



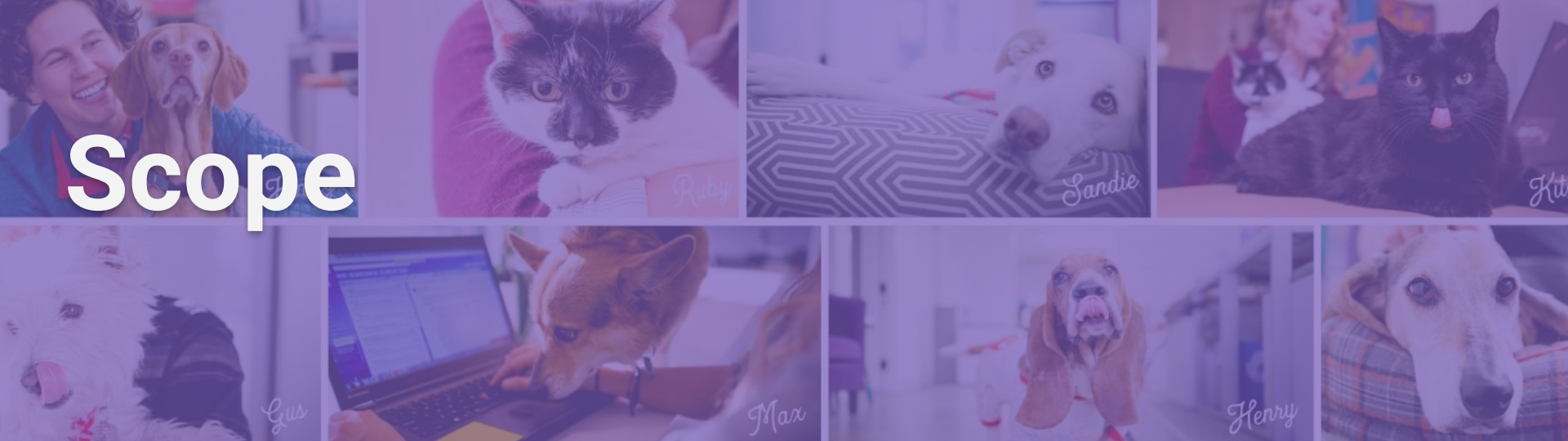
Case Study





About

They started small, in a pet food store in [Boulder, Colorado](#), creating raw food for pets before real, whole, healthy pet food was a thing. They quickly recognized that there were people like them everywhere, who wanted better food with [real meat](#) and [real ingredients](#). Food our pets were meant to eat, and deserve to eat. So it became their passion to make truly [high quality](#) pet food accessible for all. They're still [independent](#) and employee-owned, but their dream has grown into a mission: to help all pets live happier, healthier lives. Yeah, they're obsessed; just living up to their name. It's not crazy, it's love. It's ["I and love and you"](#)



Scope

Grain Free

No grains, no. Bad grains. Truth is, dogs or cats don't need 'em. All of I and Love and You food and treats are grain-free because 1) it most closely mimics a their ancestral diets and 2) it's more allergy-friendly. So they left out corn, wheat, rice, soy, and fillers like rice and white potatoes and instead added nutrient-rich, easier-to-digest carbs like lentils, garbanzo beans and sweet potatoes.

Skin and Coat

Hello, darlings, I am ready for my close-up! Omegas 3 + 6 from superfood ingredients like flaxseeds & fish oils can help enhance a soft coat and encourage healthy skin. Pretty neat, right? Suddenly, we're just a little studio lighting and a couple of oscillating fans away from a fashion shoot.

Tummy Support

Tummy aches are a total bummer, so both their kibbles are packed with prebiotics and probiotics. They're known to help digestion issues such as bad breath, rumbling tummies, loose stools, or gas. We'll trade in some tummy troubles for tummy rubs, pls.

Nothing Weird

Every one of their products has been approved by their holistic veterinarian to include the optimal combination of complete, whole-food nutrition, freshness, and premium ingredients your pets will wag over. They create only the highest quality products because they LOVE keeping your pets healthy.

To educate pet owners on “**I and love and you**” on how their food is made with “LOVE” and natural, healthy, premium grain-free ingredients.

We shared with our audience and customers how “**I and love and you**” uses Omega 3 + 6, fatty acids for skin & coat. Their first 3 ingredients are sources of meat or poultry as well as pre and probiotics for a healthy gut. **NO CORN, WHEAT, SOY, OR RICE**

It is feel-good food that will lift your dog's or cat's spirits and improve quality of life.

We partnered with “**I and love and you**” because they embarked on a journey to revolutionize pet health, starting with the #1 contributing factor to a healthy lifestyle: what they eat.

Their approach of providing quality ingredients, prepared with care and **LOVE** aligned perfectly with our own mission...**Every Dog Matters!**

The Mission



I ♥ Dogs The Feed Dogs Women Men Home Goods Blog Social Impact


16M Shelter Meals Donated 157K Toys Donated \$320K Funded for Service Dogs 20K Blankets Donated 201K Rescue Miles Funded

Creating The Perfect Holiday Meal For Your Dog!

by [Molly Weinfurter](#)

With the holidays approaching, your dog needs something special to feast on. Of course, you're cooking the tastiest meals for you and your human family, but what about your furry family members? They've been eating the same boring food all year long, so it's time to give them a change and make their holiday feasts special.

iHeartDogs has partnered with "I and love and you", a company that makes extremely good food for your dog. They have lots of amazing, filler-free food options for your dog to enjoy. If you're looking for something special for your dog this time of year, then give this brand's wet food line a try! It will be sure to satisfy your dog's happiness and hunger this holiday season.



JOIN OUR NEWSLETTER

+ Exclusive Offers
+ Pet News
+ Dog Tips & Tricks

ENTER YOUR EMAIL

Enter your email...

SUBSCRIBE FREE

Shop Now

The Solutions

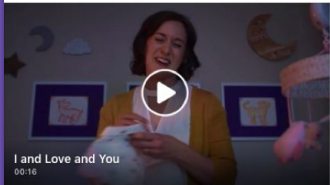
- Dedicated eBlast
- Custom Blog Post
- Native
- General Newsletter
- Facebook Social Post
- Co-branded Facebook Giveaway
- Instagram Post
- Instagram Story
- Run of Site Banners & Parallax
- Print Insert Cards

iHeartDogs.com
Published by Tamira Eliseo (7) - September 26 at 1:01 PM · · ·

We believe pets are part of the family, that is why we have partnered with I and Love and You to bring you a food that you can trust and your pup will LOVE.

MADE WITH LOVE AND NATURAL, HEALTHY, PREMIUM GRAIN-FREE INGREDIENTS.

CHECK IT OUT HERE: [https://www.landloveandyou.com/...](https://www.landloveandyou.com/)



I and Love and You
00:16


Become a Supporter
Support iHeartDogs.com and enjoy special benefits.

Support Now

Boost Unavailable

36 Comments 157 Shares

iHeartDogs.com



iheartdogs.com #NovemberRescue 🐕🐶💕 This month iHeartDogs has partnered with @landloveandyoupet to help feature @redlandsanimalcontrol and the dogs and cats in their care. @landloveandyoupet will be donating over 1,000 meals to the pets in their care and for each like, share, tag (on this post) and purchase, they will donate another meal to Redlands Animal Control! #tagsomeone #rescue #animalshelter#redlands #california Check out their instagram 📷 @landloveandyoupet

Nov 13, 2019

Dedicated eBlast

- 1.4 MM subscribers
- Average Open Rate: 7.5%
- Average CTR: 0.4%
- Total Clicks: 43,451
- A/B tested subject lines

Example: [Click Here](#)

I Love Dogs | "I and love and you!"

ARE YOU A PET FANATIC?

top 10 signs youre a pet fanatic...

- 1/3 parents say their pet is their favorite...
- 1/2 say their pet gets them better than their partner...

[LEARN MORE](#)

instant giveaway everyone wins!

TOP THAT™ GIVEAWAY!

[ENTER NOW](#)

Win free toppers for your dog!

Nothing Weird
1st Ingredient MEAT
GRAIN FREE
Omega 3+6

TOPT THAT BOOST
TOPT THAT TUMMY
TOPT THAT SHINE

The banner features a white dog wearing sunglasses sitting on a dirt path, a bowl of dog food, and a close-up of a dog's face. It also displays three bags of dog food toppers and a heart icon.

Custom Blog Post

- Average Page Views: 2K
- Average Unique Visitors: 1,678
- Average Time on Content: 2:18 min

Examples

iHeartDogs: [Click Here](#)

iHeartCats: [Click Here](#)

The screenshot displays the iHeartDogs website interface. At the top, the navigation bar includes the iHeartDogs logo, links to 'The Feed', 'Dogs', 'Women', 'Men', 'Home Goods', 'Blog', and 'Social Impact', along with 'Subscribe', 'Account', and a search icon. Below the navigation bar, a horizontal bar lists various donation metrics: '15M Shelter Meals Donated', '154K Toys Donated', '\$315K Funded for Service Dogs', '16K Blankets Donated', and '195K Rescue Miles Funded'. The main content area features a blog post titled 'How Do Popular Dog Foods Compare?' by Molly Weinfurter. The post text discusses the importance of dog health and the quality of dog food. To the right of the main content is a newsletter sign-up form with the heading 'JOIN OUR NEWSLETTER' and a list of benefits: '+ Exclusive Offers', '+ Pet News', and '+ Dog Tips & Tricks'. Below the form is a red 'SUBSCRIBE FREE' button. In the bottom right corner, there is a sidebar with a '6 MONTHS LATER: NOMNOMNOW FRESH DOG FOOD REVIEW' section and a 'Dog Lovers' gift guide section.

How Do Popular Dog Foods Compare?

by [Molly Weinfurter](#)

Your dog's health should always be a priority, and a huge part of their well-being is what goes into their bellies. Many dog parents just choose one of the most popular brands because it seems easier, however, many of these dog foods are actually not the healthiest. So, when it comes to feeding your dog, take into consideration the different ingredients and the quality of their food. How do all dog foods compare and how can that help you decide what to feed your dog?

What Makes Dog Food Healthy?

Many popular dog food brands contain excess fillers which are actually not beneficial for your furry friend. So, how can you tell if a dog food is healthy or not? Consider the ingredients! The first ingredient in dog food should be high-quality protein, and it should not contain any by-products or by-product meals.

Good quality dog food will be filled with ingredients that offer additional benefits, a full belly, and a chance for optimum health. Certain ingredients benefit your dog's skin, coat, joints, and digestive health. With the right food, you can not only keep your dog satisfied, but support their overall well-being and health.

WHY NAKED ESSENTIALS?

6 MONTHS LATER: NOMNOMNOW FRESH DOG FOOD REVIEW

DOG LOVERS

Native

- Total Impressions: 1.7MM
- Total Clicks: 1,841
- CTR: 0.1%
- Engaged Views: 6,793

Example:

Preview Placement: [Click Here](#)

Preview Content: [Click Here](#)

The screenshot shows the iHeartDogs website. At the top, there's a navigation bar with links for 'The Feed', 'Dogs', 'Women', 'Men', 'Home Goods', 'Blog', and 'Social Impact'. Below this, a banner displays various donation statistics: '15M Shelter Meals Donated', '154K Toys Donated', '\$375K Funded for Service Dogs', '15K Blankets Donated', and '195K Rescue Miles Funded'. The main content area features a 'PROMOTED CONTENT' section with the headline 'Serving Healthy Food That Your Dog will Love!'. The article is by 'i and love and you' and dated October 24, 2019. It includes social media sharing icons and a brief introduction about the challenges of selecting healthy food for dogs. A section titled 'Look for Premium Ingredients' discusses the quality of the food. At the bottom of the article is a large blue banner for 'NATURALLY AWESOME PET FOOD FOR REAL' featuring a dog wearing sunglasses. To the right of the article is a sidebar with a 'Shop Now' button and a tweet from @LYPET.

Promoted Content



Serving Healthy Food That Your Dog will Love!

by "i and love and you"

Selecting a tasty and healthy food for your dog can be challenging, especially if they're picky. It can be tempting...

General Newsletter

- 600K Subscribers
- Average Newsletter Open Rate: 12%
- Average CTR: 0.49%
- Average Total Clicks: 330

Example: [Click Here](#)



Kibble That Is Nutritious, Baked & SAUCY!

[Read More](#)

I♥Dogs

Thank you! Last month you helped provide shelters with

200,829 Meals



Woman Creates Dating Profile For Her Foster Dog To Give Him A Leg Up On The Competition

[Read More](#)



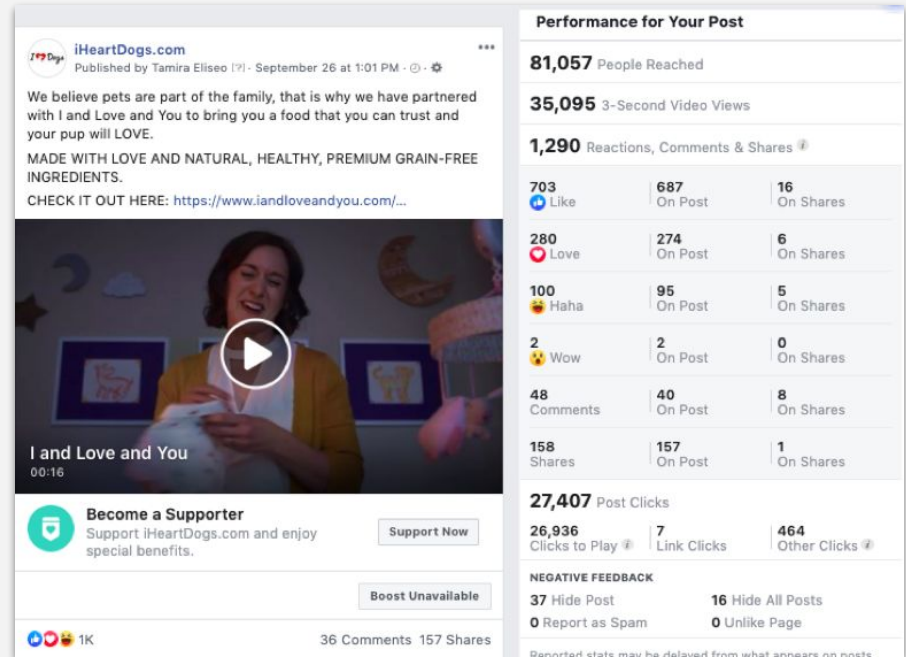
Dog Seizures: Why CBD Oil Might Be Your Pup's Best Friend

[Read More](#)

Facebook Social Post

- Average Reach: 80K
- Average Engagement: 500-1,200
- Average Clicks: 4,311

Example: [Click Here](#)



Co-branded Facebook Giveaway

- Total Entries: 1,074

Examples

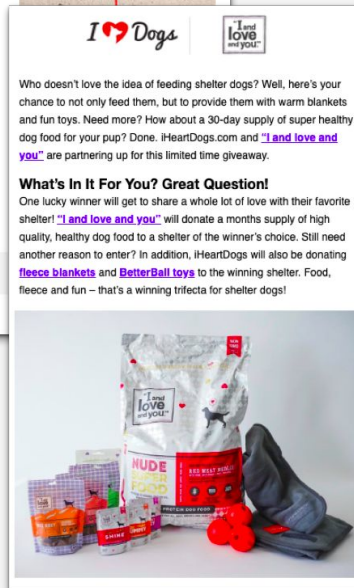
Landing Page: [Click Here](#)

eBlast: [Click Here](#)

General Newsletter: [Click Here](#)

FB Social Post: [Click Here](#)

The screenshot shows the iHeartDogs website with a navigation bar including links for 'The Feed', 'Dogs', 'Women', 'Men', 'Home Goods', 'Blog', and 'Social Impact'. A progress bar at the top displays various donation milestones. The main headline reads 'Enter To Win A Month Of Free Food For Your Dog And Your Favorite Shelter!'. Below this, it says 'by Scooth'. There are social media sharing buttons for Facebook, Pinterest, Email, and Print. The text explains the giveaway: 'Who doesn't love the idea of feeding shelter dogs? Well, here's your chance to not only feed them, but to provide them with warm blankets and fun toys. Need more? How about a 30-day supply of super healthy dog food for your pup? Done. iHeartDogs.com and "I and love and you" are partnering up for this limited time giveaway. Simply fill out the form below, and you're entered. It's so simple you could have your dog do it!'. An illustration of a dog and a bag of 'I and love and you' dog food is shown. At the bottom, there is an 'Enter Giveaway' button and a 'powered by Typeform' note.



Instagram Post

- 333K Followers
- Total Accounts Reached: 118,732
- Total Impressions: 151,760
- Total Engagement: 2,333

Example: [Click Here](#)

 iheartdogscom

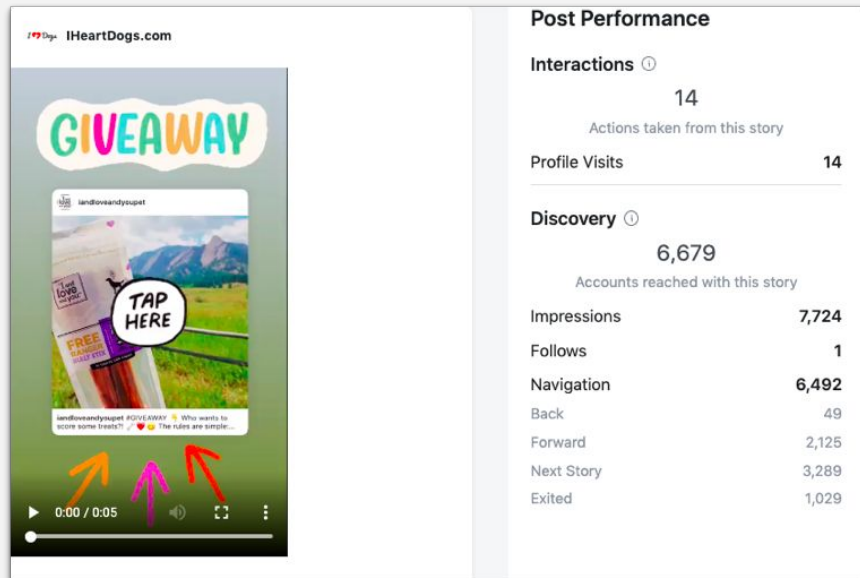


iheartdogscom Happy PAWLidays! Our friends @iandloveandyoupet Ugly Sweater Holiday Treat Boxes are back! This under-the-tree-ready (because wrapping is for the birds) holiday gift box contains three bags of top selling treats PLUS a holiday ugly sweater (bandana) so your furry friend can participate in all of your ugly sweater parties. Get ready for some extra slobbery kisses under the mistletoe this year! Shop the link: <http://ilypet.com/PAWLIDAYBOX>

Today

Instagram Story

- 333K Followers
- Total Accounts Reached: 12,070
- Total Impressions: 13,709



Run of Site

Impressions : 6,019,820

Clicks: 7,676

CTR: 0.13%



Print Insert Cards

60,00 cards sent in our
iHeartDogs orders.

