BarkBox Automates Marketing With Smartly.io

Vertical: E-Commerce
Country: United States

Challenge:

BarkBox is a monthly delivery of toys, treats, and chews for dogs. The challenges were to decrease the CPA (cost per new BarkBox subscription) levels and increase sales without adding manual work.

Smartly.io Solution

Increase your marketing ROI with Smartly.io's optimization solutions
Let Smartly.io's algorithms decide where to put your advertising spend. It will find the best places and opportunities and tweak your campaigns in real-time. Automated optimization is always-on when needed, and refining your campaigns based on the goals and rules you set up.

Smartly.io allowed BarkBox to create triggers and customizable rules to automate any action e.g.
- **If CPA is better than your target** $\rightarrow$ **scale up advertising budget**
- **If bid is limiting delivery while CPA is better than your target** $\rightarrow$ **increase bid**
- **If ad performance is very bad** $\rightarrow$ **use stop-loss rules to pause it**

Results

26 % decrease in CPA (cost per new BarkBox subscription) *
(*) timeframe: June - August, 2015, country: United States

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Testimonial

"Smartly triggers have allowed us save time while achieving diligent custom optimization 24/7."
Rob Schutz, Head of Growth, BarkBox

We always offer a 14-day free trial and no minimum contract period.

Contact us at info@smartly.io