



## Case Study

# About

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.



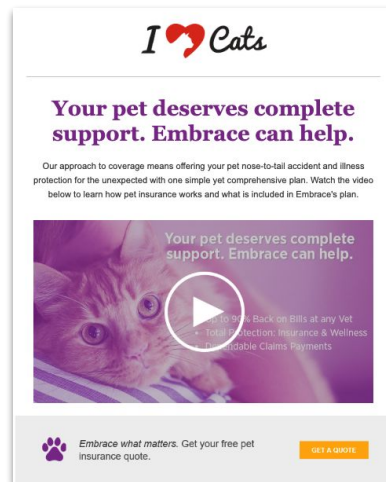
# Scope

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 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>






Best friends deserve the best pet insurance.

Don't let expensive vet bills come between you and the best care for your dog. With up to 90% back at any vet, Embrace Pet Insurance is coverage you can count on.


[Get A Quote](#)

### Embrace is the Total Package




**Optional Routine Care Plan**

Embrace reimburses you for routine vet care, grooming, and training through our Wellness Rewards plan. There are no itemized limits and you can use it the day you sign up.




**Healthy Pet Deductible**

Pet insurance's only diminishing deductible, the Healthy Pet Deductible reduces your deductible by \$50 for every year you don't receive a claim reimbursement.



**Coverage for Exam Fees**



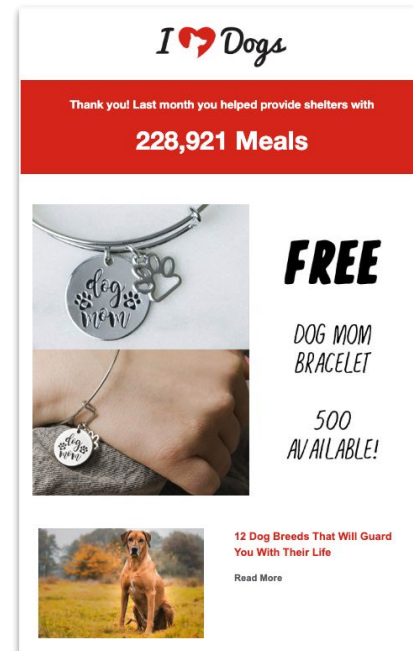
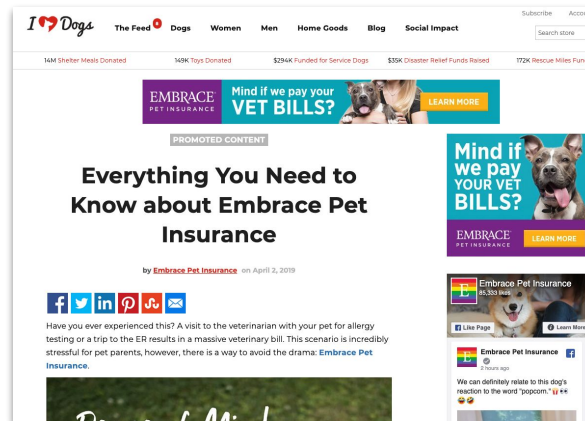
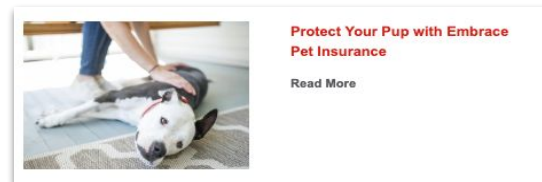
**Personalized Policies**

# 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



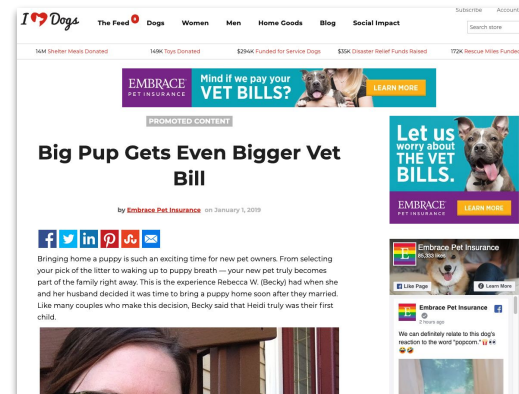
# Native

- Monthly Impressions: 263K
- CTR: 0.21%
- Monthly Average Video Views: 2,453
- Shares: 38
- Engagement Rate: 47%
- Thumbnail:

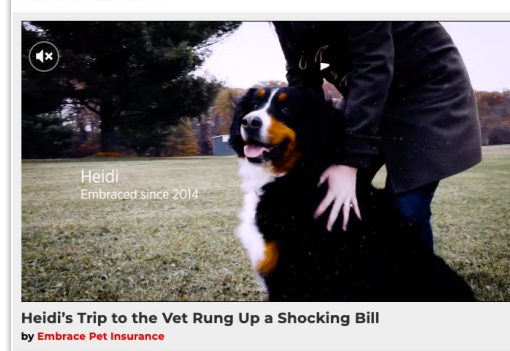
[https://iheartdogs.com/sponsored-content/?prx\\_t=j2MEAcOUvAbikQA&prx\\_ro=s](https://iheartdogs.com/sponsored-content/?prx_t=j2MEAcOUvAbikQA&prx_ro=s)

- Landing Page:

[https://iheartdogs.com/sponsored-content/?prx\\_t=j2MEAcOUvAbikQA&prx\\_ro=s](https://iheartdogs.com/sponsored-content/?prx_t=j2MEAcOUvAbikQA&prx_ro=s)



## Promoted Content





# Run of Site

April-June:

Impressions: 222K

CTR: 0.07%

Sizes

- 300x250
- 300x600
- 320x50
- 970x250

The screenshot shows the I Love Dogs website. At the top is a navigation bar with links like Home, About, Advertise, and a search bar. Below the navigation bar is a Zoom video conferencing advertisement. The main content area features an article titled "Everything You Need To Know About Grooming: From Puppyhood To Senior Years" with a sub-headline "No Grooming? No Problem!". The article text discusses the importance of grooming for a dog's health and happiness. To the right of the article is a red sidebar with a "JOIN OUR NEWSLETTER" section and a "Let us worry about THE VET BILLS." section. At the bottom of the article is a photo of a white dog and a small section titled "OUR DESTROYER CHARMER WILL LOVE THIS NEW ULTRA-POURABLE BEANUT BUTTER DOG BONE".

This is a full-width advertisement for Embrace Pet Insurance. It features a large, close-up photo of a dog's face on the right side. The text "Let us worry about THE VET BILLS." is prominently displayed in white on a blue background. Below this, on a purple background, is the "EMBRACE PET INSURANCE" logo. To the right of the logo is a yellow button with the text "LEARN MORE".

# 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



*Mind if Embrace pays your vet bills?*

- Up to 90% Back on Bills at any Vet
- Total Protection: Pet Insurance & Wellness
- Dependable Claims Payments

EmbracePetInsurance.com | (800) 226-1308

*I ♥ Dogs*



**EMBRACE**  
PET INSURANCE

Embrace Pet Insurance donates \$2 of every policy sold to a pet-related charity.

*Embrace What Matters*

**LEARN MORE** EmbracePetInsurance.com | (800) 226-1308

Pet health insurance is administered by Embrace Pet Insurance Agency, LLC and underwritten by one of the licensed insurers of American Modern Insurance Group, Inc., including American Modern Home Insurance Company (d/b/a American Modern Insurance Company, LLC, No. 2222-20) and American Southern Home Insurance Company. Coverage is subject to policy terms, conditions, limitations, exclusions, underwriting review, and approval, and may not be available for all risks or in all states. Rates and discounts vary, are determined by many factors, and are subject to change. Wellness Rewards is offered as a supplementary, non-insurance benefit administered by Embrace Pet Insurance Agency in the United States. © 2016 American Modern Insurance Group, Inc.

# The Result

**Total Reach: 10 MM Pet owners**

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

EMBRACE  
PET INSURANCE

