



 **PERSOSA**

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**Wag!**  
A dog's best friend

## CASE STUDY

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Learn how the number one on-demand dog walking service reduced their bounce rate and increased their customer session duration and engagement.

## THE CHALLENGE

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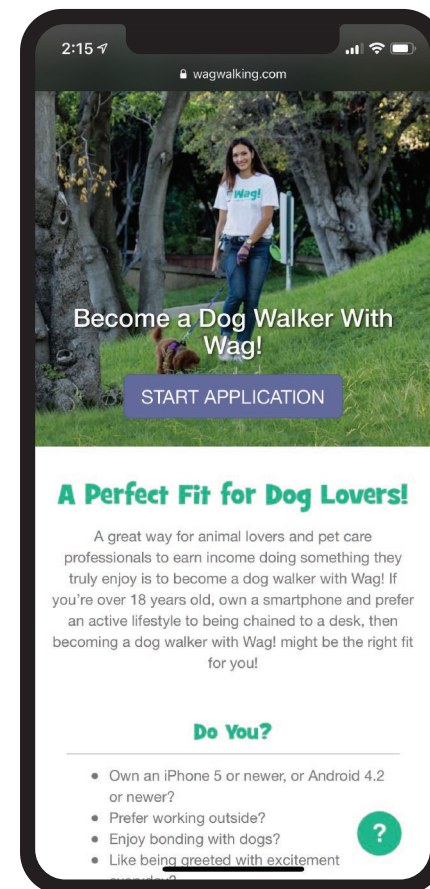
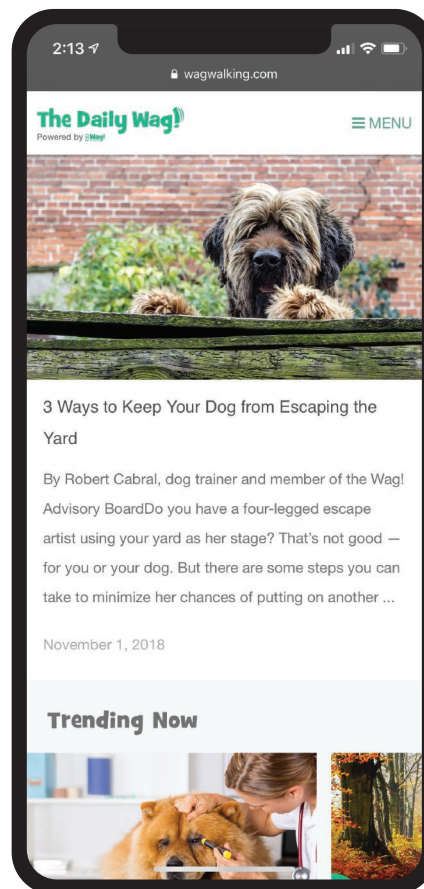
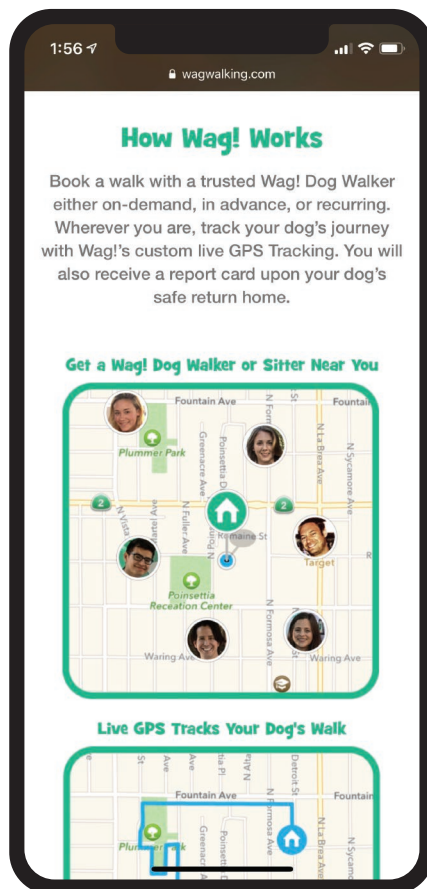
Wag is the number one on-demand dog walking service in the country. It launched in Los Angeles in 2015, and has benefited from major investments to fuel its growth – including \$300 million from SoftBank Japan. Wag now offers dog-walking services through their mobile app in 43 states and more than 100 cities.

As it's grown, however, Wag's digital presence hasn't been able to keep up with their expanding audience. The nationwide company has nine core city-based markets – and everyone sees the same generic experience online. That's a problem when it's snowing in one area of the country, for example, but another region has perfect dog-walking weather. It can also leave consumers confused on whether the service is available in their location or not. Wag needed a way to better serve and connect with their unique audience groups.



## A PERSONALIZED SOLUTION

With Persosa, Wag can tailor the entire customer journey based on where they're located – as well as a variety of other factors, such as referring URLs, onsite behavior and detailed audience demographics. After segmenting visitors, Wag can serve them specific experiences with personalized content, images, offers and more.

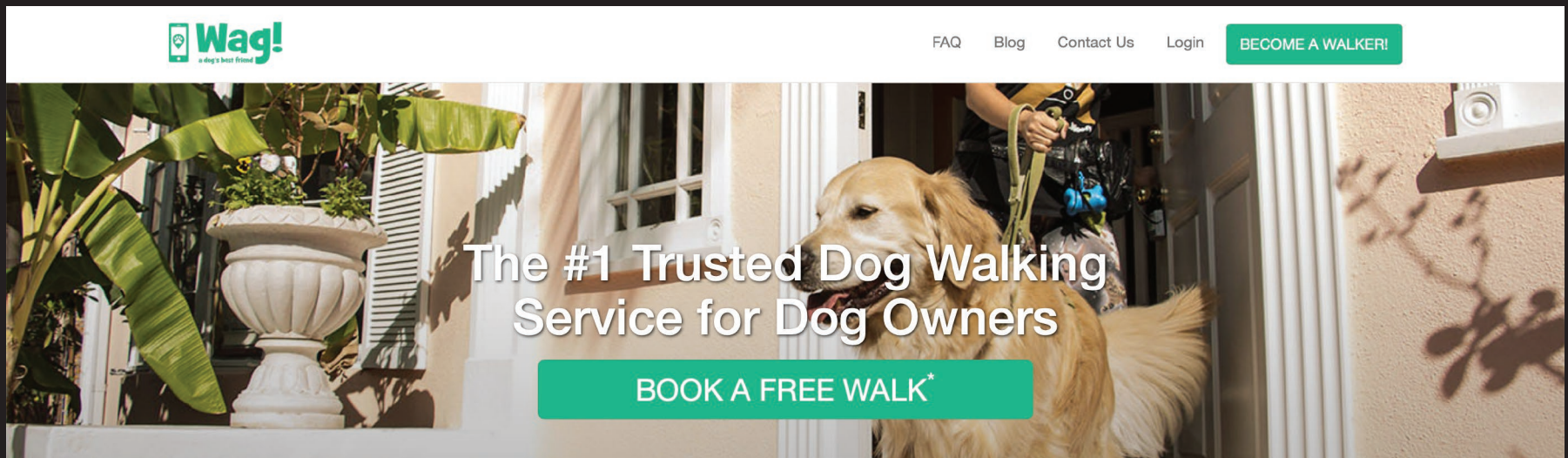


## OUR APPROACH

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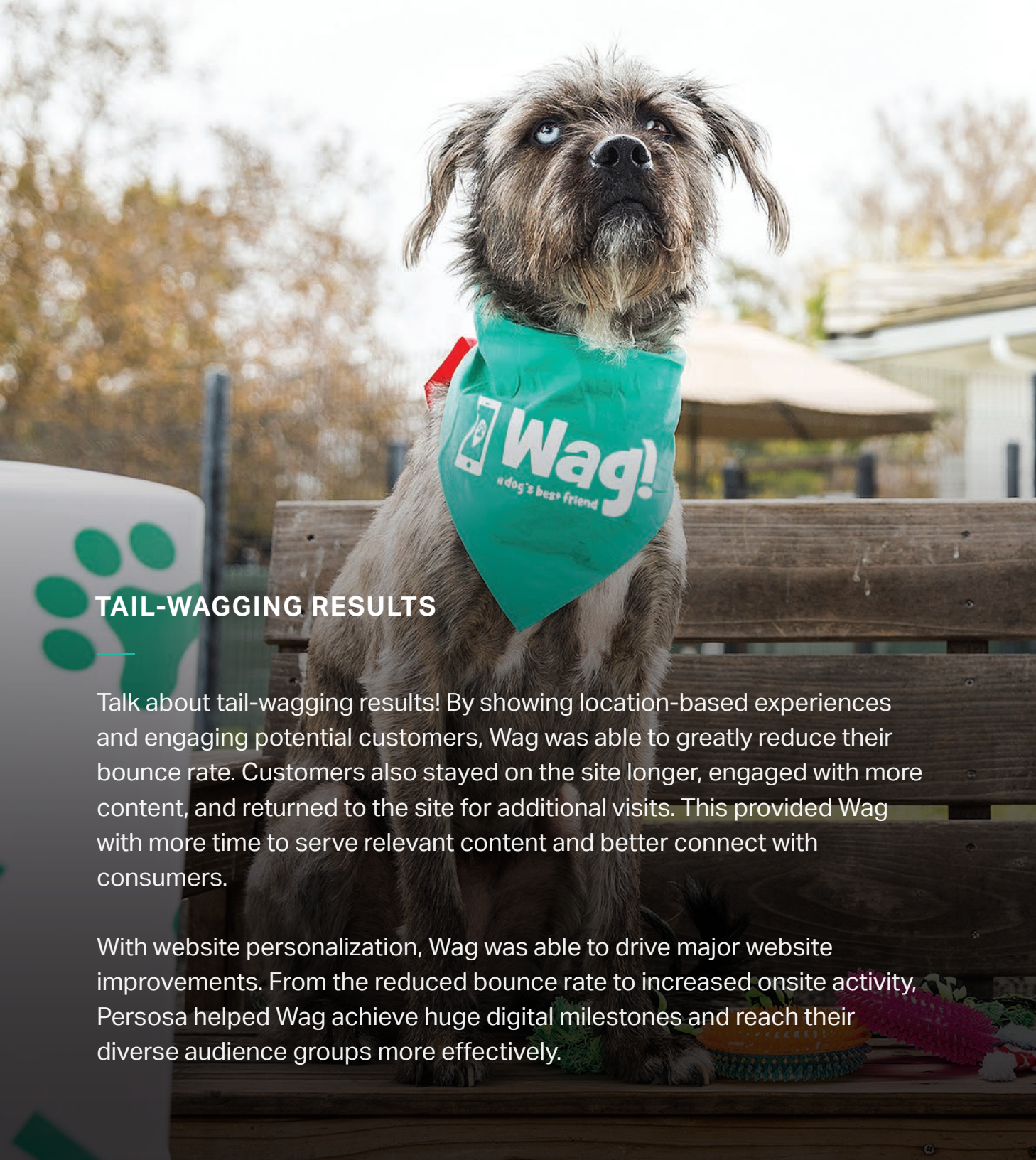
Within the first week of working with Persosa, Wag was able to get personalized, city-based experiences up and running for each of their nine top markets. Our personalization platform changed their hero imagery to feature city skylines and recognizable landmarks, as well as updated text and testimonials from local customers. This was extremely successful across different regions.

In just Dallas alone, for example, these efforts reduced the page bounce rate by **64%** and increased average session duration over **700%**! Next, Wag wants to continue their personalization efforts by adding more detailed city-specific imagery featuring dogs at local landmarks and leverage Persosa's personalization to serve and connect personalized experiences across both their website and their mobile app.



### How Wag! Works

Book a walk with a trusted Wag! Dog Walker either on-demand, in advance, or recurring. Wherever you are, track your dog's journey with Wag!'s custom live GPS Tracking. You will also receive a report card upon your dog's safe return home.



# 36%

REDUCTION IN  
WEBSITE BOUNCE RATES

# 42%

INCREASE IN  
PAGE SESSIONS

# 173%

INCREASE IN  
AVERAGE SESSION DURATION



## TAIL-WAGGING RESULTS

Talk about tail-wagging results! By showing location-based experiences and engaging potential customers, Wag was able to greatly reduce their bounce rate. Customers also stayed on the site longer, engaged with more content, and returned to the site for additional visits. This provided Wag with more time to serve relevant content and better connect with consumers.

With website personalization, Wag was able to drive major website improvements. From the reduced bounce rate to increased onsite activity, Persosa helped Wag achieve huge digital milestones and reach their diverse audience groups more effectively.

# WORK WITH US

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Learn how to create memorable experiences for your customers to increase engagement and sales. We would love to help your business grow.

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