



Proven Intelligence to Help You Acquire
Large Volumes of New Customers Profitably

Pedigree Lead Generation

Background

Pedigree sells a wide range of products including dog food based on the dog's age and other factors.

Situation

Client was seeking to generate an email list of 1 million puppy owners within 90 days. Desired volume would require strong creative and extremely fast optimization in order to achieve volume at agreed upon CPA within a 90 day period

Take-Away

Work within a narrow niche of the overall dog marketplace: puppies less than 90 days old.



Get your **FREE** PEDIGREE® Puppy Pack Drops like™

Puppies.
Who doesn't love them?

Puppies are adorable, affectionate and always ready to brighten your day. But they depend on you to raise them right. A **FREE** PEDIGREE® Puppy Pack can help. It's jam packed with everything you need to help your puppy grow up healthy and strong.

If you have a puppy or are expecting to get a puppy, make sure he gets the best possible start in life - get a free PEDIGREE® Puppy Pack!

Inside your free PEDIGREE® Puppy Pack, you'll find:

- Valuable money saving coupons for PEDIGREE® Puppy Products.
- The PEDIGREE® Puppy Care Guide, an indispensable information kit full of tips on how to raise your puppy.
- A free PEDIGREE® Puppy Sleepers™ subscription. It's an information-packed e-newsletter that follows the growth stages of your puppy and provides helpful advice along the way.

Get your Free PEDIGREE® Puppy Pack

Spread the word

Tell [your friends](#) about the PEDIGREE® Puppy Pack.

There's simply no better place for all things dog.

No matter what life stage your dog is at, pedigree.com is the place to get expert advice on dog care, nutrition, training and more.

DID YOU KNOW ?

One of the first formal competitive dog shows was held in Newcastle, Great Britain in 1859 for the pointer and setter breeds.

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Solution

Complete end-to-end strategy developed to target, message and convert puppy owners. Included local and national program that provided:

- Sufficient lead info to support a mechanism for product sampling and ongoing usage trial
- A network of websites that would produce quality results
- Input to develop a supplemental email and SEM campaigns to sign up more puppy owners

Results

Target goal achieved in half the time with acquisition cost 10% below target. We subsequently conducted six additional projects which have been executed with similar results.

What We Learned and How it Benefits Other Clients

We fine tuned our ability to find consumers in a very narrow niche, how to message to them and encourage them to provide information to the client.

More Content That Might Interest You:

- Just For Men case summary at: <http://V2N.acquirgy.net>
- Blackberry case study at: <http://V2P.acquirgy.net>

Questions or Comments on This Case Study?

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About Acquirgy

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