

The background features a light gray grid of hexagons. On the left and right sides, there are vertical columns of colorful, 3D-style geometric shapes in shades of purple, blue, and yellow. The top right corner has a pattern of small white dots on a light gray background.

**OCTAADS MEDIA DRIVES COBASI'S
GROWTH IN THE PET CARE MARKET**

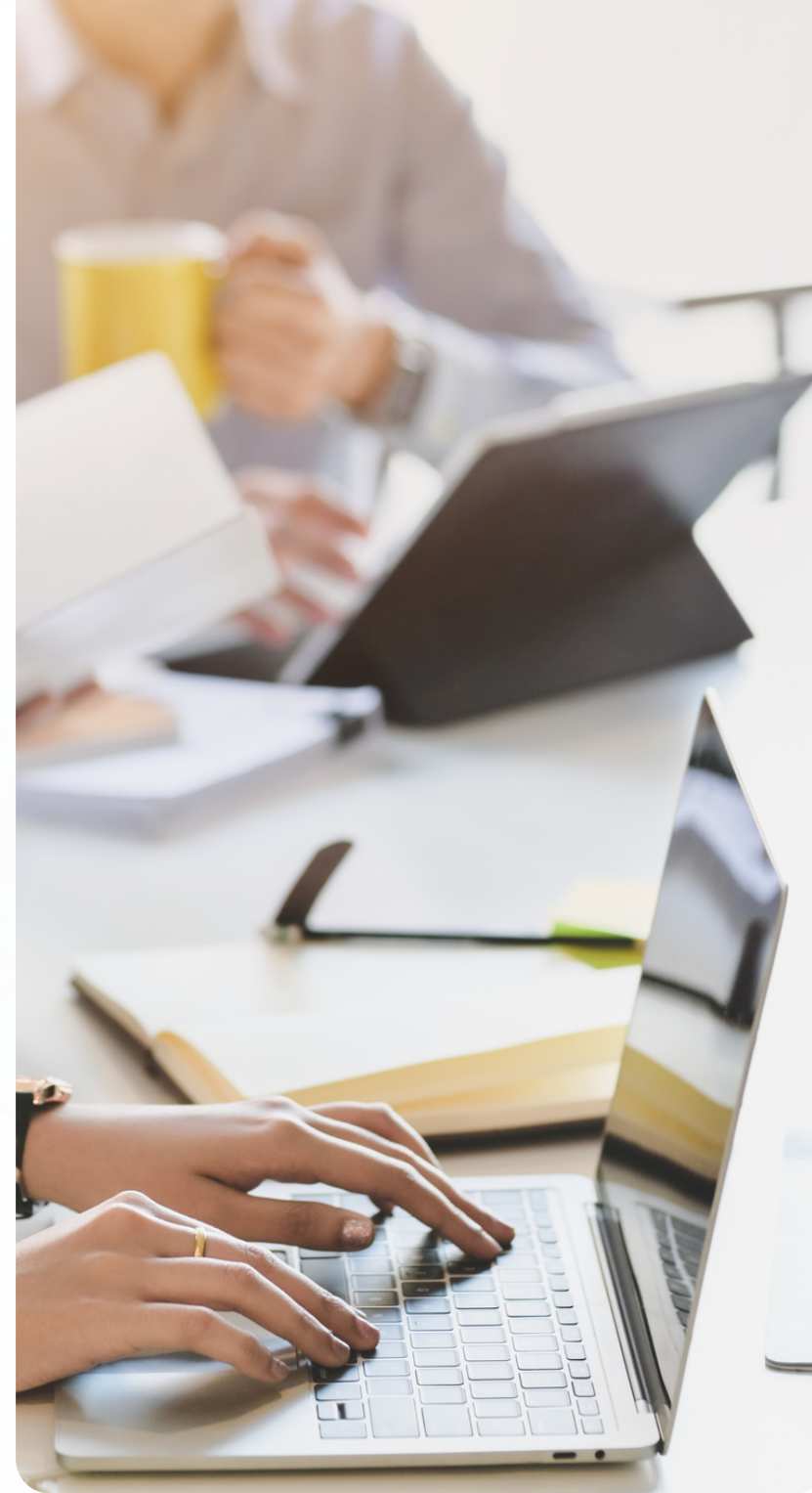


About Us

OctaAds Media is an Digital Marketing company that helps advertisers boost online Sales, Marketing, Business Intelligence, Increase Engagement and Conversions, Build Your Happy Audience & 24/7 Support Availability. At Octaads Media, we specialize in creating and managing high-impact digital advertising campaigns that maximize brand visibility, engagement, and, most importantly, return on investment. Our proven track record includes successful collaborations with various renowned brands and a network of affiliates that spans across diverse industries.

About Cobasi

Cobasi is a Brazilian retail chain specializing in pet products, garden supplies, and veterinary services. With over 100 stores across Brazil, Cobasi offers a wide range of products catering to pet owners and garden enthusiasts. The stores feature a diverse selection of pet food, accessories, grooming products, and veterinary medications, as well as garden tools, plants, and landscaping materials. Cobasi is known for its commitment to quality, affordability, and customer satisfaction, providing a convenient one-stop-shop for pet care and gardening needs. Through its extensive network of stores, Cobasi serves as a trusted destination for pet lovers and gardening enthusiasts alike.



PROBLEM

Cobasi, faced the challenge of expanding its customer base in Brazil within the Pets & Pet Care market. The existing customer outreach efforts were not effectively targeting the right audience, resulting in stagnant sales and a lower Click-Through Rate (CTR). Cobasi needed a solution to increase brand visibility among potential pet owners and boost sales in the competitive market.

SOLUTION

OctaAds Media, a digital affiliate network, recognized Cobasi's challenge and proposed a targeted approach to enhance their customer base. The solution involved using OctaAds Media's expertise in segmentation and targeting to reach a specific audience interested in Pets & Pet Care. OctaAds aimed to deliver special content and promotions to potential customers.

- OctaAds worked closely with Cobasi to understand their unique selling points and identify the key interests of the target audience.**
- The affiliate network then implemented a strategic plan to optimize the promotion of Cobasi's products within the Pets & Pet Care category through various online channels.**
- Octaads used segmentation and targeting techniques to reach out to the right audience. Also, they did market study to identify the needs of their potential customers**

OUTCOME:

The implementation of OctaAds Media's targeted approach resulted in a significant positive outcome for Cobasi.

- The segmentation and targeting strategies effectively reached a larger audience of pet owners and enthusiasts.**
- The tailored content and promotions resonated well with the specific interests of the audience, leading to a noticeable increase in both website traffic and sales.**
- The Click-Through Rate (CTR) saw a substantial improvement almost 60-70% , indicating that the targeted approach was successful in capturing the attention of the right audience.**
- Cobasi experienced a boost in its overall online presence and, more importantly, a growth in its customer base within the Pets & Pet Care market.**

CONCLUSION

OctaAds Media's strategic affiliate marketing played a pivotal role in addressing Cobasi's challenge of expanding its customer base within the Pets & Pet Care market.

The success of the campaign highlights the importance of understanding the target audience, utilizing segmentation and targeting techniques.

This case study demonstrates the effectiveness of a focused and tailored approach in driving sales and increasing brand visibility. By aligning marketing efforts with the specific interests of the audience, OctaAds Media helped Cobasi achieve effective results and establish a stronger presence in the competitive Pet Care market in Brazil.



THANK YOU