

# Answer Den drives orders, traffic, and sales results for PETCO.com

PETCO created The Answer Den, a microsite that combines all their customer-generated Q&A content, powered by Bazaarvoice Ask & Answer, to enable customers to ask and answer questions at the category level, and customer response was overwhelming!

PETCO ran an “Answer This!” contest from 5/30/08 to 6/28/08, promoting via email and on their site, offering PETCO gift certificate awards. Customers were awarded for being the first person to answer the question of the day and were encouraged to comb through other questions to answer anything they could.

During the promotion, PETCO saw:

- \* 358% increase in average daily answer volume
- \* 49% increase in average daily question volume

## The Answer Den

Those who used The Answer Den are very engaged, valuable customers. We compared browsers who utilized The Answer Den with browsers who visited any category page and did not interact with The Answer Den.

Those who visited The Answer Den had:

- \* 100% more orders per session
- \* 72% higher conversion rate
- \* 90% more page views per session
- \* 28% more items/order
- \* 9% higher average order value
- \* -6% item abandonment rate
- \* -6% shopping cart abandonment rate

Contest, awareness bolster overall Answer Den results

On top of the existing results from The Answer Den, after their “Answer This!” contest ended, PETCO saw an additional:

- \* 69% increase in its conversion rate
- \* 172% more views per visit (on top of already-elevated page views due to The

## Case Study Library



Answer Den)

\* 150% more orders per session

These increases are on top of previous Answer Den performance, indicating that more answers and questions drive even higher client engagement and sales results, and that PETCO.com customers respond well to contests and stay engaged!

**Client:** PETCO.com

**Agency:** Bazaarvoice

**Budget:** Undisclosed

**Date of Campaign:** 5/30/08-6/27/08

**Case Study URL:** <http://www.bazaarvoice.com/caseStudies.html>