

Agency Within Uses LTV Bidding in SA360 to Increase PetFlow's Paid Conversion Value 3x



Agency Within

New York, NY USA • [Agency Within](#)



PetFlow

Las Vegas, NV USA • [PetFlow](#)

The challenge

PetFlow is an online pet food store and delivery service operating in a competitive market with strong incumbents taking up a large market share across many of the brands they sell.

The approach

PetFlow's agency, Agency Within, switched their campaigns to a smart bidding model in SA 360 that optimized for Lifetime Value of Customers rather than just focusing on efficient CPAs. They did this by projecting LTV for the purchaser based on the product they ordered, cost of that product, the brand, and the time of year.

The results

The SA360 Customer Lifetime Value increased 4x from the time they implemented this Smart Bidding strategy, with total conversion value increasing 3x in that same timeframe.

Pivoting to a LTV driven marketing strategy allowed PetFlow to focus on its highest value customers and that improved business results. This enabled PetFlow to promote repeat purchases, and helped make them the sole source of pet food for many new customers.

"I couldn't imagine our operation without Agency Within, as their positive impact on our business is felt daily. We are in constant communication with their team, working to optimize our digital media strategy and maximize every dollar of ad spend as goals change and evolve. They live up to their name, as we feel we truly have a top-notch digital media team within our operation. They understand our business and work continuously to keep us at the forefront of an ever-changing digital landscape."

—Cody Flaherty, General Manager at PetFlow

3x

Paid Metric
Conversion Value

4x

SA360 Customer
Lifetime Value