

CASE STUDY



Welcome to the **MedicAnimal.com** newsletter with regular discounts, helpful advice and news. You have been automatically entered in our draw to **win free pet supplies for a year!** That's £500 to spend with us over the course of a year on any of our products.

Take me to the website!

MedicAnimal.com™ is the one-stop online shop for all your pet needs

We provide instant access to over 15,000 products with the convenience of home delivery.

MedicAnimal.com was founded as a socially responsible alternative in pet health care. We are a company of vets and animal lovers who share the core belief that pet care should be affordable and convenient without sacrificing the quality of that care.

We also thought that caring for animals should extend to pets less fortunate than yours or ours. For these reasons, we began MedicAnimal.com in partnership with some of the largest and best known vet practices in the UK and have continually pledged our commitment to supporting top animal charities across Europe. That's what we call "Care with a Conscience"

Use the special discount code **MTF99** to receive 15% off your first order.

- Savings of up to 60% off the RRP
- Convenient online shopping / home delivery
- Discounts and incentive programs
- Live customer support via phone / live chat
- All products are UK sourced
- Exact same products as you buy at your vet
- All medicines dispensed by qualified vet surgeons
- We donate 5% of all profits to animal charities

CLIENT

Medic Animal

CAMPAIGN NAME

Win £500 to spend with MedicAnimal.com

BACKGROUND

The campaign ran from April to November 2009, generating 10,000 leads.

CLIENT'S OBJECTIVE

The key objective was to increase awareness among pet owners and enable data segmentation to assist with future bespoke in-house email marketing campaigns. Also aimed to drive instant sales with 15% discount.

MAGNETISE MEDIA APPROACH

The campaign was run across TopFox, our white label co-registration platform. Once the ad was selected, pet owners specified the species of their animal. Magnetise then delivered an email in real time with tailored content related to their question response. Each email contained a unique discount code.

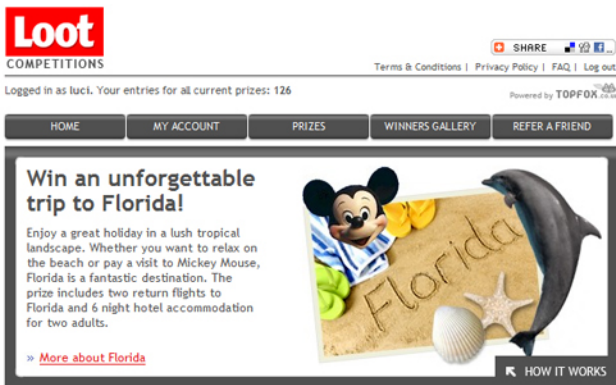
RESULTS

Open rate – 77%

Click through rate – 31%

From our first meeting through to the support of our live campaign, Magnetise proved to be in a league of their own.

MedicAnimal Ltd.



Loot
COMPETITIONS

Logged in as luci. Your entries for all current prizes: 126

Home | MY ACCOUNT | PRIZES | WINNERS GALLERY | REFER A FRIEND

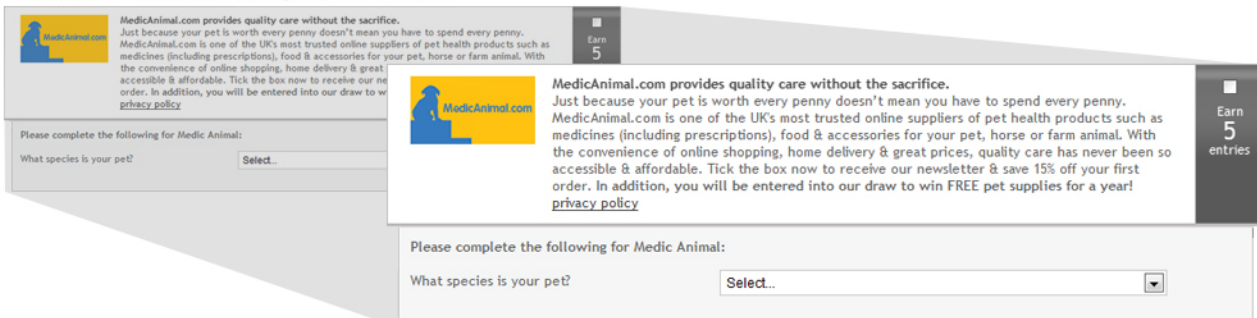
Win an unforgettable trip to Florida!

Enjoy a great holiday in a lush tropical landscape. Whether you want to relax on the beach or pay a visit to Mickey Mouse, Florida is a fantastic destination. The prize includes two return flights to Florida and 6 night hotel accommodation for two adults.

[More about Florida](#)

HOW IT WORKS

Select your offers. Each offer will give you five entries:



MedicAnimal.com provides quality care without the sacrifice. Just because your pet is worth every penny doesn't mean you have to spend every penny. MedicAnimal.com is one of the UK's most trusted online suppliers of pet health products such as medicines (including prescriptions), food & accessories for your pet, horse or farm animal. With the convenience of online shopping, home delivery & great prices, quality care has never been so accessible & affordable. Tick the box now to receive our newsletter & save 15% off your first order. In addition, you will be entered into our draw to win FREE pet supplies for a year! [privacy policy](#)

What species is your pet?

Earn 5 entries