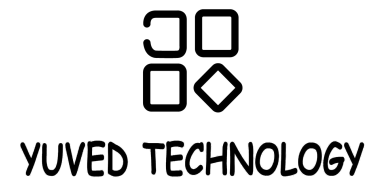YUVED TECHNOLOGY

**GROWTH BLUEPRINT OF HOLISTIC HOUND**

YUVED TECHNOLOGY

" 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.

**YUVED TECHNOLOGY**

# Case Studies

**Yuved Technology** 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.**

**HOLISTIC HOUND**

Holistic Hound, the store, was started by Heidi Hill in 2003 in Berkeley, California. Her mission was to improve the health and wellness of our animal companions through a holistic approach that focuses on nutrition, complementary therapies, and education. The store is a certified member of the National Animal Supplement Council (NASC), which ensures the safety, accuracy, and quality of companion animal health supplements.

## Challenges

The challenges that Holistic Hound faced were tri-fold.

1. A misconception in the minds of people about the usage of CBD, CBG & Hemp products for pets.
2. Running Ad Campaigns was challenging because of State restrictions on ads related to CBD, CBG & Hemp products.
3. Running Ad Campaigns was challenging because of strict guidelines by Google, Facebook & Bing.

# Solutions

Yuved Technology helped Holistic Hound with their online marketing and reputation building. We used a range of new-result-driven strategies to help the pet supply brand compete with the big dogs in a dog-eat-dog retail world. To make the customers believe in their brand, Holistic Hound followed trifurcated digital marketing:

| Source / Medium | Acquisition | | | Behavior | | | Conversions eCommerce | | |
|---|---|---|---|---|---|---|---|---|---|
| | Users | New Users | Sessions | Bounce Rate | Pages / Session | Avg. Session Duration | Ecommerce Conversion Rate | Transactions | Revenue |
| | 49,876 % of Total: 100.00% (49,876) | 49,590 % of Total: 100.03% (49,573) | 63,642 % of Total: 100.00% (63,642) | 14.60% Avg for View: 14.60% (0.00%) | 4.87 Avg for View: 4.87 (0.00%) | 00:02:06 Avg for View: 00:02:06 (0.00%) | 4.40% Avg for View: 4.40% (0.00%) | 2,798 % of Total: 100.00% (2,798) | $xxx,xxx.xx % of Total: 100.00% ($xxx,xxx.xx) |
| 1. google / organic | 24,752 (48.06%) | 23,981 (48.36%) | 31,798 (49.96%) | 13.01% | 4.72 | 00:02:07 | 3.31% | 1,051 (37.56%) | $XX,XXX.XX (35.13%) |
| 2. (direct) / (none) | 16,001 (31.07%) | 15,970 (32.20%) | 19,473 (30.60%) | 17.99% | 4.12 | 00:01:24 | 3.40% | 663 (23.70%) | $XX,XXX.XX (29.99%) |
| 3. Holistic Hound Master / email | 1,946 (3.78%) | 1,586 (3.20%) | 3,170 (4.98%) | 12.27% | 8.47 | 00:03:54 | 17.16% | 544 (19.44%) | $XX,XXX.XX (16.08%) |
| 4. wooautomation / email | 589 (1.14%) | 467 (0.94%) | 819 (1.29%) | 3.79% | 11.13 | 00:04:01 | 18.07% | 148 (5.29%) | $XX,XXX.XX (4.23%) |
| 5. bing / organic | 928 (1.80%) | 864 (1.74%) | 1,340 (2.11%) | 6.94% | 7.27 | 00:03:53 | 7.46% | 100 (3.57%) | $X,XXX.XX (3.43%) |
| 6. dealspotr.com / referral | 160 (0.31%) | 35 (0.07%) | 295 (0.46%) | 8.14% | 8.32 | 00:04:06 | 28.81% | 85 (3.04%) | $X,XXX.XX (2.39%) |
| 7. yahoo / organic | 492 (0.96%) | 467 (0.94%) | 656 (1.03%) | 10.67% | 6.20 | 00:02:47 | 8.84% | 58 (2.07%) | $X,XXX.XX (2.23%) |
| 8. holistichound.knoji.com / referral | 116 (0.23%) | 29 (0.06%) | 207 (0.33%) | 0.97% | 7.94 | 00:03:40 | 25.60% | 53 (1.89%) | $X,XXX.XX (1.40%) |
| 9. duckduckgo / organic | 664 (1.29%) | 652 (1.31%) | 806 (1.27%) | 12.03% | 4.69 | 00:01:58 | 2.98% | 24 (0.86%) | $X,XXX.XX (0.71%) |
| 10. RETAILERS / email | 115 (0.22%) | 96 (0.19%) | 168 (0.26%) | 11.90% | 5.46 | 00:02:16 | 6.55% | 11 (0.39%) | $X,XXX.XX (1.05%) |
| 11. holistichound.net / referral | 623 (1.21%) | 584 (1.18%) | 1,083 (1.70%) | 25.21% | 2.93 | 00:00:44 | 0.74% | 8 (0.29%) | $X,XXX.XX (0.91%) |
| 12. lnk.bio / referral | 153 (0.30%) | 140 (0.28%) | 230 (0.36%) | 9.13% | 7.26 | 00:04:06 | 3.04% | 7 (0.25%) | $XXX.XX (0.28%) |
| 13. m.facebook.com / referral | 544 (1.06%) | 535 (1.08%) | 586 (0.92%) | 23.89% | 3.89 | 00:01:12 | 1.19% | 7 (0.25%) | $XXX.XX (0.11%) |

- The brand needed to convince the pet owners that their products are ubiquitous and that they were a reputed, safe brand for pets for which social media campaigns like Monday Myth Busters, Wednesday Wisdom, and Factual Friday were carried out.
- Extensive link-building campaigns were carried out to help Holistic Hound with its rankings.
- With a far-reaching content syndication campaign, Holistic Hound's brand awareness reached unprecedented heights organically.
- All kinds of organic approaches were opted to derive traffic to the website, another domain was created to run ads which brought exponential ROAS.