

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

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.



### 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 own 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

## Radiate Bridges the Gap with a Simple, Streamlined Tool

To solve this issue, Pet Supplies Plus rolled out Sageflo Radiate to franchisees from coast to coast. Built as an easy-to-use web-based platform, Radiate 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 Sageflo plug-in allows the corporate team to share their marketing calendar, enabling franchisees to be more strategic about their cadence and content.

*Radiate took our franchise marketing to another level.*

*Before Radiate, 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 those emails was limited to standard email engagement metrics and again, there was one report for each store!*

*Radiate 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.*

*Radiate 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

# THE RESULTS

## Increased Quantity and Quality of Local Email Marketing

Over the first 12 months of using Radiate, franchisees have sent over 2,000 campaigns, with 5,000 estimated to be sent next year. Franchisees have seen their email click-to-open rate (CTOR) increase by 19%. Average basket size has increased by 12%—likely thanks to having 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 much less time overseeing franchisee campaigns, giving them more time to focus on other strategic objectives.

## LEARN MORE

Contact us at [info@sageflo.com](mailto:info@sageflo.com) and we'd be happy to tell you more about Radiate!



### Who We Are

Technology and services professionals with decades of experience supporting the needs of marketing and customer experience teams at the world's leading brands.

### Our Passion

Making it simple and easy for teams to accomplish more while maintaining a customer-focused strategy.

### The End Result

Elegant, enterprise-scale solutions that are a breeze to work with and a joy to use.