

QUICK VIEW: PET BRANDS

PERSONALIZED MARKETING WILL FUEL SALES GROWTH FOR PET BRANDS

Differentiation comes down to superior use of customer data



David Lenhardt
CEO, PetSmart

“We have the data and we know that whether it’s in stores, online or through our customer loyalty program, that personally relevant connections lead to higher levels of customer engagement and spend. We’ve been investing in new capabilities to help us capture and use customer and pet data, and this year we will use this data to drive growth.”



Why pet brands need better customer data management



Huge revenue opportunity

Pet brands project 3% annual growth through 2020 — capturing more market share is a must.



Personalization isn't easy

60% of marketers cannot personalize content, but 77% feel it's crucial — capitalize on this discrepancy.

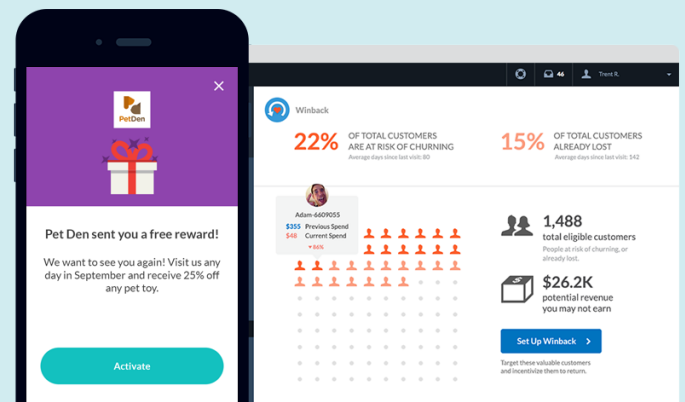


Customers need attention

71% of customers haven't returned in the last 4 months — customer retention has to be a primary focus.

Thanx personalizes pet brand marketing to grow sales 30-50%

- Auto Bounceback
- 2-Way Feedback
- Unique Promotions
- Customer Winback
- Birthday Rewards
- and more...



Winback is just one of the exclusive Thanx 1-click Marketing Tools for pet brands. Send a personalized promotion to previously loyal customers and get them to return — *automatically*.

[Learn more at www.thanx.com](http://www.thanx.com)