

# CASE STUDY

## Specialty Pet Store

### Tail Wagging Good?

What makes a good in-store experience? This pet store wanted to offer a unique experience to its shoppers.

#### What

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##### The Data

Percentage Visiting at Least Once a Month	59%
Average Time in Store	11:45
Percent Using Neither Cart Nor Basket	64
Percent Shopping with Pets	20%
Average Number of Products Shopped	11.5
Average Number of Products Purchased	4.8
Average Number of Sections Visited	2.8
Average Number of Sections Purchased From Shopper Conversion	86%
Percentage of Purchasers Who Made a Grab & Go Purchase	28%

#### So What

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Overall, 21% of those surveyed visited the store "once a month," while 38% visited "2-3 times per month." Low use of shopping aids suggests that shoppers do not expect to purchase more than one or two items.