

Experticity Customer Story:

How Purina influenced the most important product conversations consumers trust.

“Experticity has been huge for my team. I get a knowledgeable staff and they get an incentive... Please keep this coming.”

– Jordan Frost
PetSmart, Manager

The goal

Purina wanted to arm retail sales associates with the knowledge they needed to provide credible recommendations about the Purina Muse product to consumers. But with so many retail locations (and an extraordinary amount of associates), they needed a scalable solution. That's where Experticity came in.



A grey cat with bright orange eyes is standing on a green, textured surface, possibly a cat tree. The cat is looking directly at the camera with a serious expression. The background is a soft, out-of-focus light blue and white.

Impact the conversations that matter

Purina connected with retail associates
in 876 unique retail locations – places
like Petco, Petsmart, and Pet Supplies
Plus – prime locations for thousands of
influential conversations.

876
unique retail
locations



Engage the right influential Experts

Using Experticity, Purina targeted influential Experts in important retail locations. This approach meant Purina would engage associates who participate in nearly 70,000 weekly conversations with consumers about Purina.

nearly **70,000** weekly
consumer conversations



The results

After using Experticity to learn about Purina Muse, the influential Experts in these unique locations were six times more likely to recommend the product to consumers. That's six times more than your average retail employee.

Just imagine if every location had engaged with Experticity.

6x
more likely to
recommend

The Experticity Solution

We all trust passion. Experience. Knowledge. Which is why people who embody these characteristics are trusted sources of advice and inspiration – particularly on what to buy. Experticity is the world’s largest network of these trusted Experts, and we’re changing how influential Experts communicate with consumers. More than 600 brands use Experticity’s solutions to create passionate, experienced, knowledgeable brand Experts, and sell more products.

Learn more.

