

Pet Supplies Plus Boosts In-Store Sales by Enabling Franchisees to Easily Personalize and Send Their Own Marketing

sageflo

CASE STUDY

Pet Supplies Plus is one of the largest specialty pet food retailers in the United States. Founded in 1988, Pet Supplies Plus is a franchisor and operator of pet specialty stores, which now serves over 30 states, with 500+ stores split across more than 100 franchisees.

PET SUPPLIES PLUS

THE CHALLENGE

Local Marketing at Scale

On a corporate level, Pet Supplies Plus runs a highly integrated, sophisticated email marketing program. With promotional, lifecycle, triggered, and transactional campaigns landing in customers' inboxes on a regular basis, they have built a reliable marketing channel that's data-driven and personalized.

However, Pet Supplies Plus' over 100 franchisees were much more limited in terms of the types of campaigns they could send out to customers of their local stores and the process was cumbersome. Due to the sheer number of franchisees and logistical complexities, Pet Supplies Plus giving local franchisees access to the corporate email marketing platform was not an option. After all, the corporate team would lose all control over branding and segmentation.

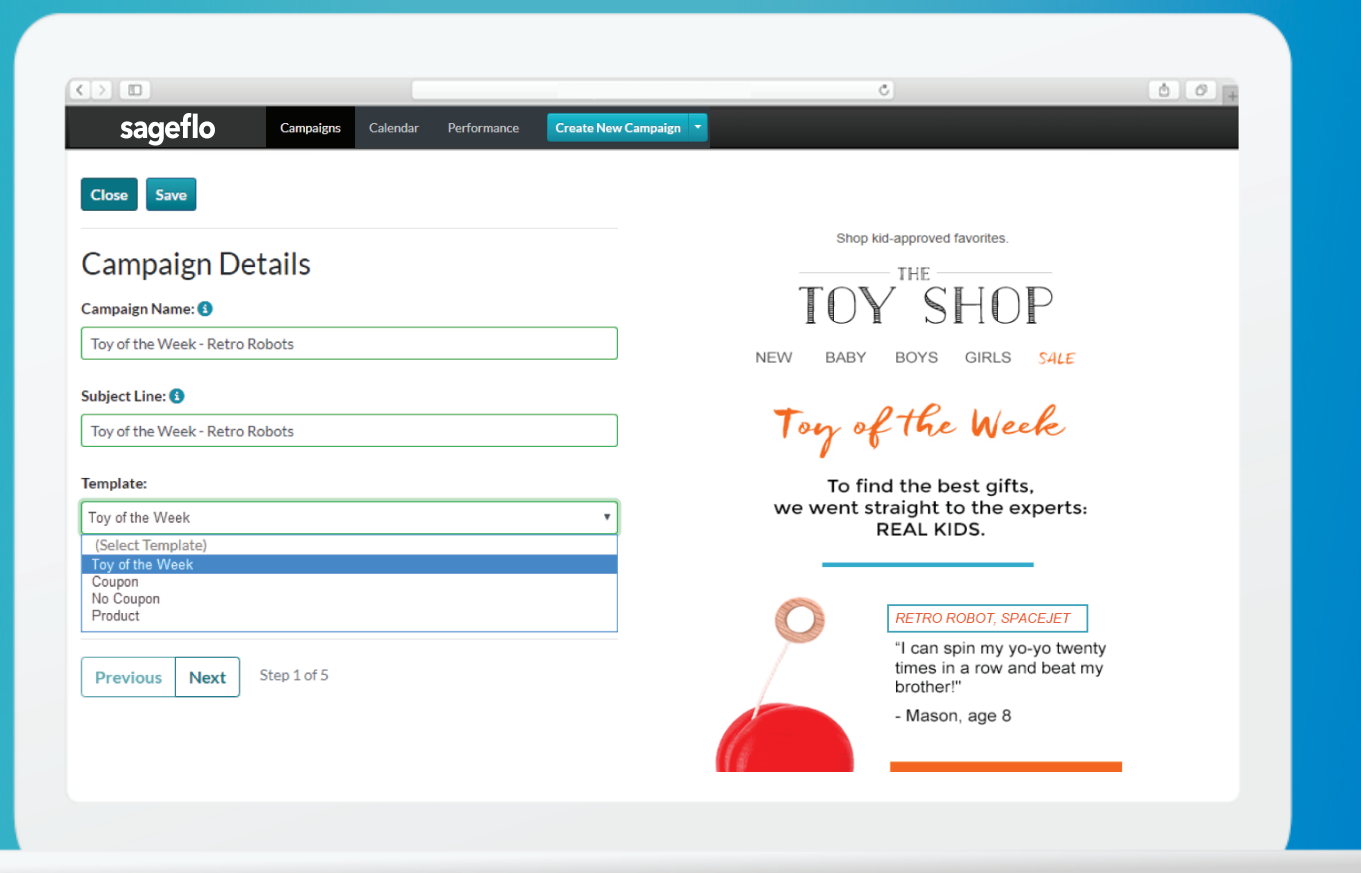
That meant that franchisees were stuck sending campaigns on their own, at the individual store-level, without the ability to analyze and optimize campaign performance. They also didn't have visibility into the corporate marketing calendar, which sometimes led to instances of customers receiving conflicting offers—one corporate, one local.

THE SOLUTION

Sageflo Bridges the Gap with a Simple, Streamlined Tool

To solve this issue, Pet Supplies Plus rolled out Sageflo to franchisees from coast to coast. Built as an easy-to-use web-based platform, Sageflo gives local franchisees access to on-brand design templates, copy, images, and audience segmentation—all approved by the corporate marketing team. This tool makes it easy for busy franchise owners to quickly build, deploy, and analyze emails across all their stores.

Plus, the calendar module allows the corporate team to share their marketing calendar, enabling franchisees to be more strategic about their cadence and content.



THE RESULTS

Increased Quantity and Quality of Local Email Marketing

Over the first 12 months of using Sageflo, franchisees have seen:

19%

increase in email
click-to-open rate
(CTOR)

2,000+

campaigns sent

12%

increase in
average basket
size

And franchisees now have better access to reporting on how customers are interacting with their emails.

The benefits aren't limited to local franchisees. Pet Supplies Plus' corporate marketing team is also spending less time overseeing franchisee campaigns, giving them more time to focus on their strategic objectives.

Sageflo took our franchise marketing to another level.

Before Sageflo, our franchisees were required to create individual emails for every store owned, making the process of sending community-focused emails incredibly inefficient. Performance reporting on these emails was limited to standard email engagement metrics and again, there was one report for each store!

Sageflo streamlined our franchisees' marketing efforts, making it easy to communicate with their stores at multiple levels, including district and whole ownership group, and providing access to more robust reporting. At the same time, it has improved the alignment between our corporate marketing team and franchise owners through standardized templates, shared marketing calendars, and targeted segment types.

Sageflo is one of the highlights of our franchise marketing platform at Pet Supplies Plus!

Craig Clark • Director of Neighbor Relationship Marketing & Data Analytics • Pet Supplies Plus

Marketing Made Local

About Sageflo

Sageflo provides a distributed marketing overlay on your existing marketing automation solution. Empower your field team with email, social, and SMS tools, allowing them to send professional, brand-appropriate touchpoints to their customers. Take some of the burden off your national marketing team, while maintaining brand consistency and connecting with local customers.

Talk to us if you work with franchises, local teams, branches, partners, resellers, or associations.

 info@sageflo.com

 www.sageflo.com

[Learn More about Sageflo](#)