



PetsPyjamas
Where Smart Pet Lovers Go



PetsPyjamas

Pet Lifestyle Site Fetches Higher Conversions with SLI

As “the number one lifestyle website for smart pet owners,” PetsPyjamas also wants to be smart about how to help customers find their desired products and pet travel advice on the website. When the company tried to build its own search and merchandising capabilities, it couldn’t achieve the control and quality it wanted. Since PetsPyjamas implemented SLI Systems solutions, its merchandisers have been able to easily alter pages and optimise SEO while customers enjoy a fantastic search and navigation experience. Now PetsPyjamas sees 2.4x higher traffic on SLI-optimised pages.

Results

- o 90% increase in conversions
- o 68% higher clickthrough rate

SLI Solutions used by PetsPyjamas:



LEARNING SEARCH



RICH AUTO COMPLETE



SEO



LEARNING NAVIGATION

“SLI is easily one of the best among many technology partners I’ve worked with. Along with seeing a rise in organic traffic, our fully responsive mobile pages have seen conversions increase by 90%.”

— Mark Hammond

Chief Operations Officer at PetsPyjamas