



## Case Study

# About

According to the best historians, early man domesticated the dog so we could throw him/her in a backpack and go on a quest for maximum action and merriment. Who are we to go against the words of the experts? Yes, they created the [K9 Sport Sack®](#) because academia mandated it but also because they truly have loved taking our pets hiking, biking, cycling, skiing, snowboarding, shopping and larping and they truly want to share that possibility with humans and dogs all over the world.



# Scope



**NO MORE LEAVING YOUR BEST FRIEND BEHIND.**

The [K9 Sport Sack®](#) has found its way onto owner's backs all over the world and they are more than thrilled to share these amazing possibilities with all all fellow pet lovers.

# The Mission

To educate pet owners on [K9 Sport Sack](#) on how their backpacks are designed for safety, comfort, and fun!

We shared with our audience and customers how [K9 Sport Sack](#) allows you to take your pet wherever you go. These backpacks are good for cold or hot climates, and made for virtually any activity in mind.

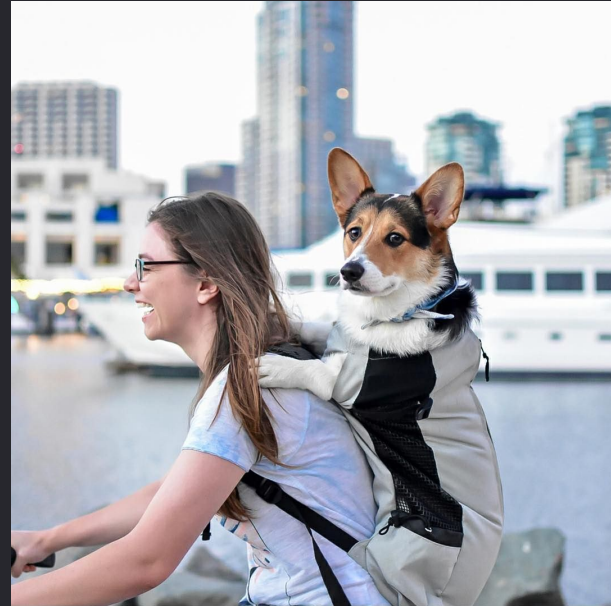
We partnered with [K9 Sport Sack](#) because they embarked on a journey to revolutionize pet life. This has placed the [K9 Sport Sack](#) among one of the world's leading backpack pet carrier and helped meet our goal of bringing humans and their pets closer together than ever.

Their approach of providing quality products, prepared with care and pet parents aligned perfectly with our own mission...Every Dog Matters!



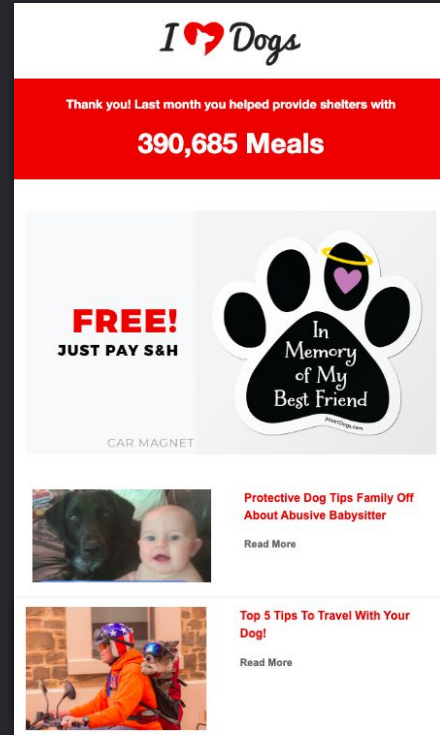
# The Solutions

- General Newsletter
- Organic Blog Post
- Native Blog Post
- Facebook Social Post
- Instagram Post
- Banners/Parallax



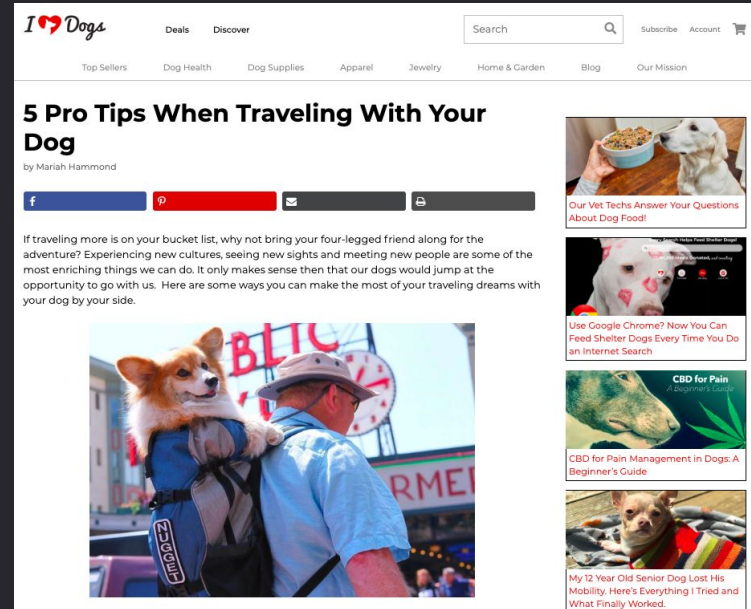
# General Newsletter

- 600K Subscribers
- Average Newsletter Open Rate: 14%
- Average Newsletter CTR: 1.8%
- Average Partner Total Clicks: 974



# Organic Blog Post

- Avg. Pageviews: 4,785
- Avg. Unique Pageviews: 4,524
- Avg. Time on Content: 3:23 min



[Here](#)

# Native Blog Post

- Total Impressions: 260,239
- Total Clicks: 597
- CTR: 0.23%
- Engaged Views: 529

Preview Placement: [HERE](#)

Preview Content: [HERE](#)

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

Subscribe Account Search store

17M Shelter Meals Donated 161K Toys Donated \$329K Funded for Service Dogs 30K Blankets Donated 213K Rescue Miles Funded

**K9 SPORT SACK** Use code "IHeartDogs15" for 15% off

PROMOTED CONTENT

## 5 Pro Tips When Traveling With Your Dog

by [K9 Sport Sack](#) on February 1, 2020

[f](#) [t](#) [in](#) [p](#) [d](#) [e](#)

If traveling more is on your bucket list, why not bring your four-legged friend along for the adventure? Experiencing new cultures, seeing new sights and meeting new people are some of the most enriching things we can do. It only makes sense then that our dogs would jump at the opportunity to go with us. Here are some ways you can make the most of your traveling dreams with your dog by your side.

**1. Pack for Safety and Comfort Outdoors**

If you're an outdoor adventurer, then the K9 Sport Sack is the device you never knew you needed. Wearing one of these bad boys means your dog will never miss out on

**Shop Now!**

Use code "IHeartDogs15" for 15% off!



# Facebook Social Post

- 4.1 MM Followers
- Average People Reached: 84,396
- Average Engagements: 4,238
- Average Post Clicks: 2,655

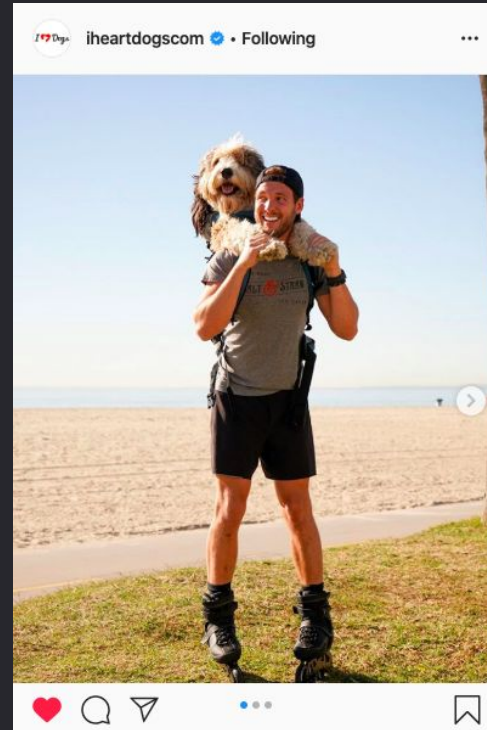
The screenshot shows a Facebook post from iHeartDogs.com, dated March 5 at 8:01 AM. The post features a photo of a dog in a red life vest on a boat with a woman. The text of the post reads: "The day we've all dreamed of is finally here. 🥰" and "You Never Have To Leave Your Dog Home Alone Again". Below the photo, it says "Dog lovers rejoice! A dog's place in the world is changing. For many...".

Performance for Your Post

<b>116,022</b> People Reached		
<b>2,602</b> Reactions, Comments & Shares		
1,814 Like	1,727 On Post	87 On Shares
401 Love	375 On Post	26 On Shares
5 Haha	2 On Post	3 On Shares
16 Wow	15 On Post	1 On Shares
2 Sad	2 On Post	0 On Shares
1 Angry	1 On Post	0 On Shares
130 Comments	98 On Post	32 On Shares
234 Shares	234 On Post	0 On Shares
<b>5,301</b> Post Clicks		
2 Photo Views	3,873 Link Clicks	1,426 Other Clicks

# Instagram Social Post

- 344K Followers
- Average People Reached: 46K
- Average Engagement: 5K



# Banners/Parallax

- Parallax  
Impressions: 443,514  
Clicks: 2,278  
Avg. CTR: 0.51%
- Banners  
Impressions: 96,628  
Clicks: 93  
Avg. CTR: 0.1%

