

# Introducing... eCOMMERCE MARKETING

Powered by PetStoreMarketer



## Essential Email Marketing for eCommerce - \$55/month

- Trigger-based Email Marketing to your eCommerce customers
- Your logo, your colors
- Cross-promote and upsell ... increase sales by expanding customer purchases
- Email performance tracking

## Essential Email Marketing Programs include:

- Welcome email to first-time customers
- Lapsed email program to recapture lost customers
- Thank you email for big purchases
- Cross-sell emails to customers who buy dog food but not treats, and vice versa
- Cross-sell emails to customers who buy cat food but not cat litter, and vice versa
- Upsell emails to increase your average ticket
- Cost - \$.02/email sent

## Frequent Buyer Management for eCommerce - \$75/month

- Includes Essential Email Marketing for eCommerce, plus
- Frequent Buyer program setup, tracking, and free bag distribution

## Frequent Buyer Management for eCommerce includes:

- Free Bag distribution via email, direct mail, or mobile APP\* - your choice
- Frequent Buyer Program Reporting – Issuance and Redemption
- Customer information web platform

## PetStoreMarketer Loyalty Marketing Including eCommerce - \$135/store/month

- Includes Essential Email Marketing for eCommerce
- Includes Frequent Buyer Management for eCommerce, plus
- Complete PetStoreMarketer Loyalty Solution

## PetStoreMarketer Loyalty Marketing for eCommerce includes:

- Total loyalty marketing flexibility – it's your program, we handle the execution
- Integration of in-store and eCommerce transactions and customer information
- eCommerce redemptions available in-store only or online – your choice
- Marketing to existing customers and pet-owning prospects
- Tracking and ROI analysis
- Consumer website for customers to review points balances and track frequent buyer activity

## PetStoreMarketer Add-Ons:

Make Your Own Email [MYOE] – only \$35 per month

Mobile APP – only \$15 per month

\*Additional cost per customer per marketing channel [email, direct mail, APP]

PetStoreMarketer.com | A Division of Insight Out of Chaos

phone: 877.935.4662 email: Spencer@iooc.com

**Welcome, Pet Lover!**  
Tail Waggin' Rewards for You and Your Pet

Click here to  
**Get \$5 Off**  
Any Purchase of \$20 or More

**Welcome to Your Pet Store Rewards!**

Thanks for joining Your Pet Store Rewards. You're all set to start earning rewards for treating your pet to the best. So, remember to mention you're a member of Your Pet Store Rewards whenever you shop. We look forward to seeing you and your pet soon!

**Here's the Deal!**

- Earn FREE Pet Food on Select Brands
- Earn 1 point\* for every dollar you spend
- Receive a \$10 Rewards Certificate at 300 points

You can also...

- View your current Rewards balance
- Earn Pet Rewards points when you complete your pet's profile online!

Go to my Rewards >

Download Our App!

**Saving \$10**  
is a good excuse for some exercise.

Click here to  
**Get \$10 Off**  
Any Purchase of \$20 or More

**You Deserve Some Extra Savings!**

At Your Pet Store, we understand how much you love your pet, because we're pet owners too. We have everything you need to help your loyal companion lead a happy and healthy life – and our selection is always growing! So, if you haven't been to Your Pet Store lately, come rediscover why shopping here is just better.

**Your Pet Store Gives You More!**

- Duggies great customer service
- Our area's best selection of premium foods
- Expert staff to answer your pet nutrition questions
- Yummy treats and tons of toys
- Big savings with our Rewards program

You can also...

- View your current Rewards balance
- Earn \$0 Rewards points when you complete your pet's profile online!

Go to my Rewards >

Download Our App!

**Don't "Yelp" to find a better meal ...**  
We've got the high-quality brands to choose from right here!

Click here to  
**Get \$5 Off**  
Any Purchase of \$20 or More

**IS YOUR DOG LOOKING FOR SOMETHING NEW TO EAT?**

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**DID YOU KNOW THAT YOU CAN SAVE MONEY ON CAT LITTER?**

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