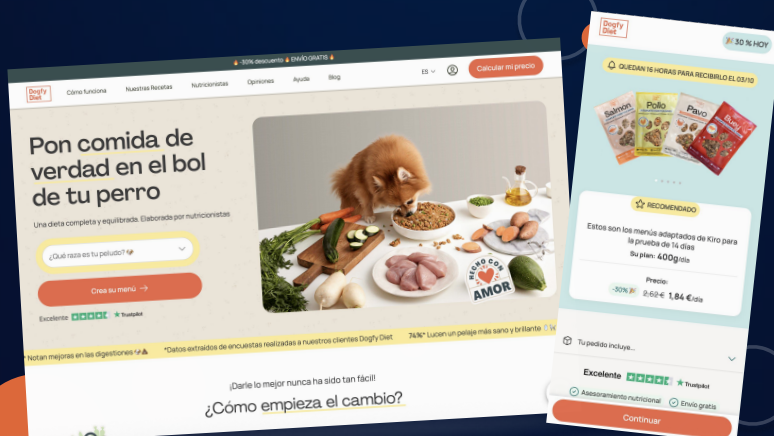# DogfyDiet's Experience with Boost

Summary

We explain how DogfyDiet increased its **conversion rate by 143%** since working with Boost and how this **resulted into a 66% increase in online sales.**

What started as a need to improve DogfyDiet's data visualization and analysis, it ended up becoming a **360° project focused on improving the brand's conversion rate.**

This is a great example of how a deep analysis of user behavior within the site can help brands like DogfyDiet **identify weak points in their conversion funnels.** Thanks to Boost and the CRO strategy implemented, the user experience can radically improve and be reflected in their results.

What is DogfyDiet?

DogfyDiet is a Spanish startup with a clear goal: to improve the diet of dogs and, ultimately, their quality of life. To achieve this, they offer a **personalized meal plan for dogs with a flexible subscription model.** Since no two dogs are the same, no two meal plans are the same either. Each owner must share key data about their dog (size, habits, and even age) so that DogfyDiet can propose a 100% personalized menu. And 100% natural, of course.

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DogfyDiet's Challenges

An online-managed subscription model with such a high level of personalization can only mean one thing: lots of data. Managing all that information is already a challenge in itself. However, what DogfyDiet did not expect is that with this data under control, new challenges would arise.

- **Multiple data sources, little coordination**
  In addition to the information obtained from their website navigation and conversions, DogfyDiet also handled data from other key platforms for their business, such as CRM data and advertising campaigns. Bringing all that information together and connecting the dots to improve tracking and analysis was no easy task.

- **Data visualization matching their subscription**
  The DogfyDiet team felt something was missing. All their data sources needed an analysis solution that would help them visualize and cross-reference the information to make better decisions.

- **Weak points in the conversion funnel**
  The conversion process involved many steps to offer a personalized and flexible experience. But the more steps, the higher the chances of losing customers along the way. DogfyDiet needed to understand where customers were abandoning the purchasing process.

- **Opportunities for improvement in the first brand contact**
  First impressions matter (a lot). DogfyDiet knew that their homepage was their most important calling card. The majority of their traffic landed there, and it was necessary to find a way to optimize it to boost conversion from the start.

Boost's Solutions

Everything started with a review of DogfyDiet's analytics, and after rethinking it, new needs arose to optimize their conversion. What began as a one-off project, evolved into an ongoing collaboration with the goal of improving day by day.

- **Redesign, optimization, and maintenance of data sources**
  Together with DogfyDiet, we rethought the analytics that provided value and helped us understand the user's path on the website. We fixed tracking issues in their marketing tags (e.g., duplicate conversions) and continued to help them constantly improve the quality of their data.

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DogfyDiet's Experience with Boost

- **A PowerBi dashboard to improve data visualization and analysis**
  We improved DogfyDiet's analytics by planning a new reporting model in BigQuery: a much more efficient model that allows them to cross-reference data from different sources and gain autonomy in data analysis, filtering conversions by channels, dates, countries, etc.

- **Analysis and improvements in the conversion funnel**
  We created an evaluation plan to measure each step of DogfyDiet's form (and each of its possible variations), identify frictions in the conversion process, and make changes and tests that improved the results.

- **A/B Testing**
  We always conduct multiple tests on DogfyDiet's homepage and various touchpoints with potential customers to identify improvements and opportunities to optimize the brand's conversion.

Some Examples

A new way to start the conversion process

We ran an A/B test on DogfyDiet's homepage to experiment with a different approach the start of the customer 's purchase journey. We replaced the existing "Create their menu" button with an open field asking users for their dog's breed. This change allowed us to start the form without changing pages and connect with the user through a more personalized question.

The results were clear: **the new version improved the form start metrics, more users completed the process, and we were able to increase the rate of users reaching the checkout pages.**
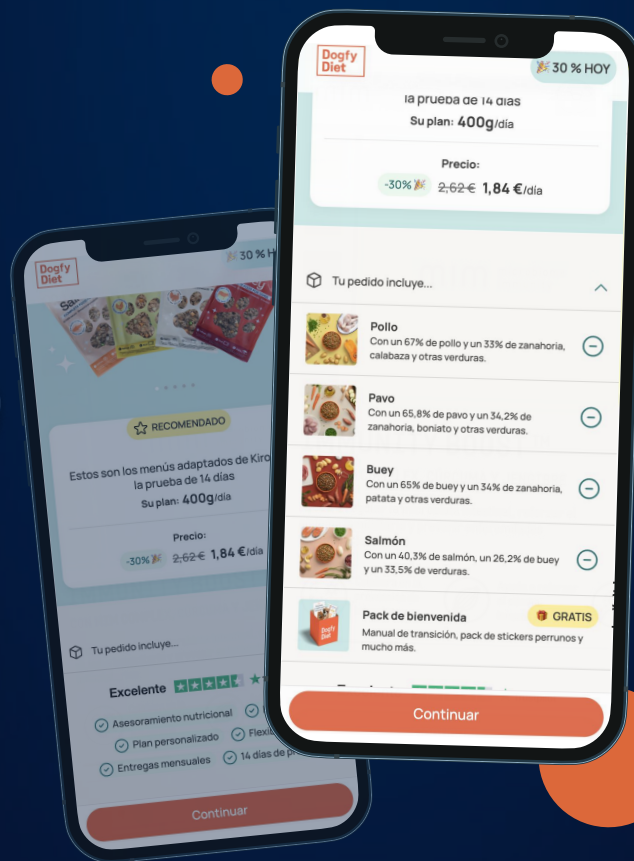
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DogfyDiet's Experience with Boost

The importance of seeing the full menu before purchasing

DogfyDiet's product page displays the personalized plan proposed by the brand after the form is completed. After **analyzing user behavior on this page**, we noticed something: the vast majority clicked the "Expand" button to view their menu.

We proposed an alternative where the menu was expanded by default, and it worked. **The percentage of users accessing the checkout significantly increased**, allowing us to focus on the next step of the process: the purchase.

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Conclusions

The results of a collaboration like the one between Boost and DogfyDiet were clear: more data analysis and visualization, more control of the conversion funnel, and more conversions. A complete solution for an equally complete subscription.

The DogfyDiet case is a great example of the importance of **how effective analytics can help to identify issues** that directly impact the brand's conversion and results. Collecting, visualizing, and analyzing the right information is the key to making good decisions.

If you also want to start making decisions that improve your conversion (and data), contact us.

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