

## MAILER:

**Best Friends Pet Hotel**

## OBJECTIVE:



Best Friends Pet Hotel faced the challenge of increasing pet boarding reservations at specific locations during the 4th of July holiday weekend.

## SOLUTION:

eTargetMedia planned and executed a targeted email marketing campaign that reached devoted pet owners including families and individuals with one or more pets in the household. These passionate pet owners treat their pets as one of the family members and are committed to ensuring that their pets are safe and comfortable when it comes to choosing boarding, day camp, training and grooming services. The campaign was geo-targeted within a 15 mile radius of targeted locations including San Diego, Norwalk, Houston, Duluth, Gaithersburg, Marietta, White Plains, North Plainfield, Lansing, Marlboro, Bethany, Charlotte, and Tyngsboro. The creative featured a special 5th night free promotion for pet owners who downloaded the online coupon and booked the 4th of July Holiday Package.

## OUTCOME:

The email marketing campaign was very successful and delivered a strong open rate as well as a high click through rate. The campaign also delivered a high coupon redemption rate in the locations that the campaign targeted. Traffic to the website increased during the promotion and inquiries for pet boarding services also increased as a direct result of the campaign.


**Best Friends**  
PET HOTEL
   
  



Best Friends Pet Hotel is the leader of the pack when it comes to Boarding, Doggy Day Camp, Grooming, and Training for your pet. With [55 centers and hospitals in 20 states](#), including [Walt Disney World](#), our state-of-the-art facilities provide your pet with a safe, clean and fun environment that will remind your fido or feline of home.

Don't miss out on our exclusive 4th of July Holiday Package! Book a reservation today and get your **5th night + Suite Treat FREE** when you extend your stay through July 5th. New customers get first night free, that's **two nights FREE!** See offer details below.

[DOWNLOAD COUPON](#)


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*Where Best Friends Come to Play!*



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