

**zooplus introduces the first zoodays: A shopping event for pet lovers
with exclusive discounts and benefits**

Munich, 19 February 2025 – zooplus SE, one of Europe’s leading online platforms for pet supplies, is excited to announce the launch of the first-ever zoodays. This special shopping event offers pet lovers the opportunity to enjoy exclusive discounts and loyalty benefits. From February 20 to 24, 2025, zooplus customers will benefit from savings of up to 50% on a wide range of products, including popular zooplus family brands. There will also be exclusive benefits such as 50% off the Savings Plan fee and special offers on redeeming zooPoints.

“This marks another milestone in enhancing the shopping experience and reinforcing zooplus’ commitment to delivering exceptional value for money to its customers” states Jonas Schultheiss, CMO of zooplus. To mark the occasion, the zooplus homepage features a refreshing pink colour scheme, complemented by new brand mascots who will accompany customers on their journey. Looking ahead, zooplus plans to make zoodays an iconic, recurring shopping event, providing pet lovers with regular opportunities to enjoy exclusive benefits and savings.

“zoodays is more than just a campaign - it’s a bold step toward shaping the future of pet supplies retail in Europe. By seamlessly combining our expertise with a revitalized digital brand experience, we’re making shopping at zooplus easier, more engaging, and more rewarding for pet parents. This initiative reflects our vision: to go beyond transactions and build lasting connections with our customers, redefining how they experience pet care online,” states Jonas Schultheiss.

One cohesive experience across channels

To promote the zoodays, zooplus is implementing a comprehensive communication strategy that spans both online and offline channels. This includes newsletters, push notifications, dedicated landing pages, and prominent placements on the homepage. Additionally, out-of-home advertising and social media campaigns including influencer

collaborations will contribute to drive reach and engagement. The zooplus app also features new animations and a temporary pink app icon to create a cohesive and engaging experience during the zoodays.

zooplus to double down on customer experience

The launch of zoodays is one of many initiatives to fortify the company's position in the European online pet supplies market. zooplus has made substantial advancements in its digital marketing capabilities, aiming at a full-funnel approach and extensive personalization capabilities. By leveraging their expertise in pet supplies and fostering emotional connections in their communications, zooplus is poised to make a significant impact in the upcoming months. The zoodays initiative is designed to ensure long-term resilience against international mega-platforms, reinforcing zooplus' market presence and dedication to customer satisfaction.

About zooplus:

Since 1999, zooplus has been a pioneer in pet supplies e-commerce, serving millions of pet parents with an ever-growing range of nutritional and lifestyle products, proprietary premium food and accessory brands, alongside expert advice, convenient services, and loyalty programmes. Committed to the vision of 'Celebrating Pet Love Every Day' and driven by a passion for innovation, zooplus aims to set the industry standard for personalised, smart shopping. Based in Munich, zooplus operates local online shops across 30 European countries. For more information, visit corporate.zooplus.com, explore our shop at zooplus.com, or connect with us on [LinkedIn](#).

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