



PUPPY FINDER

Biscuits & Bath is a dog service provider in New York City offering services ranging from dog walking and grooming to daycare and overnight boarding. They pride themselves on being a team of dog lovers who are passionate about giving your dog the attention and care it needs. Their purpose is to enrich lives by making having a dog fun, easy, and possible.

THE CHALLENGE:

Biscuits & Bath felt very passionate about providing the best possible care for your four-legged friends, but they were struggling to find a way to convey that message. Although they knew the level of service they could offer, they lacked a strategy to help spread that sentiment, resulting in not having enough credibility or trust to grow their audience.

Knowing how important it is to find a dog that fits your specific needs, Biscuits & Bath wanted to help those looking for a dog, especially in the city, to find the right breed based on various factors within their lifestyles. While helping people find the perfect breed for their lifestyle, Biscuits & Bath also wanted to educate users on how much more goes into choosing your new four-legged friends than looks alone.

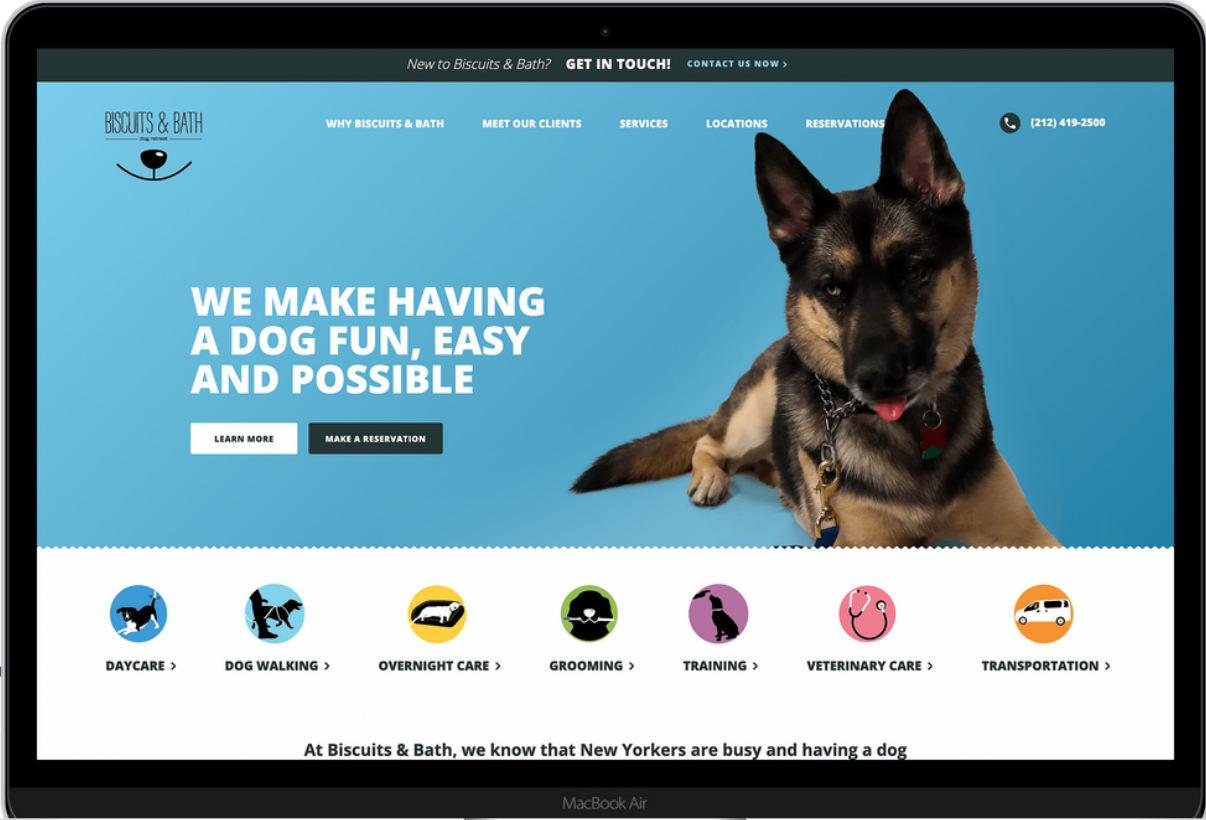
THE SOLUTION:

Ajax Union created a custom tool for their website that would help their website visitors looking for a dog find the right breed for them based on various factors. After much research and becoming puppy experts ourselves, Ajax Union created a custom tool for Biscuits & Bath's website that would help users looking for a dog find the perfect breed for their lifestyle.

Ajax Union created a tool that not only helps you find a puppy that meshes into your lifestyle, but also educates people on how important it is to consider the dog's breed, temperament, size, and diet, as well as his or her needs— and yours!

THE RESULTS:

Through email and social media marketing, we were able to get over 100 new customers for Biscuits & Bath dog care services with over 5,000 uses of the Puppy Finder tool in 90 days! We were also able to see that a large majority of users who used the tool ended up using Biscuits & Bath's services!



100

New Customers

+5,000

Uses in 90 Days

Need help generating real results for your B2C company?

Book a strategy session with a team member to talk about how we can help you generate leads and revenue with your marketing.

YES, I WANT TO GENERATE LEADS