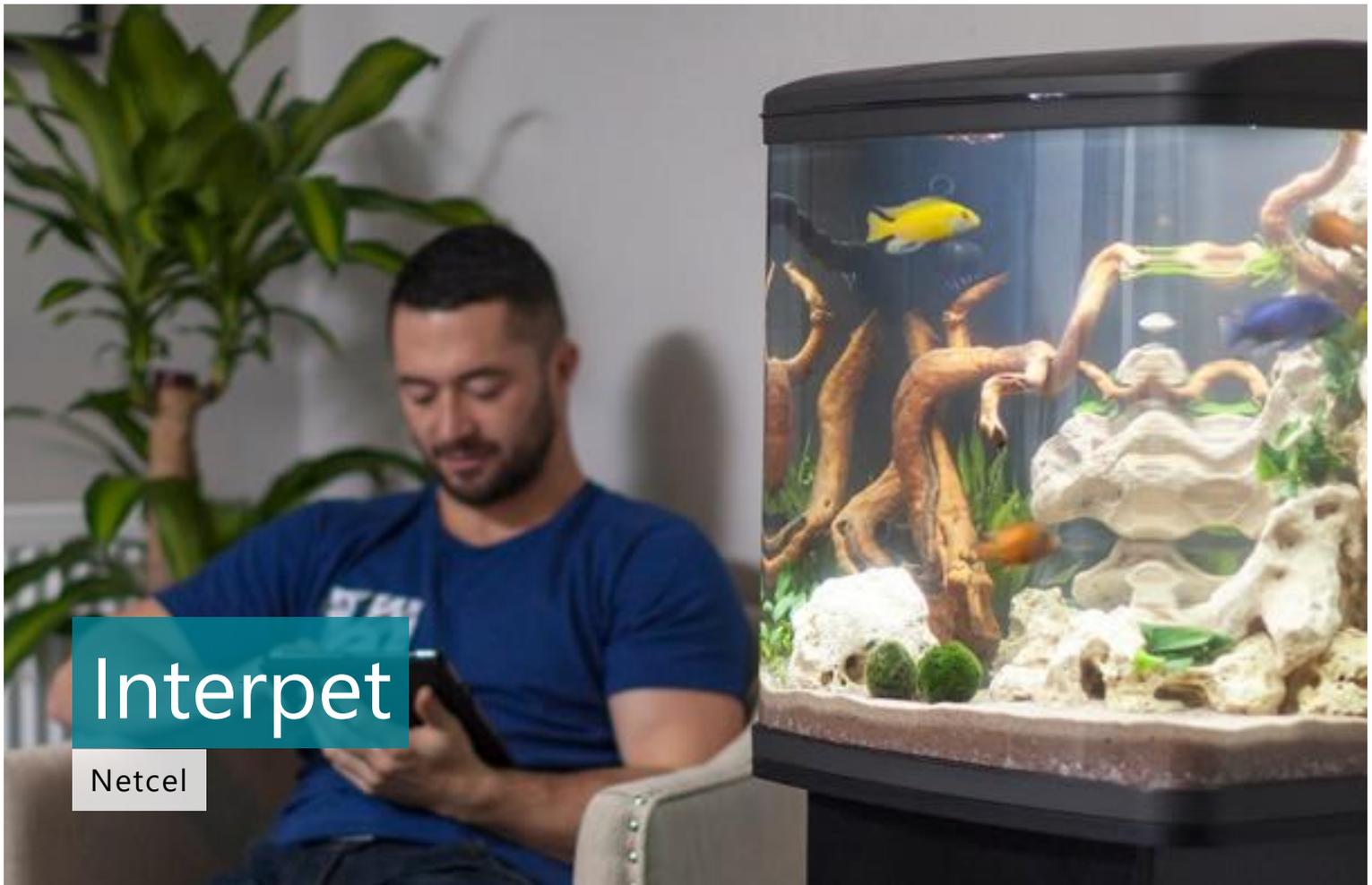




[www.interpet.co.uk](http://www.interpet.co.uk)



Interpet

Netcel

#### PET CARE

Since the switch to Kentico, Interpet has seen a massive increase in website traffic, with one of the sites delivering more than 14,000% increase in page views, as well as a noticeable improvement on SERPs.

Sessions increased by

**5,506%**

## Background

Interpet is a pet company specialising in fishkeeping. Since Interpet's inception in the 1950s, the brand has always sought to move forward, innovate, and stay one step ahead of the competition. Today, Interpet develops products for pets and their owners, striving to make pet keeping more enjoyable and rewarding for everyone.

Part of the US-based Central Garden and Pet, Interpet also encompasses smaller CGP brands—Nylabone (dog chew products), Mikki (dog grooming products), and Blagdon (pond products).

## Goals

The primary goal of the project was to reintroduce the Interpet brand to the UK. Though the company started in the UK, in the 1950s, Interpet's US ownership had meant that the company was more recognisable across the Atlantic. They already had a UK presence, albeit only a very basic WordPress site.

Interpet's products are not sold on their website, but rather through approved retail partners and other online retailers; so one of the website's aims was to offer a detailed, intuitive product catalogue. Interpet are passionate about fish care and so are their customers, and as such, the website needed to communicate relevant information to fellow fish-care enthusiasts, delivering the information users need, whenever they need it, and empowering them to make informed decisions in-store.

Finally, the Interpet website is the first stage in a larger project that will include new websites for brands such as Nylabone, Mikki, and Blagdon, so a key feature of the work was to lay the foundations to make the Interpet family of brands accessible and easily navigable.

## Challenges

With a huge variety of products and information to display, the Interpet website needed to be clean, sleek, and intuitive for customers first and foremost. But because it's a catalogue site, Interpet.co.uk would also need to integrate seamlessly with Interpet's PIM (Product Information Management) system to ensure that the experience of finding the right product information, and where to purchase it in-store was as smooth and hassle-free as possible.

## Solution

Netcel worked closely with Interpet to create a sleek, intuitive catalogue website that showcased the breadth of fish-care products on offer from the brand.

*"Having all the tools on one platform has given us the flexibility to create several different brand websites, styled to be unique but created around the same set of building blocks. We have seen increases in team efficiency and anticipate ongoing gains as we roll out further sites on this platform. Tools such as the diagnostic drills and dosage calculators make us stand out from the competition and deliver what the consumer is looking for."*

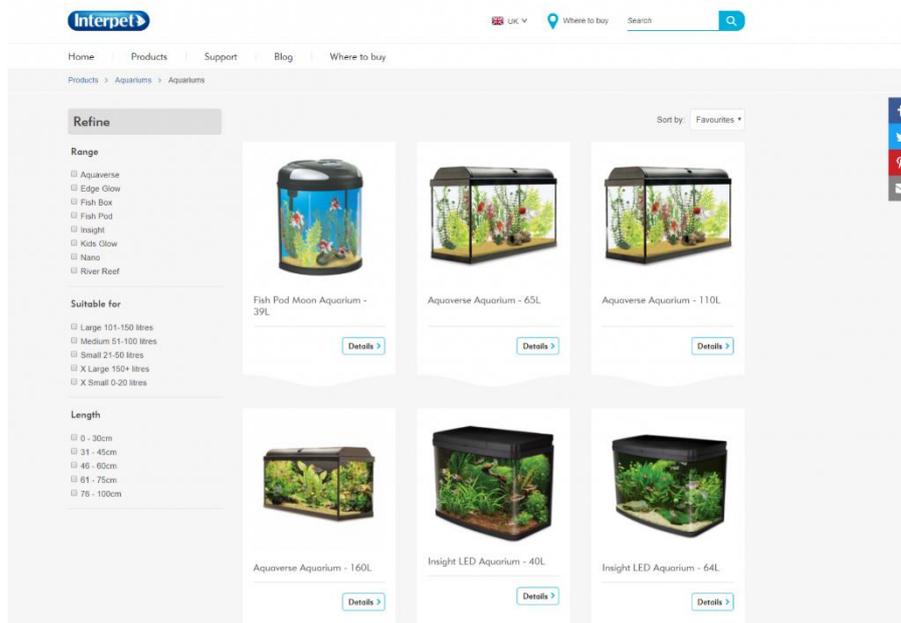
**Karen Paxton**  
Digital Marketing Executive  
Interpet

To make sure that Interpet.co.uk features an accurate, up-to-date catalogue of products, the site is integrated with Interpet's PIM and DAM (Digital Asset Management) systems. All product data is pulled in from their PIM and displayed dynamically.

To further aid in-store purchases, Netcel created bespoke modules in the store/product catalogue area, including a dosage calculator that helps customers decide on the right dosages for their fish tanks and a bespoke 'where to buy' element, which provides users with information on where they can buy products. There's also a fish diagnosis tool called 'The Fish Doctor' that takes users through a branching questionnaire to diagnose various diseases that may affect fish, offering helpful information and product recommendations.

The site boasts article and feature pages to help keep users abreast of the latest developments from the brand, and though the newsletter signup is not managed directly through the site, users can register to receive emails for more information on any of Interpet's range of products.

Interpet.co.uk makes use of Kentico EMS Web Analytics, giving the marketing team actionable insights based on the performance of the pages.



## Results

Within a year of the move to the new website, Interpet.co.uk saw some staggering results. These results are a comparison of data from September 2016 and September 2017:

- 5,506% increase in sessions
- 4,350% increase in users
- 14,134% increase in page views



- The website has also seen marked improvements in SERP positioning and acquisition

## Key Criteria for Choosing Kentico

- Flexibility
- Smooth integration with PIM and DAM
- Cost-effective solution
- Possibility to scale in the future

## Netcel

Netcel are digital technology specialists. We work with ambitious companies to transform the capabilities of their systems, processes and people. Our team of experts consult on, design and integrate digital technology to deliver continuous improvement. We understand our clients' business ambitions and objectives, then help realise them through website technologies using digital experience platforms. We work with clients in financial services, business and professional services, charities, global membership organisations and consumer brands.



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