

Premier Pet Supply

Snapshot

[Premier Pet Supply](#) is a family-owned, multi-location pet supply retailer serving customers in the metro Detroit area and beyond.

Marketing challenge

In such a competitive industry, Premier Pet is always looking for ways to stand out. “You can lose customers so quickly if they get into the patterns of shopping elsewhere,” owner Mike Palmer said.

Marketing goals

Premier Pet Supply wanted their product selection to become as well-known as their brand. The team hoped to accelerate foot traffic and customer loyalty in addition to improving online presence.

LocaliQ solution

LocaliQ provides Premier Pet Supply with a suite of solutions all in one easy partnership that includes [Search Ads](#), [Display Ads](#), [Listings](#), [Targeted Email Marketing](#), and Branded Content.

Results

LocaliQ provides the Premier Pet team with a multichannel marketing strategy plus clear reporting and data to prove positive campaign performance. By gaining exposure through new outlets, Premier Pet has been able to grow its number of stores from one to 13 locations. “The LocaliQ team has been amazing,” Mike said. “It’s not just that they’re working *for* me, but they’re working *with* me.”



2X

higher Search Ads CTR
than industry average

55%

higher email view rate
than industry average

12

new store locations
established since
working with LocaliQ

“With LocaliQ, I can be sure every dollar I spend is being put towards something I’m going to get a return on.”

Mike Palmer | Owner, Premier Pet Supply

