



MARKETING ENSEMBLE OF HIMALAYAN PET SUPPLY





Xplore Growth

“ Brace yourself to embark on the journey to the future and lead the pet retail industry by empowering customers, exploiting technology, and embracing new models.





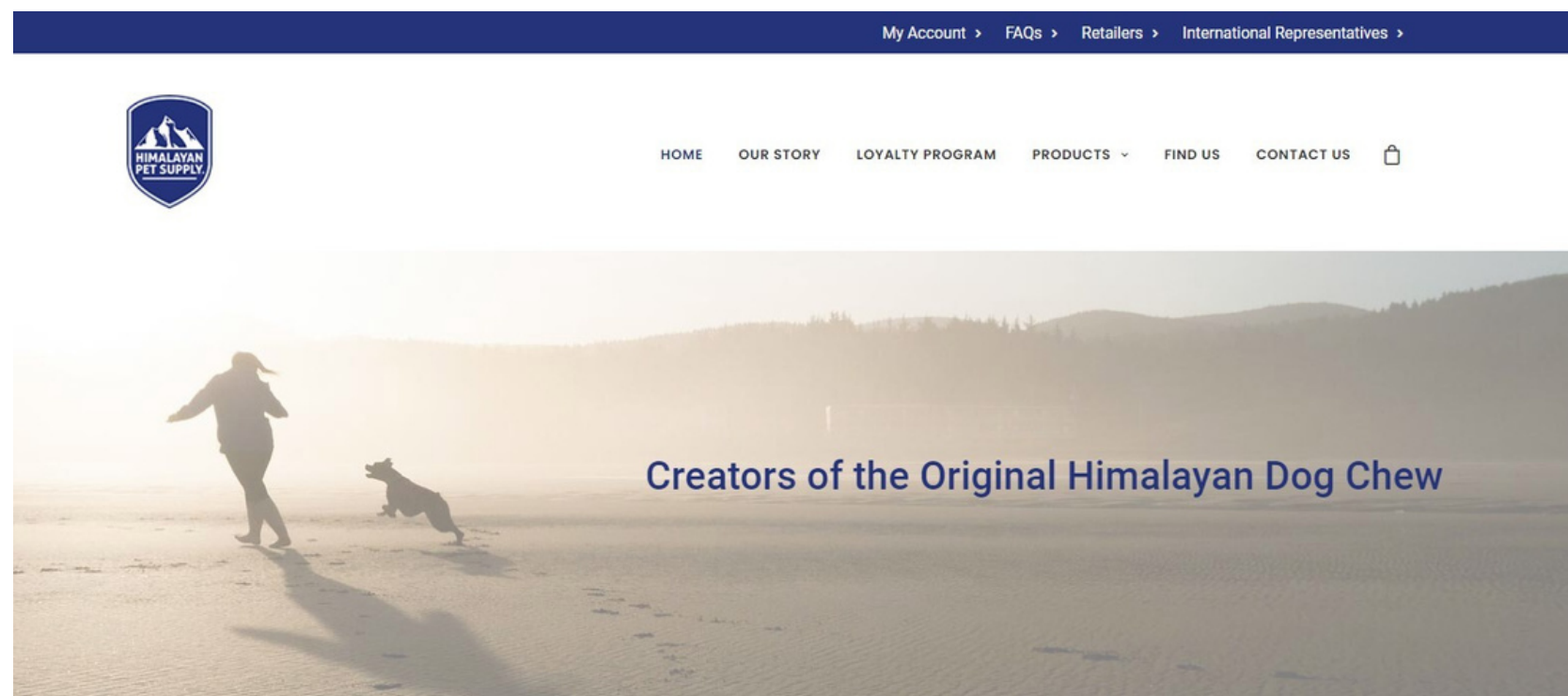
Case Studies

Xplore Growth has marked several vital aspects which you should change for a confident run into the future. Here's an insight into how we have helped our clients overcome business challenges and achieve desired goals.

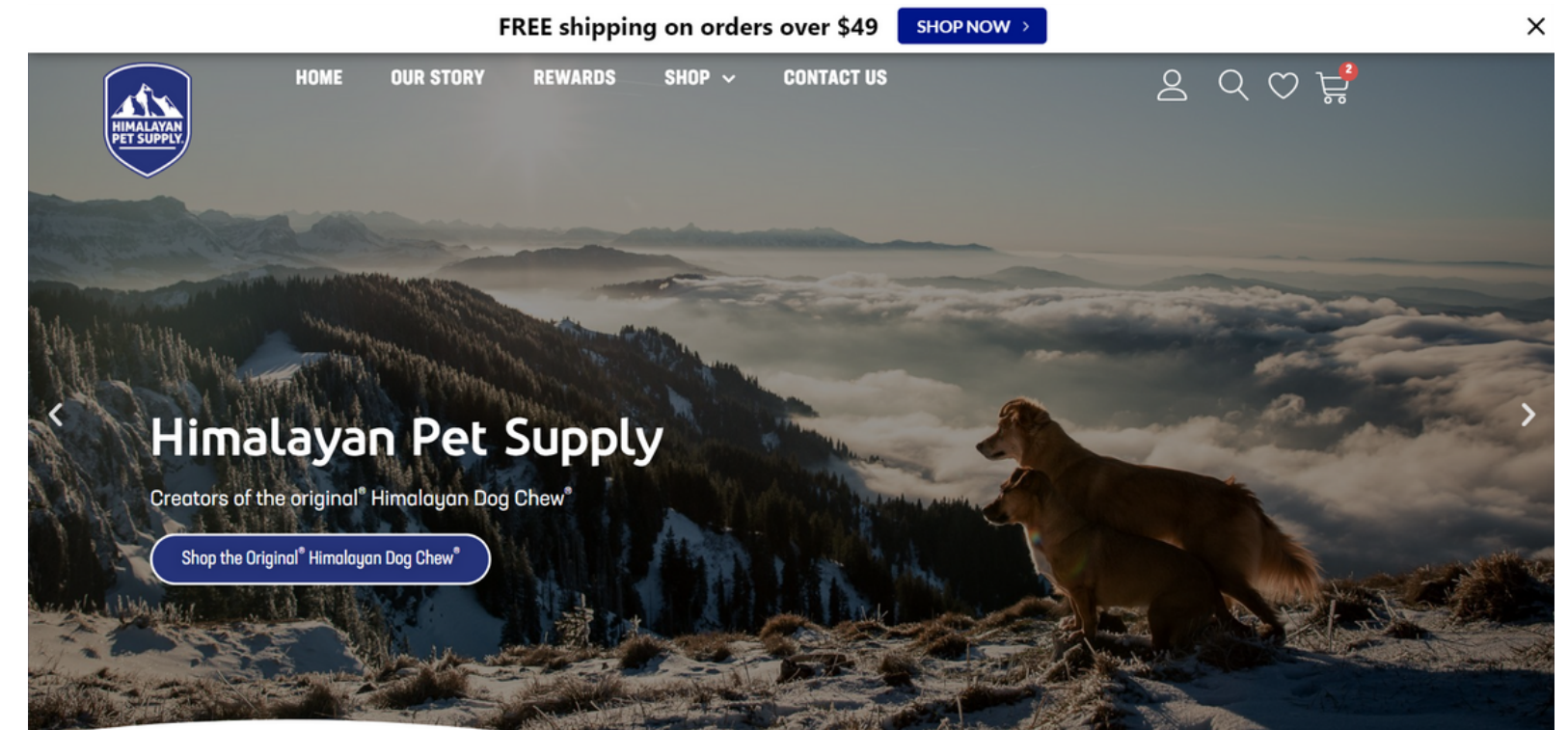


Since 2008, Himalayan Pet Supply has been synonymous with healthy, natural, and safe products for pets. Today, we are committed to honoring time-tested traditions and creative innovations to best serve our four-legged friends.

Challenge 1- Website Overlook



Old Look



Updated Look

The UI of the website seemed pretty dull and the challenge here was to give the website a brand new outlook. Our talented designers picked up the challenge and you can see the outcome in the above pictures.



Challenge 2- Improvement In Sales Through SEO, SMO, PPC

Himalayan Corporation > Himalayan
All Web Site Data

Try searching "Week over Week Growth of Sessions"

Primary Dimension: Source / Medium | Source | Medium | Keyword | Other

Plot Rows | Secondary dimension | Sort Type: Default

Source / Medium	Acquisition			Behavior			Conversions eCommerce		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Ecommerce Conversion Rate	Transactions	Revenue
	70,256 % of Total: 100.00% (70,256)	68,967 % of Total: 100.03% (68,943)	87,479 % of Total: 100.00% (87,479)	52.58% Avg for View: 52.58% (0.00%)	3.01 Avg for View: 3.01 (0.00%)	00:01:43 Avg for View: 00:01:43 (0.00%)	2.82% Avg for View: 2.82% (0.00%)	2,468 % of Total: 100.00% (2,468)	\$XXX,XXX.XX % of Total: 100.00% (\$XXX,XXX.XX)
1. google / cpc	47,177 (66.12%)	46,218 (67.01%)	55,803 (63.79%)	62.39%	2.50	00:01:13	2.97%	1,656 (67.10%)	\$XX,XXX.XX (60.18%)
2. google / organic	11,958 (16.76%)	10,867 (15.76%)	15,641 (17.88%)	30.81%	4.17	00:02:56	1.89%	296 (11.99%)	\$XX,XXX.XX (15.01%)
3. (direct) / (none)	8,554 (11.99%)	8,445 (12.24%)	11,352 (12.98%)	45.16%	3.47	00:02:13	3.79%	430 (17.42%)	\$XX,XXX.XX (20.35%)
4. m.facebook.com / referral	866 (1.21%)	861 (1.25%)	897 (1.03%)	16.05%	2.55	00:00:22	0.33%	3 (0.12%)	\$XX.XX (0.07%)
5. bing / organic	518 (0.73%)	483 (0.70%)	838 (0.96%)	26.61%	5.54	00:04:05	3.70%	31 (1.26%)	\$XX,XXX.XX (1.40%)
6. yahoo / organic	302 (0.42%)	291 (0.42%)	441 (0.50%)	17.69%	4.59	00:02:47	2.95%	13 (0.53%)	\$XXX.XX (0.82%)
7. duckduckgo / organic	250 (0.35%)	243 (0.35%)	307 (0.35%)	26.06%	5.69	00:03:00	1.63%	5 (0.20%)	\$XXX.XX (0.34%)
8. l.instagram.com / referral	244 (0.34%)	235 (0.34%)	255 (0.29%)	26.27%	4.32	00:01:59	1.96%	5 (0.20%)	\$XXX.XX (0.10%)

With the usage of catchy hashtags and intuitively personalized social media campaigns, Genexis Studio bolstered the revenue of Himalayan Pet Supply. Updating the previous posts with the new ones and with effective ORM practices, Himalayan generated long-term exposure and converted mere visitors into valuable customers. By the end of October Ad campaigns and social media campaigns were receiving great responses and direct and organic traffic also generated significant amount of revenue as visible in the screenshot above.