

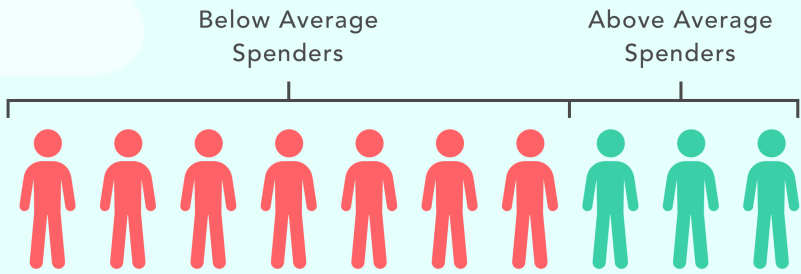
Pet Care Loyalty as a Revenue Generator

A Clinic's Story of App-Based Loyalty



BEFORE PETDESK LOYALTY

Before starting with PetDesk, a veterinary clinic had **2 out of 3 new clients spending below the average amount** on their pet's health care. Only 1 out of 3 new clients spent above the average amount in order to ensure their pet's optimal well-being.



67%

of clients spent about

\$300

per year

33%

of clients spent about

\$500

per year

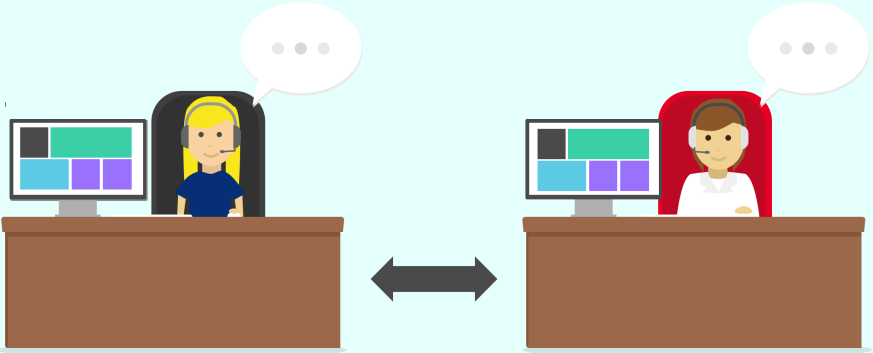


67% of the pets in my practice are not



getting all the proper care they need! I know we can do better!

PETDESK IMPLEMENTATION

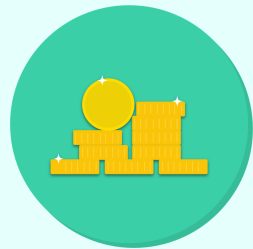


The clinic decided to partner with PetDesk and implement the full platform with a focus on loyalty. A PetDesk Implementation Specialist worked with the Practice Manager to **sync** and setup the clinic's **customizable** Loyalty Program. Working together they discovered some best practices.

BEST PRACTICES



Launch PetDesk Loyalty at the same time as the rest of the PetDesk products.

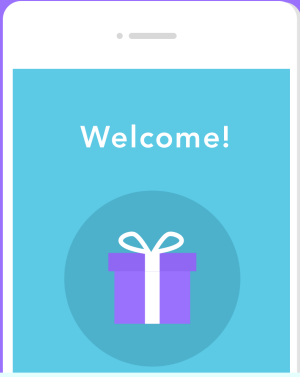


Have "Welcome Points" for all new loyalty clients equal to the first reward.



During checkout, staff mentions the loyalty app program to all clients.

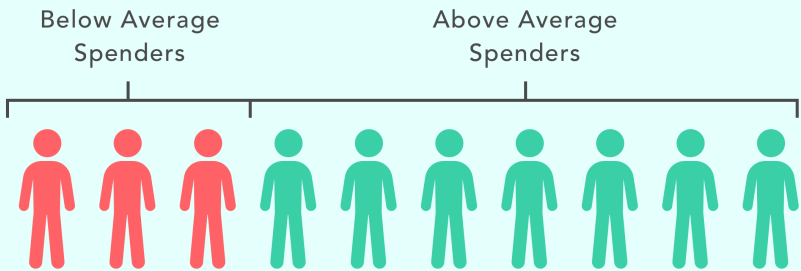
Allow new clients to use their first reward during their first visit.



After signing up for the **PetDesk Loyalty** program, clients are offered a **welcome reward** that is immediately redeemable. This creates great conversion among clients to become Loyalty users and spend more during that visit.

AFTER PETDESK LOYALTY

Six months after implementing **PetDesk Loyalty**, the clinic saw a major shift in their customer base. Now **2 out of 3 new clients are above average spenders**, and the new high spending average increased by **an additional \$100!**



33%

of clients spend about

\$300

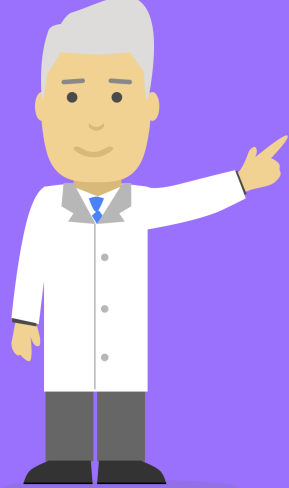
per year

67%

of clients spend about

\$600

per year



Not only does PetDesk Loyalty incentivize new clients to spend more and come back more often, but existing clients that were previously **above average spenders are now spending 20% more!**

THE BOTTOM LINE

A **synced, customizable loyalty program** isn't just an ordinary discount plan. By using these best practices with their program, this clinic saw a major shift in revenue per client.

↑ 35%

**increase in revenue
across all clients.**

This clinic had roughly 1,000 current clients with an average spend of \$350 per year, but with PetDesk Loyalty they were able to gain

+\$122,500

in additional annual revenue!

FIND OUT MORE AT



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Results may vary across clinics