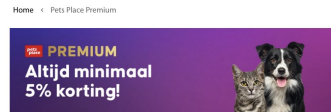


How Pets Place increased premium member engagement and in-store traffic with Google Wallet



Bespaar direct met Pets Place Premium

Met Pets Place Premium profiteer je van voordelen zoals altijd 5% korting op meer dan 30.000 artikelen.

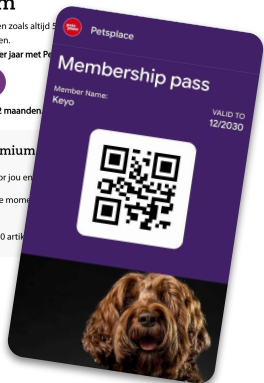
Gemiddeld besparen huideigenaren € 75 per jaar met Pets Place Premium.

Ja, ik word lid

Voor slechts 10 euro per 12 maanden

Voordelen van Pets Place Premium

- ✓ Persoonlijke aanbiedingen speciaal voor jou en je dier
- ✓ Relevante tips en adviezen op het juiste moment
- ✓ En altijd 5% korting op meer dan 30.000 artikelen



The Company:

Pets Place is the leading pet care retailer in the Netherlands and Belgium, operating over 190 stores and a major omni channel platform. They provide high-quality food, accessories, and expert advice, focusing on animal welfare and empowering owners to become experts.

The Challenge:

Pets Place needed a way for their "Premium" paid members to easily access exclusive benefits, such as pet health services and expert advice, across 190 stores. Without Google Wallet, customers had to manually provide details at the point of sale, which was time-consuming. This friction led to low adoption and data gaps where visits from premium members went unrecorded.

Partnering with Google Wallet: Salesforce and Magento integration through Loyyo

Google Wallet Solution:

Pets Place integrated Google Wallet into their Salesforce and Magento ecosystems to provide a high-utility digital pass

- **Instant Access:** Premium members can immediately download their Loyalty Cards via marketing automation or their online account
- **Service Access:** The pass allows members to easily identify themselves at "Health Points" in-store, even enabling them to activate smart scales to weigh their pets via the wallet
- **Proactive Engagement: Push Notifications** are used to send targeted pet-care promotions based on member data



Arnoud van Daalen

CCO Pets Place (ijsvogel group)

"We finally found the perfect way for our members to identify. The adoption is very high and the integration with Google Wallet was very smooth."

The impact

- **Exceptional adoption:** In initial testing, nearly 60% of premium members chose to add their premium pass to Google Wallet
- **Operational ease:** Manual email entry was eliminated, significantly increasing staff satisfaction and checkout speed.
- **Driven Traffic:** Nearly a third of all Google Wallet members visited a store to redeem their offer within three weeks after receiving a push notification.