

fullstory +  Pinnacle
Pet Group

Pinnacle Pet Group catches issues before they affect their bottom line



CUSTOMER STORY



ABOUT PINNACLE PET GROUP

- **Industry:** Finance & Insurance, Pet care
- **Company size:** Enterprise
- **Use cases:** Conversion rate optimization, Time to resolution, Site visitor quality

As a UK top five and pan-European, fully-integrated pet insurer and pet health services provider, Pinnacle Pet Group (PPG) believes happy, healthy pets make pet parents happy. And through its trusted brand [Everypaw](#), and robust B2B partnerships including Sainsbury's Bank, Argos, and Post Office, PPG has brought thoughtful insurance and medical offerings to over a million pet owners throughout Europe. Since its rebranding in 2021, PPG has experienced rapid digital growth as pet care becomes more popular with pet owners and through acquisitions that brought nearly 100,000 new customers into its fold.

“FullStory’s autocapture feature saves us significant revenue and time because you don’t need engineers to learn the entire web site first, or to know what exactly to look for retrospectively.”



—
Dr. Diane Leung
Senior Product Manager
Pinnacle Pet Group

Pinnacle Pet Group empowers its team to dive deep into site performance

Proactively find site errors to optimize the customer journey

Building and maintaining a smooth customer journey requires a proactive approach to catching errors that can cause user frustrations. The team at PPG runs regular performance tests to ensure the best possible digital experience, utilizing FullStory dashboards to capture interaction errors, HTML issues, typeface errors, and more. By layering FullStory data into a business intelligence (BI) tool, PPG is also able to analyze the business impact of each error, helping leadership prioritize issue fixes and saving the company time and money.

Document and identify bugs before using Dev time with Session Replay

Even with thorough testing, some issues aren't readily apparent until users actually stress-test the elements on your site. When issues arise, teams have to work fast to rectify the problem so that the path to conversion stays seamless. PPG uses FullStory's privacy-first [Session Replay](#) to minimize time to resolution by empowering teams to investigate errors and complaints without immediately involving others. When Marketing experiences a lag in performance, they're able to hop into FullStory to watch user sessions and identify causes. Rather than using expensive engineering time to recreate and analyze issues, they can fully document what's happening and determine whether the disturbance is a bug requiring additional team involvement or a problem stemming from messaging or path finding in a fraction of the time.

Prioritize real site visitors by eliminating bot activity data

According to cyber-security software Barracuda, today's businesses can expect [more than 60%](#) of their online traffic to come from bots. And while not all of these bots are considered “bad”, their presence in your digital experience can obscure performance data, like conversion rates, and make finding optimization answers difficult. To mitigate the impact of bots, the PPG team utilizes FullStory's segmentation functionality to identify and remove sessions that exhibit bot activity patterns. This approach not only allows for the removal of bot sessions from key conversion rate reporting, but it also enables the team to create early detection systems to block bots from accessing specific areas on their site.

RESULTS

200%

Increase in conversions for Everypaw, a subsidiary of Pinnacle Pet Group

310%

Increase in overall sales for Everypaw, a subsidiary of Pinnacle Pet Group

50%

Reduction in time to resolution for Pinnacle UK's Dev team