



# PETSY

After Vionic helped Petsy make sales on Facebook, the pet supplies e-tailer once again turned to Vionic to help engage customers and generate new leads online.

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## Quick Background

Founded in 2013, Petsy is Mexico's premier online retailers of pet products and supplies. Simply put, they aim to make pet owner's lives a little simpler, one delivery at a time. Petsy strives to offer your pets a variety of quality products and excellent delivery services straight to your home.

## Goal

Petsy was looking for fun way to generate qualified leads and build brand awareness on Facebook around the Halloween holiday.

## Solution

Petsy created a Photo Contest campaign using Vionic's Deal Maker Pro application. The Photo Contest offered fans the chance to win a dog or cat product kit valued at \$1000 from Petsy.com.

To enter Petsy's Photo Contest, Facebook users had to:

- Like Petsy's Facebook Page
- Enter Their Email
- Upload a photo of their dog or cat dressed in an original, Halloween-themed costume to Petsy's Photo Contest on Facebook

Petsy set a budget of \$50 and promoted the contest through their website, social media networks, and popular magazine publication, Selecciones, to drive participation.

After 34 days, Petsy brought heavy traffic to their Facebook photo contest, accumulating 2,799 votes and 48 Photo Entries!

Pet owners from across Mexico participated and shared adorable photos of their furry friends. The photos with the highest number of votes included:

The winning photo featuring "Cocoa Brujita" from Leslie received 1062 votes, followed by "Mia la bailarina" from Paola with 852 votes and "Monkey D. Megan" from Gustavo with 105 votes!

As a result of their promotion, Petsy was able to generate 48 high quality leads, including 66% new leads, using Vionic's Deal Maker Pro!

Petsy also offered discounts to all contest entrants as a follow-up to their successful campaign.

## 34 Días

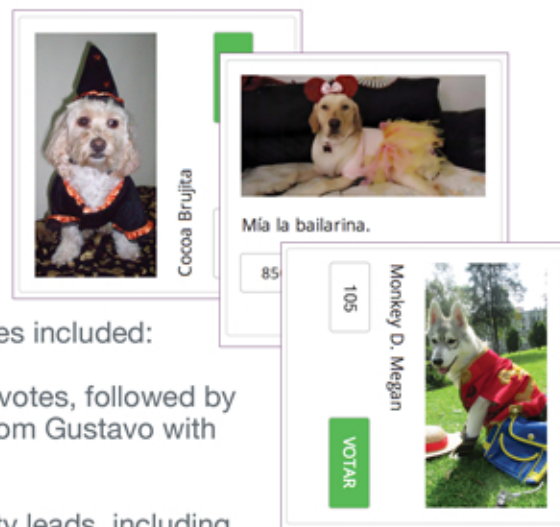
Campaign Duration

## 48

Entries

## 2,799

Votes



Empezó: 6 Octubre, 2014

## Success

Terminó: 2 Noviembre, 2014

## +66%

New Leads

## 48

Total Entries

## 2,799

Total Votes