

## Problem =

- Petplan's small animal website was in need of a refresh. Petplan believed that the site layout could be significantly improved to help drive sales through the website.

## Challenge =

Equi=Media were asked to review the existing site and provide a series of improvements to the customer journey, increasing a user's propensity to convert to sale on-site

## Our approach =

- Equi=Media carried out a review of Petplan's main competitors' sites, using the information gathered to influence designs produced by the in-house website design & build division; EM2 Digital.
- After reviewing a selection of designs, Petplan settled on a fresh 'best friends' design, incorporating photographs of owners and pets replacing the previous cartoon creative
- The homepage layout was also amended to promote the key products and improve the user-journey right through to the buy stages.

## The result =

- Petplan were delivered a cost-effective, clean cut site, with improved navigation for the user:

