

🐾 RETENTION & LIFECYCLE CASE STUDY

We turned one-time buyers into a **returning pack**, and grew revenue **48%**.

How a WhatsApp + email retention engine rebuilt repeat purchasing for a fast-growing Indian pet-nutrition brand that was running entirely on paid acquisition.

2.1x

Returning customer rate
25.47% → 54.36%

+48%

Total revenue lift
in the engagement window

10%

Revenue from email
grown from a standing start of 0

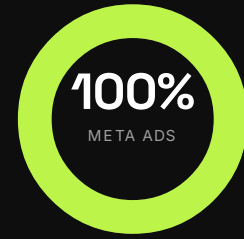
🐾 THE BRAND

A pet-first brand with a **growth ceiling** it couldn't see.

Pets of Paradise is a pet-first house of brands (IndieCat, Barkkins, Indian Hound and Waggy Zone) built by pet parents around fresh, meat-based meals and functional, honest care. Backed by vets, nutritionists and behaviorists, the product was never the problem.

The business was. Despite strong demand, growth was fragile: revenue was soft, the average order value sat low, and the brand leaned on a **single paid channel** to keep the lights on. Customers arrived, bought once, and quietly disappeared.

WHERE REVENUE CAME FROM · BEFORE



Every rupee of growth was rented. Stop spending, and growth stopped too.

🐾 THE CHALLENGE

Four leaks that capped the brand.

- 01 Only 25.47% of customers ever came back**
Three out of four buyers were one-and-done. The brand was acquiring customers it never got to monetise a second time.
- 02 100% dependence on Meta ads**
A single channel carried the entire business, leaving it one policy change, cost spike or account issue away from a revenue cliff.
- 03 Average order value was too low to scale**
Thin baskets meant paid acquisition had to work overtime just to break even, leaving little room to grow profitably.
- 04 No owned relationship after the sale**
No structured WhatsApp or email contact meant no way to re-engage, recover, or remind. The customer list was an untapped asset.

🐾 **The real diagnosis:** a great product with a leaky funnel. Demand was never the problem: **keeping the customers it had** was.

Stop buying the same customer twice.

Paid ads are how you *meet* a customer, not how you *keep* one. We shifted the centre of gravity from acquisition to retention by building an owned engine on the two channels Indian pet parents check daily: **WhatsApp and email**. The job of every message: turn a purchase into a relationship, and a relationship into a habit.

THE THESIS

A returning customer is the cheapest revenue a brand will ever earn. It just has to be designed for, not hoped for.

So we engineered the loop: capture the relationship at the first order, then use lifecycle messaging to recover, remind, reward and reactivate, on autopilot.

THE RETENTION ENGINE



🐾 THREE PILLARS



Own the relationship

Move the customer off rented channels onto WhatsApp and email the brand controls forever.



Recover lost revenue

Catch the carts, the lapsed buyers and the silent drop-offs that paid budget already paid for.



Reward loyalty

Give returning customers a reason, and a status, to keep coming back and buying more each time.

Four WhatsApp journeys. One always-on email program.

We wired WhatsApp as the brand's primary owned channel (in India, it's where messages get opened, not ignored) and layered email underneath as the workhorse for education, replenishment and revenue. Every touch carried the brand's voice: honest, vet-informed, genuinely useful.

1 Shipping & order updates

Real-time order, dispatch and delivery alerts on WhatsApp. Removes anxiety, builds trust, and opens a two-way line for the very next sale.

TRUST · OPEN RATE DRIVER

2 Abandoned cart recovery

Automated nudges catch buyers who dropped off at checkout and walk them back, reclaiming revenue the ad spend had already earned.

RECOVERS LOST REVENUE

3 Loyal customer journeys

VIP flows that recognise repeat buyers, time replenishment reminders to the bag, and reward them for coming back, lifting both frequency and basket size.

REPEAT RATE · AOV

4 Broadcast

Targeted launches, restocks and education sent to the owned list: revenue on demand, with zero incremental ad cost.

ON-DEMAND REVENUE

EMAIL PROGRAM

From 0 to 10% of revenue

An owned email channel built from nothing (welcome, education, replenishment and win-back), now a durable, compounding 10% of total revenue.



🐾 **Owned, automated, measurable.** Every journey runs on autopilot, so repeat revenue compounds month after month **without** compounding ad spend.

Retention did the heavy lifting.

Same audience. Same product. A retention engine on top. Within the engagement window, the brand stopped leaking repeat revenue, and the numbers moved everywhere it mattered.

54.36%

▲ from 25.47%

of customers now return to buy again, more than double the baseline

+48%

▲ total revenue

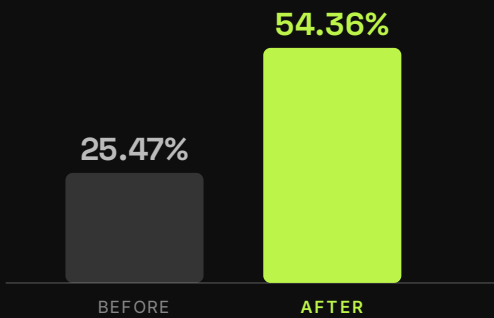
overall revenue growth across the engagement window

10%

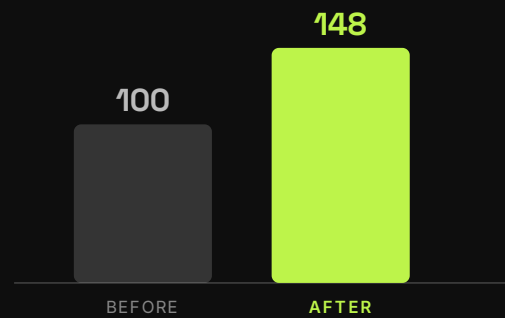
▲ from 0%

of total revenue now driven by the owned email channel

RETURNING CUSTOMER RATE



REVENUE (INDEXED TO 100)



Retention dashboard

LIVE

RETURNING CUSTOMERS

54.36%

▲ +28.89 pts

TOTAL REVENUE

+48%

▲ vs baseline

EMAIL SHARE

10%

▲ from 0%

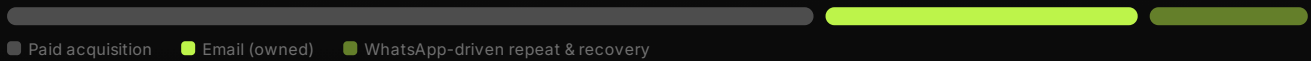
WHATSAPP JOURNEYS

4 live

ship · cart · loyalty · cast

CHANNEL MIX · FROM ONE CHANNEL TO MANY

Meta + WhatsApp + Email



Illustrative mix. The point: revenue is no longer hostage to a single channel.

🐾 THE TAKEAWAY

Acquisition gets the headlines. Retention gets the margin.

“Pets of Paradise didn’t need more traffic: it needed to **keep the customers it was already paying for**. Once retention was engineered instead of hoped for, the same audience produced 48% more revenue.”

🐾 WHAT THIS MEANS FOR YOUR BRAND

- ✓ **If you depend on one paid channel, you don't own your growth.**
Owned channels turn a vulnerability into a compounding asset that costs nothing to send.
- ✓ **A returning customer is your highest-margin revenue.**
Doubling repeat rate lifted the whole business, without raising the ad budget to do it.
- ✓ **WhatsApp + email is the fastest retention win in India.**
Messages get opened, journeys run on autopilot, and recovered revenue shows up in weeks, not quarters.

YOUR TURN

Let's build your retention engine.

If your brand is leaking repeat revenue and leaning too hard on paid ads, the same playbook can work for you. I design and build WhatsApp + email retention systems that turn one-time buyers into a loyal, profitable pack.

[Book a free retention audit →](#)

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