

How BARK drives retention and loyalty with hyper-personalization



BARK began as a curated subscription service providing thematic monthly boxes of dog toys and treats. Over the years, BARK expanded its product line to include dental care, kibble, and toppers. BARK has also expanded into retail, reaching 40,000 stores and serving customers globally.

-  **Annual Revenue:** \$500M
-  **Industry:** Retail, Subscription
-  **Founded:** 2012
-  **No. of Employees:** 500-1000

With Simon Data, BARK Unlocked



\$40MM

In add-to-box revenue



20%

revenue driven by email
and SMS



2.5 Hrs

saved per email

The Challenge

BARK saw a surge in demand and revenue growth during the COVID-19 pandemic, driven by a rise in pet adoptions and a shift to online shopping. Customer data grew exponentially and was scattered across siloed platforms, making it difficult to fully understand their customers, efficiently create customer segments, and find innovative ways to drive engagement, retention, and loyalty.

The Solution

BARK centralized its customer data in the Simon CDP, giving the marketing team a complete view of every customer. This also enabled more personalized and creative campaigns using segments built from data points like purchase history, channel preferences, subscription status, food allergies, and more.



Dog & owner info



Purchases



Web & mobile app activity



Customer support



Complete view of every customer—including the pup and their person



Powerful, yet easy-to-use segmentation for personalized campaigns



Automated lifecycle journeys for new customers, milestones, birthdays, and more

This level of targeting made their “Add-to-Box” program—a monthly offer of exclusive add-ons—a success. BARK now sends multiple personalized Add-to-Box messages each month, along with automated communications across the customer lifecycle. The result: stronger relationships, higher retention, and long-term loyalty.

“Now we can get creative and have some fun with our personalized campaigns. We can change them up, test new ideas, and get the right product in front of the right customer.”



Kristen Elmer

Sr. Director of Ecommerce, BARK