



Enhancing User Acquisition at Supertails

Analyzing PM School Challenge No. 202





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Pet Care Innovation

Introduction to Supertails

Innovative Solutions for Pet Care and New Pet Parents

01

Comprehensive Pet Care

Offers supplies, vet consultations, and training tailored for pets.

02

Mission & Vision

Aims to deliver personalized care solutions for every pet owner.

03

Growing Market Presence

Currently capturing a significant share within India's online pet care sector.

04

Key Statistics

Achieved over 70,000 vet consultations and 10,000+ SKUs.

05

User Acquisition Goals

Aiming for a 30% increase through new features for pet parents.



Pet Care Market Analysis

Market Analysis

Insights into the Indian Pet Care Industry

Rapid Growth in Pet Care Industry

Increased pet ownership and humanization of pets are driving rapid growth in the Indian pet care industry.

Market Growth Projection

The market is projected to reach \$490 million by 2025, with an impressive CAGR of 13.9%.

Target Audience Profile

New pet parents aged 25-45 residing in urban areas are the primary target audience.

Key Needs of Target Audience

Key needs include accessible veterinary care, reliable pet supplies, and access to educational resources.



Competitor Analysis

Comparison of key features and performance metrics of Supertails, Heads Up For Tails, Wagr, and Just Dogs

	a	b	c	d	e	f	g	+
1	Feature/Company Founded		Market Share	Core Offering	Strengths	Weaknesses	User Base	
2	Supertails	2021	15%	Pet care services & products	Online services, rapid growth	Limited offline presence	200,000+ active users	
3	Heads Up For Tails	2008	25%	Premium pet products	Established brand, retail network	High price point, slower digital adoption	400,000+ loyal customers	
4	Wagr	2017	10%	Pet health tracking	Innovative tech	Niche market, high acquisition costs	Growing tech-savvy users	
5	Just Dogs	2011	20%	Grooming, training & retail	Specialized services	Limited online presence	Strong in Tier 1 cities	+
								+

User Journey and Pain Points

Analysis of User Journey Stages, Pain Points, and Proposed Solutions

	a	b	c	d	+
1	User Journey Stage	Pain Point	Brief Description	Proposed Solution	
2	User Onboarding	Sign-Up Complexity	Complex or lengthy sign-up process leading to user drop-off.	Simplify sign-up with social login options.	
3	Browsing Products	Overwhelming Choices	Users feel overwhelmed by too many product options.	Implement personalized recommendations.	
4	Adding to Cart	Unclear Pricing or Discounts	Users may abandon their carts due to unclear pricing or discounts.	Ensure transparent pricing and clear display of discounts.	
5	Checkout Process	Payment Failures	Payment gateway issues can lead to frustration and cart abandonment.	Offer multiple payment options and enhance payment gateway reliability.	
6	Order Confirmation	Delayed Notifications	Lack of real-time updates on order status causing anxiety.	Implement real-time tracking and regular status updates.	
7	Post-Purchase Engagement	Limited Customer Support	Users struggle to access timely help, reducing satisfaction.	Improve customer support availability, including chatbots.	

Strategic Approach

Enhancing User Engagement and Conversions through Personalization

Personalized Onboarding Process



Tailored onboarding for new users to create detailed pet profiles including breed, age, health conditions, dietary preferences, and behavioral traits.

Enhanced User Experience



Users receive personalized product recommendations, content, and services aligned with their pet's profile, ensuring dynamic updates as the pet grows.

Advanced Technical Implementation



Utilization of a machine learning-powered recommendation engine to provide personalized suggestions and robust data security measures for user and pet information.

Expected Impact



Anticipated improvements in user engagement driven by relevant and timely content, leading to higher conversion rates facilitated by targeted recommendations.

01 **Personalized Subscription Boxes**
Boxes customized based on pet profiles, including toys and food.

02 **Flexible Customization Options**
Users can modify boxes, swap products, or pause subscriptions.

03 **Special Occasion Boxes**
Unique offerings for events like pet birthdays to boost loyalty.

04 **Recurring Revenue Model**
Monthly or quarterly subscriptions enhance predictable income.

05 **Targeted Marketing Campaigns**
Exclusive offers for new pet parents to drive subscriptions.

Pet Care Strategy.

Feature 2 - Pet Care Subscription Boxes

Tailored Solutions for Pet Owners' Needs

FEATURE 3-

Community Forum for Pet Parents

Enables new pet owners to connect, seek advice,
and share experiences within the app.

Detailed Description:

A community forum within the app where new pet parents can connect, share experiences, and seek advice. Forums moderated by experts, including veterinarians, to ensure the accuracy and reliability of information. Seamless integration with the vet consultation feature, allowing users to book appointments, ask questions, and get advice directly within the community.

User Engagement:

Gamification elements, such as badges and rewards for active participation, to encourage community involvement. Regular expert-hosted events (e.g., Q&A sessions, webinars) to keep the community engaged.

Data Insights:

Analysis of community discussions to identify common concerns and needs, which can inform product development and marketing strategies.

Expected Impact:

Increased user engagement and retention through a sense of community and continuous learning.
Higher satisfaction rates due to easy access to professional advice



Prioritization of Features Using RICE Framework

Effective feature prioritization for optimal ROI and resource management



Personalized Onboarding & Pet Profile Setup

High reach and impact, requiring minimal effort for implementation.



Pet Care Subscription Boxes

Moderate reach with significant impact, requiring manageable effort for development.



In-App Community & Vet Consultations

Moderate reach and impact, but high effort needed for successful integration.



Focus on High ROI Features

Prioritize features with the potential for the greatest return on investment in a short timeframe.



Staggered Implementation Strategy

Implement features in stages to optimize resource allocation and project management.

RICE Matrix for Supertails

Analysis of Feature Prioritization

Feature/Initiative	Reach (R)	Impact (I)	Confidence (C)	Effort (E)	RICE Score (RIC/E)
New Pet Parent Onboarding	High	High	High	Medium	6.7
Subscription Box Customization	Medium	High	Medium	High	3.3
Community Section	Medium	Medium	Medium	Medium	4.0
Vet Consultation Integration	Low	High	High	Medium	3.0
Improved User Acquisition Tools	High	High	High	High	4.5

Market Sizing & Growth Opportunities

Pet Care Market in India:

Overview of current market size and projections.

Key growth drivers, including rising disposable incomes, increased pet ownership, and the shift towards premium products.

Growth Opportunities for Supertails:

Geographical Expansion: Targeting Tier 2 and Tier 3 cities with growing pet populations.

Product Line Expansion: Introducing new categories, such as pet tech and insurance.

Partnerships: Collaborating with veterinary clinics, pet shelters, and NGOs for cross-promotional opportunities.

Monetization Strategies

Subscription Revenue:

Monthly or quarterly subscription boxes as a consistent revenue stream.

Upselling opportunities through premium subscription tiers with exclusive benefits.

Advertising & Sponsorship:

In-app advertising tailored to user interests and needs.

Sponsored content in the community forum, such as expert advice from partner brands.

Partnerships & Collaborations:

Collaborating with pet food and product manufacturers for co-branded promotions.

Potential partnerships with veterinary networks for cross-referrals

01

Geographical Expansion

Targeting Tier 2 and Tier 3 cities with rising pet populations for market growth and brand reach.



Risk Management

Addressing Potential Risks and Mitigation Strategies



Technical Challenges

Possible delays in development process or issues during integration can hinder project timelines and quality.



Market Response Uncertainty

User adoption of new features may face unpredictability leading to potential market acceptance issues.



Competitive Threats

Competitors' rapid innovation poses a threat to acquiring and retaining users, impacting market share.



Agile Development Strategy

Implementing agile methodologies allows for quick adaptation to changes and timely issue resolution.



User Testing Importance

Early user feedback enables feature refinement pre-launch, enhancing overall user experience and product success.



Market Monitoring Benefits

Continuous analysis of competitors and market trends ensures staying ahead and making informed strategic decisions.

Success Metrics & KPIs

Enhancing User Experience and Business Growth Through Data Analysis

01

Track User Growth Metrics



Monitor new user acquisition trends by analyzing app downloads and sign-ups. Evaluate the impact of marketing strategies on expanding the user base.

02

Analyze User Retention Patterns



Focus on retention rates in the initial 30, 60, and 90 days post sign-up to identify engagement levels. Investigate reasons behind user churn for targeted improvements.

03

Measure Revenue Impact



Understand the role of subscription boxes in driving revenue growth. Calculate ARPU and LTV to gauge customer value and profitability.

04

Assess User Engagement



Evaluate user participation in the community forum activities such as posts, comments, and event engagement. Track in-app vet consultations frequency for insights into user interaction.



Conclusion & Thank You

Reach out for more information or queries. We're here to help!

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