

Eulerity PARTNER CASE STUDY



AT A GLANCE

COMPANY

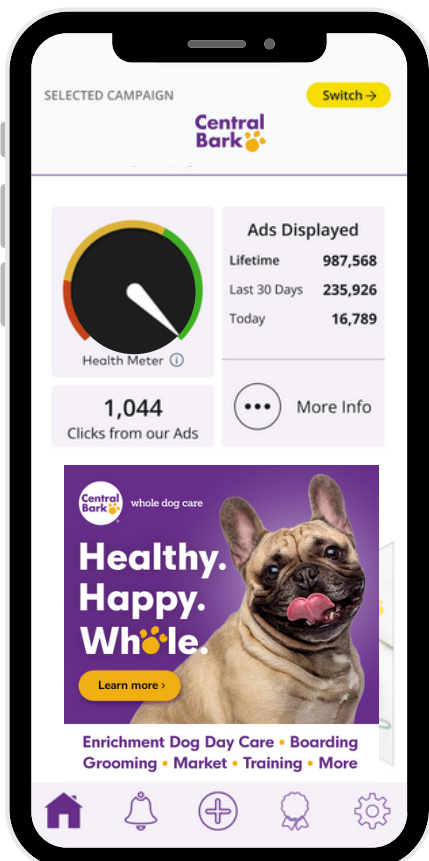
Central Bark

INDUSTRY

Pet Services

CLIENT DESCRIPTION

Central Bark is a leading Doggy Day Care that is fully committed to providing an environment where all people and dogs feel safe, valued, respected, accepted, and loved. Dogs get the love and care to help them be happy, healthy and well-rounded. Owners know that their furry best friends are in trusted hands.



CHALLENGES

Central Bark sought an efficient way to help manage and boost their franchise owned marketing strategies. The COVID-19 pandemic led to a surge in pet ownership, but many pet parents have now returned to work, seeking trusted doggy daycare. With competition rising, Central Bark needed to present their brand values and services to prospects and clients.

SOLUTION & RESULTS

Central Bark franchise owners found the perfect partner in Eulerity's all-in-one marketing solution. The platform empowers them to share their unique business offerings and exceptional experience with potential customers searching for a trusted provider.



Boosted Brand Awareness: Targeted ads showcase Central Bark's unique services (trained staff, Enrichment Daycare) and **elevate local awareness.**



Top-of-Mind Presence: Hyper-local retargeting keeps Central Bark at the forefront for dog owners. Search ad expertise positions them at the **top of Google searches.**



Cost-Effective Growth: Franchisees control budgets with **low, flat fees**, allowing for sustained digital marketing.



Measurable Impact:

- **Highly Cost-Effective Clicks:** Central Bark's **cost-per-click (CPC) is only \$0.79**, driving new customers for less than a dollar.
- **Dominating Website Traffic:** A remarkable **55% of all new users** to the Central Bark landing pages come directly from Eulerity ad clicks, making it the **#1 source of traffic.**
- **Driving Enrollments:** Eulerity goes beyond website visits, contributing to **over a quarter of "Enroll Now" button clicks!**