Case Study
Founded in 2003, Embrace has grown in leaps and bounds. Embrace was only just a pet insurance concept when it won in the 2003 Wharton Business Plan Competition – a concept that has blossomed into the amazing company that we all know and love.

Embrace is a health insurance provider for dogs and cats in the U.S. They offer one comprehensive accident and illness insurance plan. The plan is underwritten by American Modern Insurance Group, Inc. Embrace gives pet parents the ability to personalize their policy. They can select an annual maximum, annual deductible, and reimbursement percentage to fit their budget.
The Embrace Pet Insurance plan offers coverage for unexpected accidents and illnesses. They provide you with top-notch coverage you can count on when you need it most. Embrace’s policies can be personalized to fit your budget and your needs. They will never drop your pet or reduce their coverage based on age, health status, or claims you’ve filed. Once you’re signed up, they do not cancel coverage for anything other than non-payment of premium.
The Solutions

- Dedicated e-Blast
- General Newsletters
- Facebook Social Post
- Native Sponsored Content
- Run of Site Banners
- Print Insert Cards
Dedicated e-Blast

1.4 MM Subscribers

Open Rate Average 8%

Average Clicks per send: 4K

Example: https://manage.kmail-lists.com/subscriptions/web-view?a=Mk2CiK&c=NsEG8s&r=gcfWVE6&m=JDSRW2&k=29a74a44d1d78add e27f4e0264d992f0
General Newsletter

- Subscription list: 700K
- Average Open Rate: 12%
- Average CTR: 2.1%

Example:

https://manage.kmail-lists.com/subscriptions/web-view?a=Mk2CiK&c=NsEG8s&r=fvYJNfH&m=LvtTrR&k=29a74a44d1d78adde27f4e0264d992f0
Facebook Social Post

Average Reach: 98K
Average Comments: 30
Average Clicks: 1,200
Average Shares: 28
Average Engagement: 1,600
Native

- Monthly Impressions: 263K
- CTR: 0.21%
- Monthly Average Video Views: 2,453
- Shares: 38
- Engagement Rate: 47%
- Thumbnail: https://iheartdogs.com/sponsored-content/?prx_t=j2MEAcOUvAbikQA&prx_ro=s
- Landing Page: https://iheartdogs.com/sponsored-content/?prx_t=j2MEAcOUvAbikQA&prx_ro=s
Run of Site

April-June:

Impressions: 222K
CTR: 0.07%

Sizes
- 300x250
- 300x600
- 320x50
- 970x250
Print Insert Cards

- Shipped to iHeartDogs and iHeartCats customers alongside their e-Commerce order from our direct store.
- Brand awareness to verified pet owners.
- Offer exclusive discount to our customers.
- Reach over 100,000 customers
The Result

Total Reach: **10 MM Pet owners**

- Dedicated eBlast and Newsletters: 2.3 MM
- Social Media: 124K
- Native custom content: 1MM Impressions