

# ThinkPets strengthens customer loyalty through personalized email content

Publisher sees lifts in opens and click rates by driving email content based on customer lifecycle

## • Overview

ThinkPets, a veterinary communications and analytics company offering pet owner reminders and education via a comprehensive suite of print and digital communications, was looking to enhance email performance and strengthen customer loyalty through personalized content based on pet life stage, breed and animal hospital. By working with Experian CheetahMail to leverage dynamic content and offer relevant cross-sell promotions, ThinkPets was able to significantly increase email opens and click rates while deepening customer engagement.

## • Challenges

- Increase email open rates and click-throughs
- Encourage repeat opens and build customer loyalty
- Deepen content personalization and relevance for the customer
- Increase Website visits and subscriber interaction

## • Solution

Lifecycle email communications can significantly boost subscriber engagement and retention. To encourage customer loyalty and increase the performance of its email campaigns, ThinkPets and Experian CheetahMail built an email program providing subscribers with general information about how to raise their pets to be happy and healthy at every life stage. The program consists of a series of dynamic content-filled emails triggered at each life state of a cat or dog, from 0 to 16 years of age.

Dynamic customer data was leveraged to achieve deep and relevant content personalization.

- Customer name
- Pet name
- Species specific content
- Age/life stage specific content
- Breed name, image and link to breed profile
- Up to four breed-specific medical conditions and their associated links

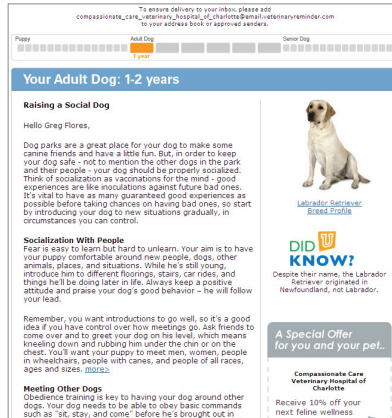
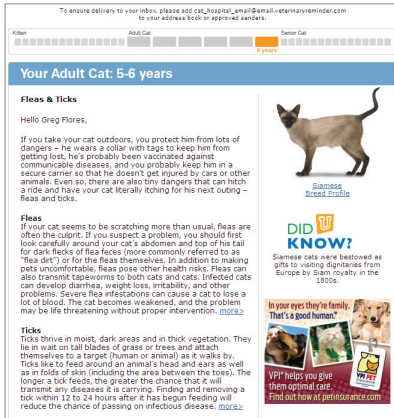
• **“With the help of CheetahMail, we are able to provide our veterinarian customers the ability to connect with their pet owner clients like never before. Pet owners receive relevant, content-rich and highly personalized pet care content which has proven to enhance their overall pet care experience.”**

**Brendan Lynch**  
**VP, Digital Media**  
**ThinkPets**

- Breed-specific did-you-know factoid
- Life stage and animal hospital specific offer or cross-sell promotion
- Customer-specific login/registration codes embedded in all link URLs to personalize their click-through and Website experience

Dynamic elements also included each animal hospital's name in the 'from' field of the email envelope. In addition, each animal hospital's logo, phone number and physical address were inserted to customize the email communications to each animal hospital.

Overall, there are more than 130 different messages segmented based on pet species and age.



## Results

ThinkPets' emails with personalized content outperformed publishing industry benchmarks by the following factors:

UNIQUE CLICK RATE  
**3X HIGHER**

TOTAL CLICK RATE  
**3.5x HIGHER**

CLICK-TO-OPEN RATE  
**2.7x HIGHER**

## • Results

ThinkPets emails including personalized content consistently outperformed the publishing industry benchmarks. (See chart, right)

## • Looking ahead

ThinkPets continues to work with Experian CheetahMail to optimize its current email programs and to develop new and highly personalized email products that set the standard for digital veterinary communications.

## About Experian CheetahMail

Experian CheetahMail is the trusted service provider of online marketing solutions for top enterprises worldwide. Offering industry-leading email marketing and customer intelligence solutions, as well as providing a broad range of client services, Experian CheetahMail enables clients to build data-driven, relevant relationships with their customers. Servicing the world's most recognizable brands, Experian CheetahMail's globally diverse client base includes Barclays, Borders Books, Discovery Communications, H&R Block, KLM, Sears Holdings Corporation and Wyndham Hotels. Experian CheetahMail, a business unit of Experian® Group Ltd. (LSE:EXPN), was founded in 1998 and is headquartered in New York City with offices in Los Angeles, San Francisco, London, Dublin, Amsterdam, Paris, and Barcelona.



29 Broadway, 6th Floor  
New York, NY 10006  
(1) 212 809 0825 T  
(1) 212 809 6378 F  
www.cheetahmail.com