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
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.
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.
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.

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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.
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.