

MAILER:

Hill's Pet Nutrition

OBJECTIVE:

The Hill's Pet Nutrition marketing campaign was centered around meeting key objectives of introducing new healthy products for cats and dogs, educating prospects on the key features and related benefits of highlighted products, fostering an online presence and expanding digital reach and ultimately driving coupon redemption for Hill's Science Diet and Hill's Prescription Diet Skin Support.

SOLUTION:

eTargetMedia implemented a highly effective email marketing initiative comprised of a series of targeted email campaigns to reach responsive cat and dog owners who are active buyers of pet products. The high performance pet files we carefully selected as an ideal fit for this campaign included: Pet Owners, Premium Pet Food Buyers, American Cat Owners, American Dog Owners and American Pampered Pooches. eTargetMedia was able to integrate demographic, purchase preference and interest qualifiers to reach those targeted pet owners who are most likely to redeem the coupons during the promotional periods for the featured products. We targeted responsive pet owners who are concerned about the health and well-being of their pets and delivered a coupon for online or in-store redemption with the email.

OUTCOME:

The email marketing initiative resulted in excellent open rates and click-through rates compared to industry averages for email to acquisition lists. The client saw a significant increase in traffic as well as reported strong coupon redemption rates, culminating in a highly successful overall initiative and repeat campaigns with eTargetMedia as a result.



NEARLY 50% OF CATS ARE SENIORS.
Is yours getting the right nutrition?

NEW Hill's® Science Diet® Senior 11+ Age Defying™ or Mature Adult Active Longevity™ for cats 7+

GET YOUR \$3 OFF COUPON ▶

Help Your Older Cat Defy Age!

Age is just a number. The right food as your cat matures can help you enjoy a healthier, happier, longer life together.

Fights signs of aging in just 30 days

More interactive & playful	<input checked="" type="checkbox"/>
More alert & agile	<input checked="" type="checkbox"/>
Fewer accidents	<input checked="" type="checkbox"/>
100% love	<input checked="" type="checkbox"/>

Try NEW Hill's® Science Diet® Senior 11+ Age Defying™ cat food. The formula for living younger, longer.

Tell your friends on Facebook about this Science Diet® coupon!

Visit HillsPet.com. Take the Science Diet® CatAge™ quiz and learn how old your cat really feels. Also, enter the Younger, Longer Sweepstakes.

VETS' #1 CHOICE FOR THEIR OWN PETS™



Save \$6 on easy, effective relief for dogs with itchy skin

Hill's® Prescription Diet® d/d® Canine Skin Support

- Selected nutrients help avoid common food allergies
- High levels of omega fatty acids help nourish skin
- Clinically proven antioxidants help protect skin
- Guaranteed great taste your dog will love

SAVE \$6 NOW

Nutrition is vital. Ask your vet today

Find out what eTargetMedia can do for your business.
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