

CASE STUDY: \$18 Million Success Story

How fishbat's Strategic Growth Lead to an \$18 Million Exit for Assisi Animal Health

Assisi Animal Health faced a significant challenge: despite acquiring a highly effective medical device that had already achieved success in the human health market, they struggled to gain traction in the animal care industry. The challenge was to build brand recognition and credibility within both B2B and B2C segments. The product in question, the Assisi Loop, is a non-invasive, drug-free therapy that utilizes FDA-cleared technology to deliver low-level pulses of energy, reducing pain and swelling and speeding up recovery in animals.

Assisi Animal Health's transformation from a small business presence to a market leader exemplifies the power of a well-executed digital marketing strategy. By partnering with fishbat, they not only achieved a strong brand and a highly converting website but also experienced substantial growth in web traffic and sales. Assisi Animal Health went on to be acquired by Zomedica for **\$18 Million** in July 2022.



We transformed Assisi Animal Health from a “small business feel” to a modern, highly recognizable, and respected brand through rebranding, a high converting website and integrated digital marketing campaigns.

Over **52,150** new pet owners and veterinarians visited their website monthly

78.4% increase in sales

1,426 keywords rankings on Google, significantly increasing online visibility



Our Objective

Our objective was to build brand recognition and credibility for Assisi Animal Health, driving both B2B and B2C growth by attracting pet owners and strengthening connections with veterinarians.



Our Strategy

We took a comprehensive approach, starting with a full rebrand to enhance credibility, then launched a user-friendly website. Targeted SEO, SEM, and social media campaigns increased visibility, drove traffic, and increase revenue.

