

Fetching an 86% revenue increase for **Pet Drugs Online**.

Pet Drugs Online is the UK's leading online provider of pet medicine, food and accessories, serving thousands of customers for 15 years.

They reached out to Bind Media with a long history of advertising, looking for an agile and expert partner to achieve their most ambitious revenue growth targets to date.

With Google shaking up the landscape with Performance Max and GA4, they were struggling with consistency and the scale they needed to meet their targets.

86%

INCREASE ↑
IN REVENUE

24%

INCREASE ↑
IN ROAS

12%

INCREASE ↑
IN NEW
CUSTOMERS

15%

DECREASE ↓
IN CLICK COSTS



What we did

- ◆ Account and campaign consolidation
- ◆ New customer acquisition & LTV focus
- ◆ Optimisation of the smart bidding model
- ◆ Iterative creative testing strategy across channels
- ◆ Paid channel expansion

The results

In the first month of partnering, the revenue goal was shattered, with revenue increasing 86%. We've since surpassed revenue targets for 6 consecutive months resulting in significant channel expansion. New customer acquisition initiatives through custom audiences further amplified performance through growth in both new customers and lifetime value.

WHAT THE CLIENT SAYS

“Our partnership with Bind has undoubtedly been a game-changer

I can't say enough good things about Bind! Their team's expertise and strategic approach have transformed our campaigns and delivered exceptional results. From concept to execution, the agency's dedication and attention to detail have elevated our brand to new heights and we've seen remarkable growth. I highly recommend their services to any business seeking outstanding results.



Olivia Russell, Digital Marketing Manager
Pet Drugs Online