



BarkBox

Automates Marketing with Smartly.io

➡ SMARTLY.IO



BarkBox



“A MONTHLY BOX OF DOG GOODIES”

For humans, BarkBox is a monthly delivery of toys, treats, and chews. For dogs, BarkBox is like the joy of 1 million belly scratches. From heavy chewers to special allergies, BarkBox paw-picks the best natural treats, chews, and innovative toys to match its customers' dog's unique preferences.

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WHAT BARKBOX WANTED



Scalability

BarkBox was looking for new ways to scale social media marketing and radically decrease their manual workload.



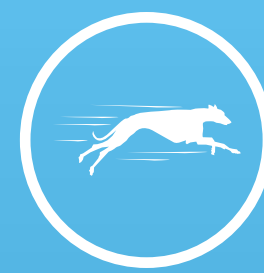
Stability

They had stringent stability requirements, which Smartly was able to meet and exceed.



Service

As a demanding advertiser, BarkBox needed technical experts that they can reach and rely on in even the most challenging situations.



Speed

Facebook marketing environment changes constantly and BarkBox needed a partner who would keep pace with the new feature launches.



Features

BarkBox also wanted Smartly.io features such as automatic optimization with triggers.

BarkBox



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BarkBox

THE RESULTS

"Smartly has given us the tools to increase our marketing volume on Facebook faster and more efficiently than other platforms."

Rob Schutz, Head of Growth, BarkBox

By leveraging Smartly's Automatic Optimization with triggers, BarkBox was able to significantly scale its marketing activities and acquire new customers while reducing their CPA and without increasing their workload.

26%
Decrease
in CPA

 **SMARTLY.IO**

* June, 2015 - August, 2015. Country: United States

HOW?

WORKFLOW AUTOMATION – BarkBox used Smartly.io's Automatic Optimization to automate their workflows, saving time and money.

Instead of manually monitoring their campaign and making changes based on performance, they set triggers to do this automatically.

TRIGGERS are "if this, then that" rules that you can set in advance. Automatic Optimization strategies consist of at least one trigger, and each campaign can have zero, one or more optimization strategy.

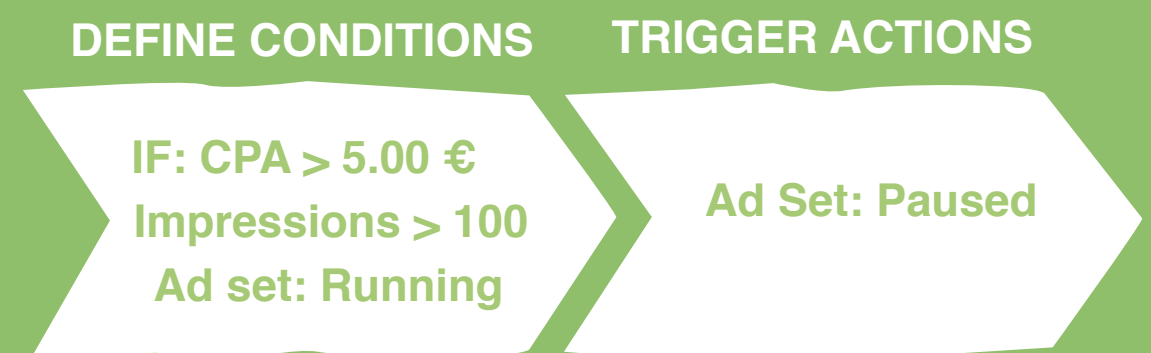
"Smartly triggers have allowed us save time while achieving diligent custom optimization 24/7."

Rob Schutz, Head of Growth, BarkBox

A quick example - An automatic optimization strategy could pause your ad set automatically if the average CPA has increased too much during the last 24 hours.

You can easily define the conditions (e.g. **IF** CPA greater than 5.00 EUR, Impressions is greater than 500 **AND** ad set is Running) and actions (e.g. **THEN** pause the ad set).

This keeps CPA down, without requiring additional manual work from the advertiser.



A tan dog is lying on its side on a wooden floor, looking towards the camera with its mouth open. A bulldog is sitting upright on the same floor, looking up and to the right with its tongue hanging out. Between them is a cardboard box labeled "BarkBox" which is filled with various dog toys and treats, including a red ball and a bag of "CHEWS". In the background, there is a large potted plant and a wooden chest.

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