

MAILER:

VIP Petcare

OBJECTIVE:



VIP Petcare faced the challenge of promoting their preventative veterinary care products and vaccinations to pet owners across the country.

SOLUTION:

eTargetMedia planned and implemented a strategic email marketing campaign that targeted nationwide pet owners who have one or more dogs in the household and think of their pets as beloved family members. These devoted pet owners regularly purchase products that will enhance their pets health and want to provide the very best care for their furry friends. The campaign was targeted to highly responsive pet owners who regularly purchase premier pet food, pet prevention medications, pet vaccinations, flea and tick control and microchipping services. The campaign included a series of creative messaging that each contained a unique offer featuring a prevention medication and a special \$5 off offer as well as options to find a local participating clinic.

OUTCOME:

The campaign generated very high open and click through rates as well as generating a high conversion rate. The client expressed that visits to their pet clinics increased during the email promotion and they had a high coupon redemption rate which produced an overall successful campaign.

Ticks are set to hit the U.S. in full force after a wetter than normal winter season. Are your pets protected?

Outdoor activities are always better when our four-legged friends are with us. Whether we are walking, running, swimming, or just lounging around the yard, life is better with a pet! We all want to keep our pets safe when we are enjoying the outdoors. Did you know that ticks can put our dogs at risk for diseases such as Lyme? It is true. Dogs can get Lyme disease just like people and those nasty "hitchhiking" ticks are the reason. Even cats can, and do, get Lyme disease.

[SAVE \\$5 OFF CANINE LYME VACCINE](#)

What can we do to keep our pets safe all year long from Lyme disease? Get your pets on a tick preventative (these are usually combined with a flea preventative), AND get your dog vaccinated. VIP Petcare has veterinarians ready to protect your pooch against Lyme disease at a clinic near you.

[FIND A CLINIC](#)

Don't forget to come to VIP Petcare for all your preventative care needs, including:

- vaccinations (including Rabies and Canine Influenza Virus)
- Rx flea and tick control
- heartworm prevention
- testing and deworming
- titer testing
- and more!

Find out what eTargetMedia can do for your business.
 Call 1.888.805.DATA (3282) or email us at info@eTargetMedia.com
 Visit us online at www.eTargetMedia.com

>Targeted, Effective Results!
 Targeted, Effective Results!

