



OVERVIEW

Urban Animal is a South African online pet supply shop that helps customers select the best food and over-the-counter products for their specific pet breed at cost-effective prices and also provides free delivery countrywide based on a payment threshold. The site offers customers free medical advice from a qualified veterinarian, allows users to create a unique pet profile, store personal information and view buying history. Urban Animal is also passionate about giving back, they promote responsible pet ownership, social responsibility and allow visitors to sponsor meals for hungry animals.

KEY POINTS

Merchant: Urban Animal
 Industry: Veterinary food and over-the-counter products
 Vaimo Base Engine: Imitate
 Markets Served: South Africa
 Website: www.urbananimal.co.za
 Number of Products: 600

125%

INCREASE IN ORGANIC SEARCH

20%

INCREASE IN AVERAGE SESSION DURATION

125%

INCREASE IN ECOMMERCE CONVERSION RATE

20%

MORE ECOMMERCE TRANSACTIONS

THE CHALLENGE

As a start-up, Urban Animal decided to venture online before opening a physical shop, and thus the veterinary-experience-concept was presented to Vaimo. Urban Animal wanted a professional site that offered premium products sold only at veterinary clinics. The dream was to create a platform for customers that offers products, along with free, professional guidance. Urban Animal needed top-notch filters to make it easy to select the right products, as well as the ability to create a personal pet profile.

THE SOLUTION

Vaimo created a responsive, functional site that provides an exclusive veterinary shopping experience and is simple for customers to navigate and shop. The online store offers professional guidance for customers via the easy-to-use Multi-Option Filter and Vaimo Menu. Vaimo also implemented a Donations feature, which allows customers to donate money to animals in need during checkout process. The site also allows a registered user to create a pet profile, which enables convenient repeat ordering and creates a personalised shopping experience.

FEATURES IMPLEMENTED

- ✓ DONATIONS FEATURE
- ✓ CUSTOMER ACCOUNT NAVIGATION
- ✓ IMAGE BINDER
- ✓ VAIMO MENU
- ✓ MULTI-OPTION FILTER
- ✓ ORDER ADMINISTRATION
- ✓ PAGE MANAGER

* KPIs- Sept 2015 to Jan 2016 compared to Feb 2016 to June 2016

PROJECT DELIVERY

Although Urban Animal is a start-up, the project itself included many layers. As it was the client's first online store, it was important to understand the vision and bring it to life within budget. Through careful collaboration and continuous input and effort from the client and Vaimo's South African team, Urban Animal's digital shop became a reality.

FUTURE ECOMMERCE PLANS

Urban Animal hopes to implement advanced email marketing along with deeper personalisation on the site, such as customer-specific email reminders and special offers. Urban Animal also wants to develop a tool that will calculate when supplies are running low and send out a reminder to customers automatically, with the option to repurchase on the fly.

“ I was impressed by the well-known websites that Vaimo has launched in South Africa, such as CUM Books, Cape Union Mart, and Old Khaki. After engaging with Vaimo, we went with them and embarked on making the Urban Animal eCommerce concept a reality.

Leon Nel, Owner at Urban Animal

“ Magento seemed like the right choice for Urban Animal because the options for scaling up are endless, but it's also possible to start small and make it work for a start-up.

Leon Nel, Owner at Urban Animal

ABOUT VAIMO

Vaimo helps companies all over the world to achieve eCommerce success on the Magento platform. Vaimo is one of the top Magento solution providers and has delivered tailored eCommerce solutions to more than 400 brands and merchants. We pride ourselves in being certified Magento experts and offering full service eCommerce solutions that our clients can trust. We have an in-house team of 250+ specialists with offices located in 10 countries. Businesses choose Vaimo for best practice eCommerce.

CONTACT DETAILS

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