Case Study - Bivvy

Customer story

Bivvy offers a new type of pet insurance for the 21st century, giving everyone the ability to take their four-legged friends to any vet anywhere. They charge clients a flat fee and have built their entire business model around making it as easy and convenient as possible for people to take out a protection plan.

When they reached out to bant.io, they asked for help targeting potential customers in key states including Michigan, North Carolina and Kansas. By working closely alongside them, we were able to tailor different campaigns for their different audiences, allowing us to increase conversion rates across the board and to ensure that the leads that we captured were as relevant to the client and their needs as possible.

This approach enabled us to reach out to a pool of over 10,000 potential customers, which we accomplished through three email sequences that were supported by six A/B tests. We were able to capture 92 hot leads for Bivvy to follow up with, while simultaneously laying the groundwork for future lead-generation campaigns.

Problem

Bivvy approached bant.io to seek help for increasing their customer base in key US states including Michigan, Oregon, North Carolina, Virginia, and Kansas.

Solution

- 10546 prospective clients reached
- 3 email sequences developed
- 6 A/B tests performed

Campaign Results

- 21% Open Rate
- 8% Response Rate
- 12% Conversions to Opportunities
- 94 Hot Leads

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bivvy®

CLIENT: Bivvy

INDUSTRY: Insurance

"We're very happy with all of the work that bant.io has carried out on our behalf, and we're pleased with the quality of the leads that we've received. We hope we can continue to experience the same level of returns in future campaigns so we can continue to grow our business."

Zach Blumenfeld
Director of Sales

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8% Response Rate

12% Opportunity Rate