



The Situation

A business in the pet health space wanted to improve the return on investment they were seeing from Facebook advertising and through email marketing and automation.

We were hired to come in and clean up their automations, write new email copy, and revamp their template designs. We were also hired to rewrite their sales page copy and implement a new design. The goal was to split test our new version against their existing sales page to see if we could improve conversion rates.

restorapet

RESTORAPET IS THE MOST ADVANCED ANTI-AGING SUPPLEMENT FOR PETS EVER CREATED.

1 out of 10 pet parents report visible improvement within 30 days

17 weeks to improve and 1288 happy customers tell us why

Restorapet is a two-stage supplementation.

Restorapet's AM Formula features a comprehensive, maximum strength antioxidant blend.

Restorapet's AM Formula features a comprehensive, maximum strength antioxidant blend.

Restorapet's AM Formula features a comprehensive, maximum strength antioxidant blend.

What are the ingredients in Restorapet?

In addition to a maximum strength dose of the antioxidant superfood, Vitabion®, Restorapet includes a blend of 11 other key antioxidants that support:

- Ubiquinol (CoQ10)**
Healthy circulation, energy optimized immune function, gastrointestinal health, healthy joints
- All 4 Tocopherols and All 4 Tocotrienols (Complete vitamin E)**
Healthy immune system, cardiovascular health, connective tissue health, cellular and respiratory health
- EPA/DHA (Omega-3)**
Healthy coat and skin, reduced inflammation, immune system regulation, lower blood pressure and triglycerides, healthy weight
- Lutein**
Eye health, protection of cataracts
- Zeaxanthin**
Eye health, protection of cataracts
- Lipoic acid (Omega-6)**
Healthy coat and skin, reduced inflammation, immune system regulation

Restorapet is available in human, beef, and poultry-based varieties. Restorapet's formulas are 100% natural, organic, gluten-free, and kosher.

Restorapet Hemp is the world's only full-spectrum hemp supplement blended with our "super antioxidant", Vitabion®.

Restorapet Hemp is a natural, organic, non-GMO, non-psychoactive, all-natural hemp extract.

Restorapet Hemp is a natural, organic, non-GMO, non-psychoactive, all-natural hemp extract.

What are the ingredients in Restorapet Hemp?

Restorapet Hemp is the world's only full-spectrum hemp supplement blended with a maximum strength dose of Ubiquinol, vitamins C, CoQ10, and omega-3 fatty acids for maximum antioxidant, lipid, immune, and joint body wellness.

The product is made from organic, non-GMO, and natural ingredients.

Is Restorapet AM / Restorapet Hemp Flavored?

Restorapet comes in four flavors for dogs and cats:

- Beef
- Blueberry
- Tuna
- Unflavored

Most pets (about 90%) don't mind unflavored Restorapet, but almost all pets respond to Restorapet's Beef or Tuna or Blueberry. The only one that won't get any response is unflavored.

When you purchase a monthly subscription to Restorapet Hemp, you'll also receive a FREE bottle of Restorapet's AM formula every month!

Improve your pet's health, happiness and life—with Restorapet—try it now.

YES—try Restorapet Hemp and Restorapet AM

Testimonials

"I had to try Restorapet for my 11-year-old Golden Retriever who was having difficulty getting around. He was on all kinds of pain relievers, but nothing was working. After just a few days of Restorapet, he was back on his feet and was happy and healthy again. I was so happy to find Restorapet. I was so happy to find Restorapet. I was so happy to find Restorapet."

Charlene Linn

"I bought this for my 10-year-old dog who was having trouble getting around. He was on all kinds of pain relievers, but nothing was working. After just a few days of Restorapet, he was back on his feet and was happy and healthy again. I was so happy to find Restorapet. I was so happy to find Restorapet. I was so happy to find Restorapet."

Bethany K.

TESTIMONIALS

Restorapet has helped pet parents and their beloved pets in more than 100 countries around the world and more than 1000 pets have benefited from Restorapet's AM and Hemp formulas.

Here are just a few of the many 5-star reviews we've received over the years:

"I started using this for my 11-year-old Golden Retriever who was having difficulty getting around. He was on all kinds of pain relievers, but nothing was working. After just a few days of Restorapet, he was back on his feet and was happy and healthy again. I was so happy to find Restorapet. I was so happy to find Restorapet. I was so happy to find Restorapet."

Jennifer Schmitt

"I had to try Restorapet for my 10-year-old dog who was having trouble getting around. He was on all kinds of pain relievers, but nothing was working. After just a few days of Restorapet, he was back on his feet and was happy and healthy again. I was so happy to find Restorapet. I was so happy to find Restorapet. I was so happy to find Restorapet."

Vicki Perkins

RESTORAPET FAQ

- What is Restorapet?
- How does it work?
- How is Restorapet different from other supplements?
- How does Restorapet increase my pet's energy level?
- How and when is Restorapet given?

RESTORAPET HEMP FAQ

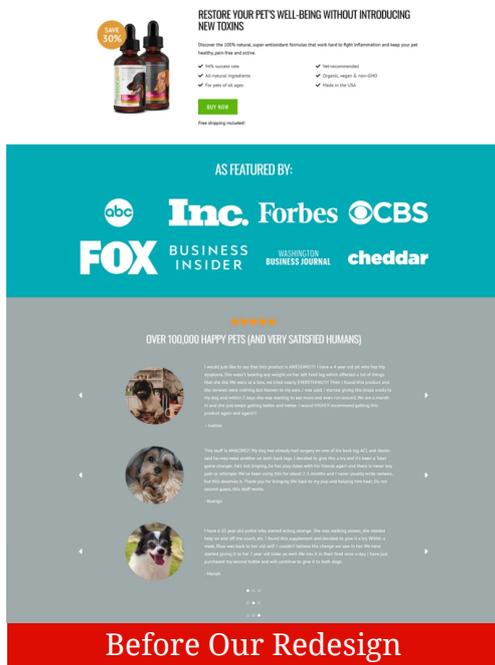
- What is Restorapet Hemp?
- How does it work?
- How is Restorapet Hemp different from other pet supplements?
- Does this get my pet high? Is it legal?
- How and when is Restorapet Hemp given?

GENERAL FAQ

- Is Restorapet Hemp safe?
- Is Restorapet organic? Non-GMO? Kosher?
- Do you ship Restorapet products outside of the US?

GUARANTEE

Sales Funnel Build



The Outcome

We analyzed their existing automation flow and completely revamped it. We also wrote new copy and thoroughly redesigned their sale page then setup an A/B split test of it and their existing sales page on Google Optimize. We also managed their Facebook and Instagram ads for 3 months. The results of what we found were, unfortunately, a bit underwhelming. While we nearly doubled the ROAS they were seeing from ads, the amount of ad spend they were trying to allocate on a monthly basis coupled with the lack of properly being able to track LTV of customers, made it hard to see tangible results.

Tools Used

“It is essential to have good tools, but it is also essential that the tools should be used in the right way.” – Wallace D. Wattles



Klaviyo

The best email marketing and automation solution for eCommerce-based businesses and affiliate marketers.



Google Analytics

A web analytics service offered by Google that tracks and reports website traffic.



WordPress

A web publishing software you can use to create a beautiful website or blog.



Google Optimize

A free website optimization tool that allows you to test variants of web pages and see how they perform against an objective.

