

PAWFECT PICKS

CASE STUDY PRESENTED BY
INTERACTIVE VIDEOS CO.

ABOUT

Pawfect Picks is a boutique pet supplies brand based in the UK, offering a curated selection of premium pet food, toys, grooming essentials, and accessories for dogs and cats. Founded by lifelong pet lovers, their mission is to deliver joy, comfort, and health to pets and convenience to their owners. While their online store had steady traffic, conversions and customer engagement were beginning to plateau – and they were ready to innovate.



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THE GOAL

Pawfect Picks aimed to enhance their online shopping experience to match the same warmth and attentiveness of their in-store interactions. Their goal was to increase product engagement, improve conversion rates, and build long-term customer relationships by making online shopping feel more personalized and fun.



THE CHALLENGE

Despite strong branding and a loyal customer base, their product pages weren't performing well. Shoppers were dropping off without purchasing, often confused about what product was right for their pet. Static images and long descriptions weren't enough to convert browsers into buyers. They needed a solution that was interactive, informative, and engaging – something that could guide buyers like a real in-store experience would.

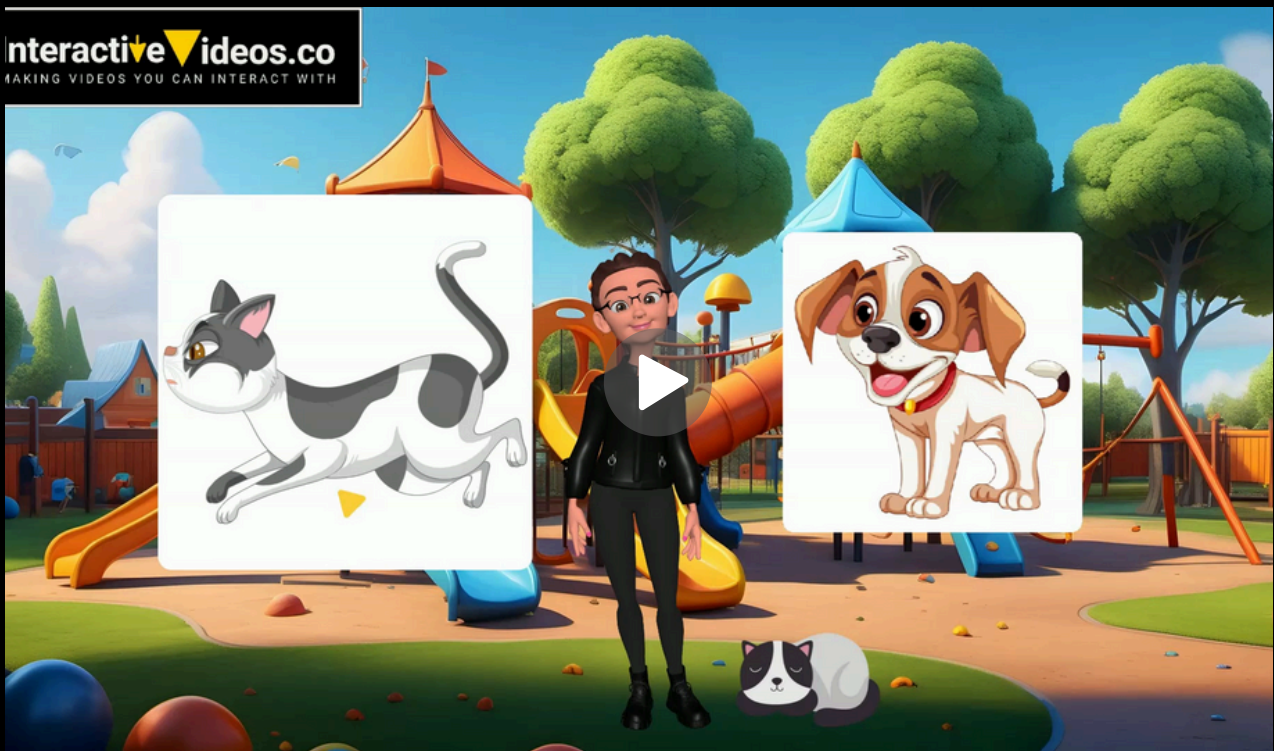


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THE SOLUTION

We created a series of custom interactive videos that transformed their site experience:

- Shoppable product videos where users could click to explore items like food, toys, or grooming kits
- Interactive pet match quizzes helping owners find the right product based on pet breed, age, and lifestyle
- "Build Your Pet Box" video journeys that let users customize a cart with recommended items
- Cross-platform video campaigns for social media that linked back to personalized shopping experiences



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THE RESULTS

- 1 +34% increase in online conversions
- 2 +48% boost in average order value
- 3 30% reduction in customer service inquiries
- 4 +300% engagement rate on video content across Instagram and Facebook
- 5 Higher repeat purchases from subscribers using interactive "refill reminders"

WANT TO FETCH THESE RESULTS FOR YOUR PET SUPPLY BRAND?



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