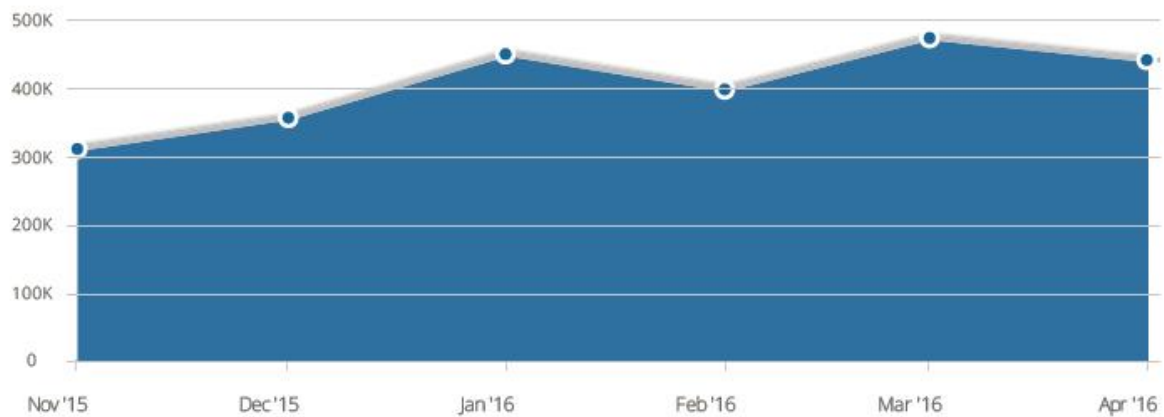
### Traffic Sources

On desktop, in the last 3 months



## Total Visits

On desktop & mobile web, in the last 6 months



With continuous team effort and utilizing their expertise, ROW managed to reduce the bounce rate of DogSpot from 60% to less than 30% which was considerably good in terms of masses trying to access the ecommerce website. The SEO strategy helped DogSpot to come in top 95% keywords of google search and strengthen their presence in top pages of google search results. Also, through the different campaigns and strategies DogSpot was highlighted on different social media platforms like Facebook - 192,837 likes, Twitter – 2,431 followers, Instagram - 5,562 followers and so on.

ROW helped in to increase to overall sales of DogSpot to generate a ROI that almost touched to 1000% which was like touching the skies in one go.