



Sniffing out insights

Muzzle Movement UK's data-led leap with CACI

Summary

Muzzle Movement UK is a purpose-led pet accessories brand focused on changing perceptions around dog muzzles. Their mission is to make muzzles more accessible, better understood, and stylish – helping dog owners feel confident and supported. The brand is known for its community-first approach and strong presence at consumer events.

CACI provided Muzzle Movement UK with detailed audience segmentation data, enabling the marketing and sales teams to better understand their customer base, tailor messaging, and optimise campaign strategies across multiple channels.

Challenge

Prior to working with CACI, Muzzle Movement UK relied heavily on broad awareness campaigns and internal assumptions about their audience. There was a lack of clarity around who their customers were, how they behaved, and what messaging resonated. This led to guesswork in campaign planning and limited targeting capabilities. They needed a way to validate their hypotheses and build a more strategic, data-led marketing approach.

Results

- **Improved ad performance:** Smaller, targeted campaigns are delivering early success, answering customer questions earlier in the journey and reducing pressure on customer service along with marketing cost savings.
- **Enhanced messaging:** Ads now highlight specific service features (e.g. fast refunds, easy exchanges) that resonate with segmented audiences.
- **Sales enablement:** The segmentation has empowered the sales team with tailored materials and a deeper understanding of customer motivations – especially useful at events and in-store conversations.
- **Product development:** Insights have influenced new product launches, ensuring sizing and features align with target demographics.
- **Strategic planning:** The segmentation is already shaping Black Friday campaigns, with tailored messaging for both price-conscious and affluent audiences.

The team at Muzzle Movement UK were surprised by the depth of insight and the level of differentiation between segments. The project has exceeded expectations, providing clarity and confidence across marketing and sales functions.

What's next

Looking ahead, Muzzle Movement UK plans to explore segmentation within the trade channel, helping them approach pet shops with data-backed recommendations on what to stock based on local demographics. They also aim to apply segmentation to post-purchase campaigns, identifying upsell opportunities and improving retention. The team is keen to continue using segmentation to refine awareness campaigns and explore ROI improvements in ad spend. They're also interested in competitor analysis tools to stay ahead in a growing market.



To find out more about how CACI can help you support your organisation, please get in touch.

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