



Making Life Easy for Pet Owners and Leading in Innovation: The VetRxDirect Story

VETRXDIRECT AT A GLANCE:

- Founded in 2006 by a long-time, trusted Midwestern veterinarian
- Growing online petcare company offering high-quality and affordable products
- Provide pet prescription drugs and pet over-the-counter (OTC) medications

As an emerging company in the petcare industry, VetRxDirect was looking to grow its business by developing a recurring relationship with customers and establishing itself as an innovative, customer-centric brand amid a crowded marketplace of established players.

To address these goals, VetRxDirect partnered with Ordergroove to launch a new subscription program with auto-ship and auto-replenishment. The subscription program on the Ordergroove relationship commerce platform was available for customers purchasing pet OTC medications such as vitamins and supplements.

FEATURES OF THE SUBSCRIPTION PROGRAM INCLUDE:

- Easy sign up by selecting the Auto-Delivery option from a product page or in the shopping cart
- Custom delivery schedule that can be modified through the customer's online account as a pet's needs change
- Email notification 10 days prior to shipment, providing an opportunity to review and modify orders as needed
- Add one-time purchases to a subscription order by selecting "Add this Item" from the product page
- For their loyalty, customers receive a 10% discount on all Auto Delivery orders

By making it simple to subscribe and customize orders, VetRxDirect was helping its customers ensure their beloved pets have the products they need and never run out. Additionally, by establishing a recurring relationship with customers, VetRxDirect was adding more predictability to a portion of its revenue stream and increasing revenue potential from incremental purchases.

RESULTS FROM THE PROGRAM HAVE BEEN SUCCESSFUL, INCLUDING:

- 3,000 active subscription customers
- Approximately 20% of monthly revenue driven by recurring orders
- Compounded annual recurring revenue has grown at 5% and compounded activation revenue has grown 3.3%
- An additional impulse purchase on approximately 34% of orders

“Our business is primed for auto delivery and guided selling,” said Wes Hepker, Director, VetRxDirect. “The customer need is there, and by leveraging Ordergroove’s technology, we’ve made it easy for customers to join and use, leading to positive outcomes for our business.”

OFFERING CUSTOMERS MORE CHOICE WITH SMS REORDERING

For its pet prescription drugs, VetRxDirect was interested in an option that would allow customers an easier way to reorder that was also compliant with the state board of pharmacy. Ordergroove’s predictive SMS reordering was an ideal solution as it helps anticipate a customer’s purchase needs based off order history and requires a text response to initiate a reorder, creating a record for compliance requirements. By replying “Yes,” a reorder is placed or by responding “RemindMe,” customers receive a reminder at a later date about reordering.

In addition to being an option for pet prescription drugs, the SMS reordering is available for all VetRxDirect products, allowing customers the option to order on an occasional basis if they prefer this method over a consistent subscription schedule.

Enrollment in SMS reordering has been steadily rising with over 450 customers joining monthly when checking out. Additionally, on average 18% of all reorder reminders are leading to a purchase.

PARTNERING FOR FUTURE GROWTH

Looking towards the future, VetRxDirect plans to continue innovating and striving to offer frictionless and engaging experiences that return time and convenience to busy pet owners. To make this possible, Ordergroove is constantly evaluating the program and considering new features, promotions and more to help VetRxDirect continue to grow the program and further establish VetRxDirect in the petcare market.

“We value the innovative thinking and collaborative approach that Ordergroove brings to the relationship. The team brings us new ideas, for example, the opportunity to add SMS reordering, which has been a very successful addition. Ordergroove has helped us use the platform to its fullest and bring our customers’ best-in-class, innovative services.”
— Wes Hepker,
Director, VetRxDirect

1/4

Nearly 1/4 of monthly revenue from recurring orders

18%

SMS reorder revenue making up to 18% of monthly GMV



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