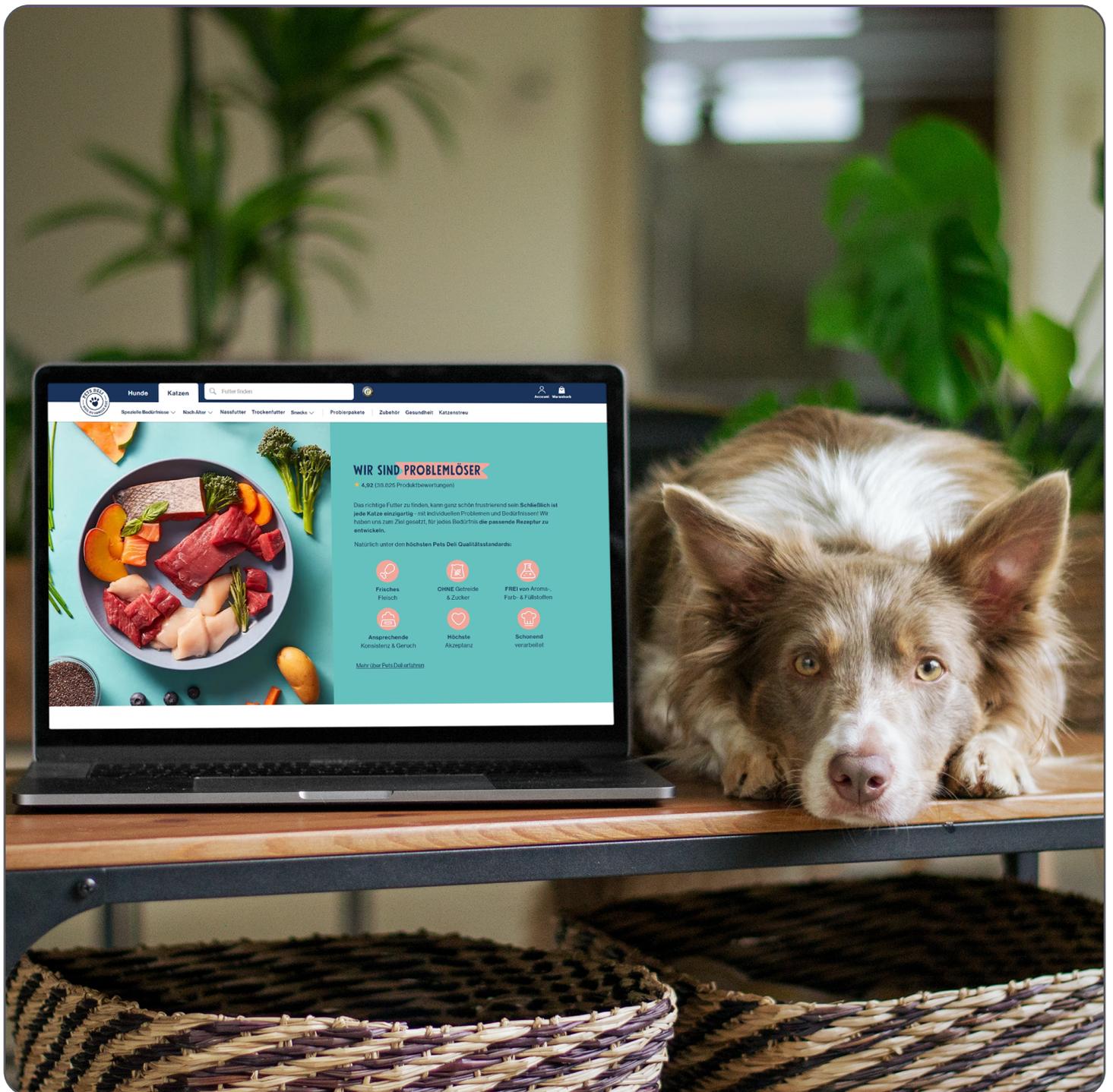


Using **personalized content** to supercharge conversion rates

How Pets Deli **increased Black Friday conversions by 51%** with Ninetailed by Contentful.



How Pets Deli increased Black Friday conversions by 51% with Ninetailed by Contentful

Black Friday is a busy time for retailers and shoppers alike. And bargain hunters aren't just on the prowl for discounts that speak to their own desires – like clothing, TVs, or home appliances, they're keeping an eye out for those that benefit their beloved pets too.

As a leader in the European direct-to-consumer pet food market, Pets Deli offers only the highest quality goods for feline and canine companions. While this emphasis on quality attracts a steady stream of buyers, the company saw a significant leap in conversion rates during Black Friday 2021. They increased 51% from the previous year.

The reason for this impressive jump?

Personalization

In leveraging **Ninetailed by Contentful**, Pets Deli was able to identify which pricing strategies were most effective, and iterate accordingly.

51%

Increase in conversion rates

10%

Lower bounce rate

Continue reading to learn more about Pets Deli's journey to personalization with Ninetailed by Contentful plus how personalization can help your organization activate data to deliver personalized experiences that drive revenue.

Crafting the perfect plan for personalized promos

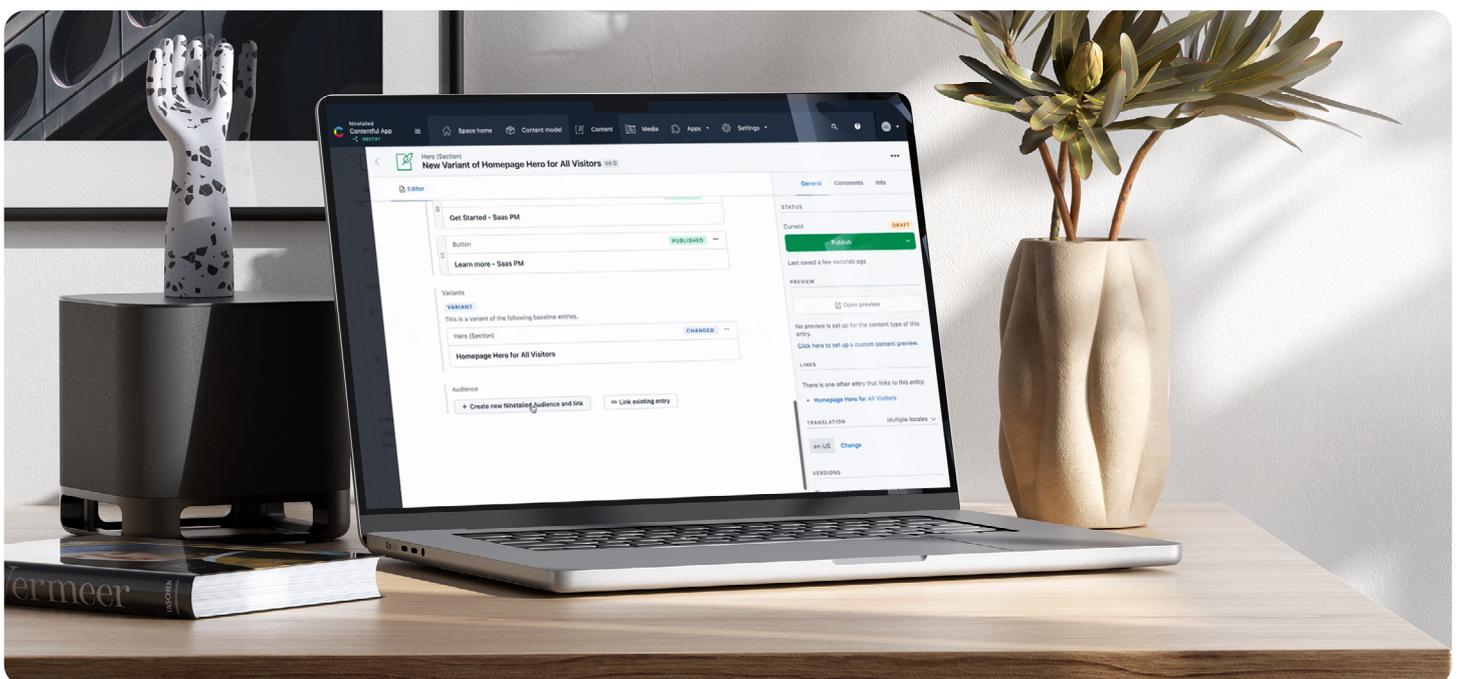
Eight weeks before Black Friday, Pets Deli approached **Ninetailed by Contentful** with the plan to build a series of personalized campaigns. This was one of the biggest retail events of the year, and the company wanted to offer customers the best deals possible.

Pets Deli envisioned custom pricing and promotions tailored to individual customers on its website. This would allow the company to stop using promo codes – which were often expired or caused UX issues at check out and UX problems at the checkout.

It wanted something sophisticated that would remove friction and attract new customers.

Personalized promotions would satisfy both requirements as it:

- **Doesn't require additional effort by the customer.**
- **Is easy to scale.**
- **Expands market size.**



Connecting the dots with composable technology

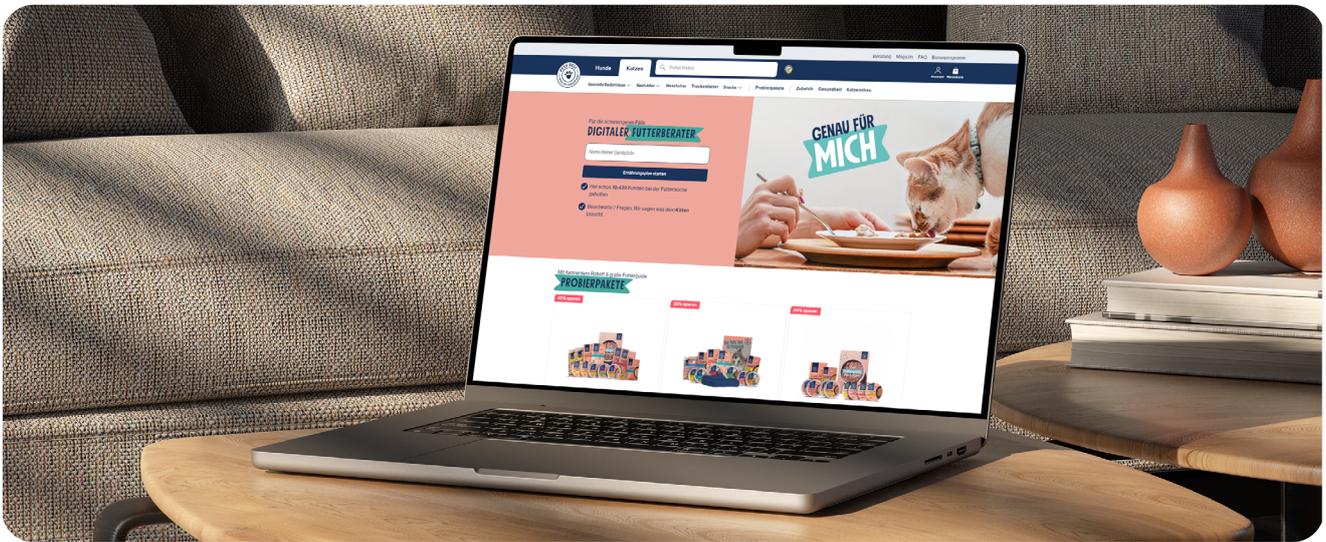
With Black Friday just two months away, Pets Deli was eager to begin. From the company's perspective, seamless integration between Ninetailed by Contentful and its existing technologies – which included ecommerce platform Shopify and a custom-built customer database manager – would be key to keeping business running as usual while launching and scaling personalization.

Because Pets Deli was already using Contentful as its content platform, integrating Ninetailed by Contentful with those all-important tools took less than 24 hours – which delighted Pets Deli Chief Technical Officer Sascha Turowski.

“By easy integration of [Ninetailed by Contentful](#) with our current technology, they're helping us deliver on our mission to create personalized experiences for our customers.”

After adding its backend and coding key UI elements for the Black Friday campaign – the Marketing team was ready to have a hand in personalization. With Ninetailed by Contentful, they could select any product and corresponding price to personalize content from directly within Contentful while leveraging data from Shopify and their customer database, no coding needed.

Reaping the benefits of personalization – with impressive results



Pets Deli created customer segments based on data and then offered each one a unique set of prices and promotions that appealed to their needs. After launching its Black Friday personalization campaign, Pets Deli experienced the following wins:

- **51% increase in conversion rate**
- **bounce rate decreased by 10%**

Pushing personalization further

Pets Deli is now looking to expand its personalization program even further. This means that customers will be able to receive personalized offers and content more than before, and not just during special events like Black Friday.

The final word goes to Pets Deli Chief Technical Officer Sascha Turowski:

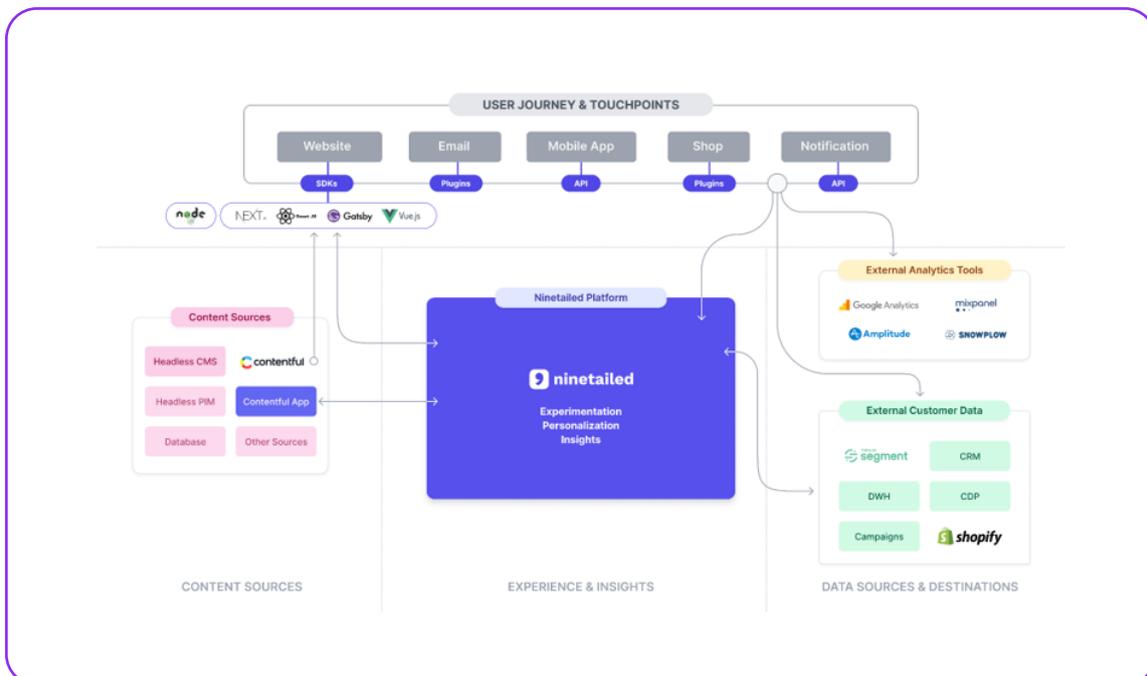
“There’s nothing comparable to Ninetailed by Contentful’s personalization solution in terms of easy integration and flexibility for advanced e-commerce websites using the Jamstack. This, along with their ridiculously exceptional customer service, makes them a powerful force.”

Make real-time omnichannel personalization a snap with Ninetailed by Contentful

Adding personalization to your marketing stack can greatly improve performance and business outcomes. But many solutions require significant time to onboard or deep knowledge and skills to operate.

Ninetailed by Contentful is an API-first solution ready to be integrated with Contentful Composable Content Platform. When paired, these tools unify content, data, and personalization capabilities allowing your team to develop tailored customer journeys quickly and at scale – no coding needed.

With so many benefits and very little effort to integrate, there's nothing to lose in trying out **Ninetailed by Contentful**.



Ready to put personalization into motion?

Get in touch with an expert
to take the next step.

[Request a personalized demo](#) →

