



# Navigating the E-Commerce Landscape

Overcoming Challenges and seizing opportunities

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In collaboration with :



# Today's reality (including veterinary clinics)

- The market is stagnant
- Revenue rises mainly due to price increases (in general)
- Inflation and interest rates have an impact on clinic expenses...and on customers' available \$\$.
- Competition is growing in both brick & mortar and e-commerce
- Major players enter the market



# Why is e-commerce important to your clinic?

## Accessibility



E-commerce stores are open 24/7 & can be accessed anywhere.

## Compliance



Track your clients progress through Auto Order.

## Convenience



Offer larger sizes & reduce in-clinic heavy lifting.

## Awareness



Leverage your reach to find new clients.

# What are the benefits of an online turnkey solution?

## For the clinic:

- ✓ No space expansion required or additional inventory
- ✓ Optimize internal resources = spend more time taking care of clients
- ✓ Brings in revenue even when the clinic is closed
- ✓ Offers an optimized customer experience
- ✓ Easy to manage
  - Improve compliance – tools available
  - Recurring orders
  - 24/7 orders
  - Product approvals



# Three steps to e-commerce success!



# Why myVETstore?

## Impacts of in clinic only approach

Client is required to work around clinic process and hours



Clinic needs to monitor inventory levels to avoid running out of food



Clinic can not carry all options of food – over 2,000 variations for thera diets alone



Becomes a transactional relationship and veterinarian is associated with the cost of food



## Impacts of online store approach...

Available 24/7



AutoOrders removes items from clients to do list – and they save 5%



Increase in the number of available products and the ability to bundle purchases



Changes client's mindset – cost of food is not necessarily associated with the veterinarian



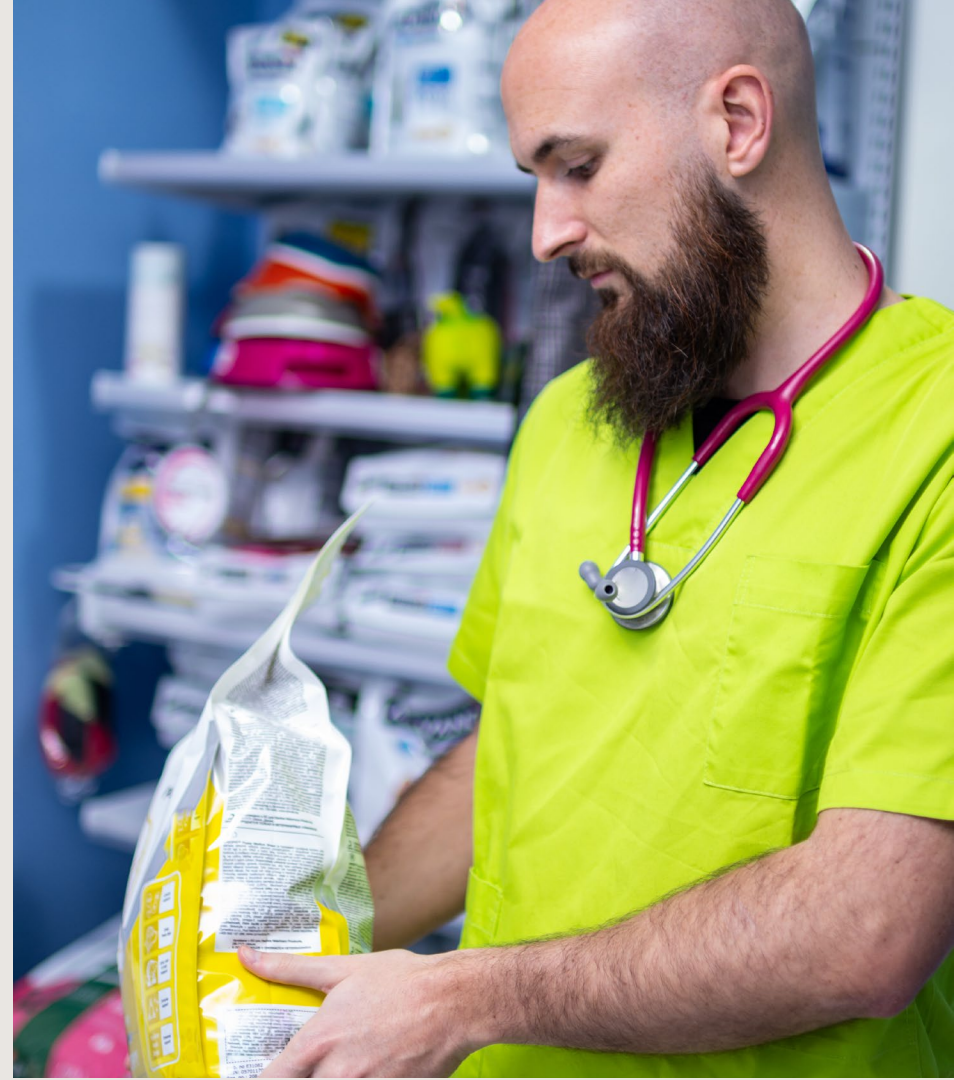


**Why move forward?**



# 1 - Better compliance with your recommendations

“Your clients trust your recommendations and expertise, make it easy for them to purchase your recommended products by offering them directly through your online store.”





## 2 - Convenience

“With an online store, your clients can shop for pet supplies anytime, anywhere. Home delivery makes it even easier, saving them time and effort.



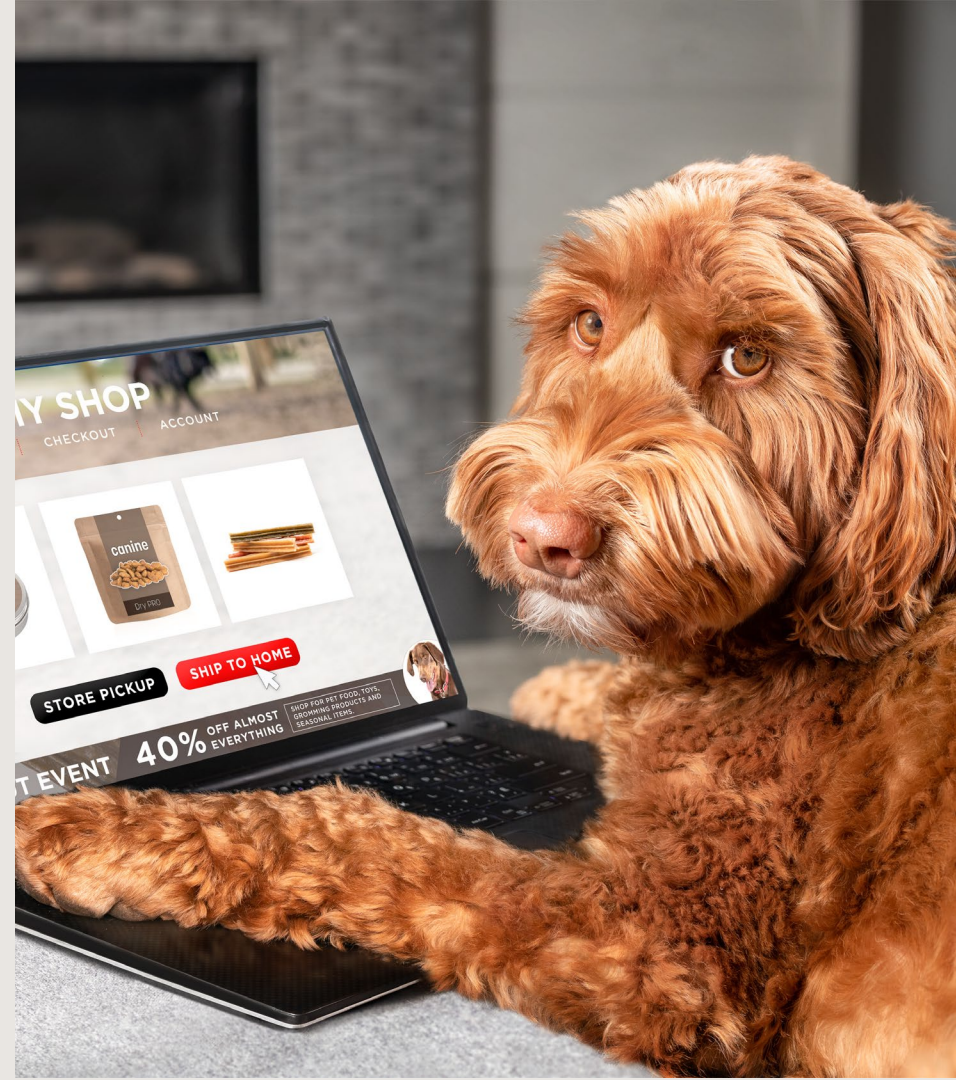
### 3 – Reccurring orders

“While prescribing diets is essential, ensuring adherence can be challenging. Offering subscription services for food and treats simplifies the process, providing a convenient solution to keep pets on track.”



## 4 – Keep contact with your clients

“Email communications provide a powerful platform to educate clients, boost retention rates, and cultivate lasting loyalty by engaging conversations”





# Thank you

**Would you like more information?**

Contact CDMV :

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