



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
For patients who want better health, energy, and life with 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 baseline and 1288 happy customers tell us why)

[GET IT NOW](#)

Restorapet is a two-stage supplementation.

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

It works by counteracting the oxidative and aging effects of free radicals, keeping your pet's health, happy and full of energy longer.

One of the key active ingredients in Restorapet's AM Formula is **Vitamin E**—a uniquely powerful antioxidant known as "spinach" which research shows is able to neutralize an average of 400 free radicals for every other antioxidant without causing any harm to your pet.

Vitamin E also helps the additional antioxidant ingredients in Restorapet work synergistically to protect vital tissues and organs by increasing strength and supporting healthy aging for all other antioxidants simply present.

The addition of **Steps 2 and Omega 3** help with pet's natural and age health issues, including arthritis, cardiovascular support for your pet's brain health.

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

It's got a powerful blend of hemp, Vitabiotic and other potent antioxidants to improve digestion, joint health and brain health, support energy, decrease pain and inflammation, improve sleep, healthy skin, decrease anxiety with a calm state of mind, help with arthritis, Restorapet Hemp is made from organic, non-GMO, pharmaceutical-grade hemp.

Restorapet Hemp was designed to be given in combination with Restorapet AM Formula for synergistic results. The result is a pet parent's happy, healthy and contented pet.

Like most other supplements on the market, Restorapet Hemp is made with natural ingredients and is safe for your pet's health.

Is Restorapet AM / Restorapet Hemp Flavored?

Restorapet comes in four flavors for dogs and cats:

- Beef
- Chicken
- Tuna
- Unflavored

Most pets (about 90%) don't mind unflavored Restorapet, but almost all pets require Restorapet Beef or Tuna or Chicken. It's a treat. The only one that's not an appetizer.

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—It's my Restorapet Hemp and Restorapet AM](#)

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 AM and Restorapet Hemp.

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

5 Stars
"I started using this for my 11-year-old Golden Retriever who has been difficult to manage for the last few years. Her energy, appetite and overall health has improved significantly since we started using Restorapet. She's been able to enjoy her life again. Restorapet has been a game-changer for us. I have recommended it to all of my friends and family. Restorapet is a true health supplement for pets and their owners. Thank you for your product!"
—Jennifer Schmitt

5 Stars
"I have been using Restorapet for my 10-year-old dog and he has been doing great. He has more energy and is happier than ever. I have recommended it to all of my friends and family. Restorapet is a true health supplement for pets and their owners. Thank you for your product!"
—Mike Phillips

What are the ingredients in Restorapet?

In addition to a maximum strength dose of the most powerful natural antioxidants, 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 beef, beef and unflavored varieties. Restorapet's formulas are 100% natural, organic, gluten-free, and kosher.

What are the ingredients in Restorapet Hemp?

Restorapet Hemp is the world's only full-spectrum hemp supplement blended with a maximum dose of Ubiquinol, vitamins, CoQ10, and omega 3 fatty acids for maximum antioxidant, lipid health, and brain body wellness. The product is made from organic, non-GMO, and natural ingredients.

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—Jennifer Schmitt

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?

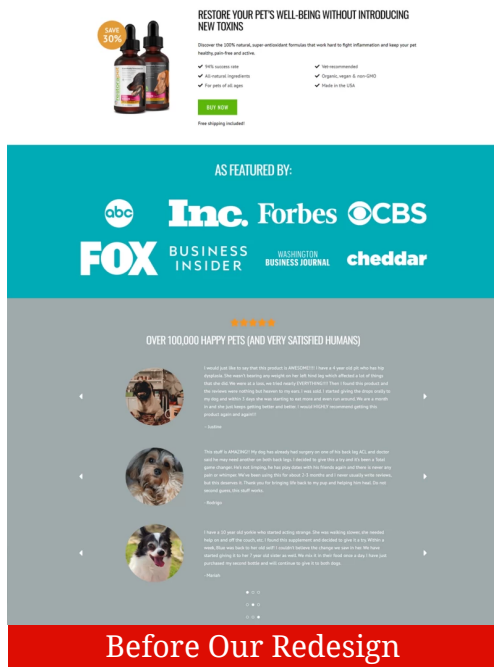
GENERAL FAQ

- 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.

