



— Case Study —

The Start



Their mission began because their dog needed help:

“Harlee was plagued by illness due to a compromised immune system. Antibiotics and many types of commercial dog food only made things worse. My vet said we needed a diet that was easy to digest, free of byproduct, and nutrient rich. Dr. Shmalberg helped create a home-cooked diet that was balanced and complete. Harlee's health improved dramatically. I don't want other pet parents to go through the uncertainty, doubt and fear that I experienced. I want to provide a care-grade experience for all our customers.”

- Alex (Founder) & Harlee



The Brand

At NomNomNow, they have a unique take on delivering fresh food for your dogs, directly to your door. Most importantly for your dog is that the meals are individually portioned, weighed to the gram so that you know exactly how many calories your dog receives with each meal and can carefully monitor changes over time.

There are a variety of recipes that you can select from and alternate between to provide variety in the number of nutrients and flavors, while still feeling confident that you are getting the best nutrition for your dog. NomNomNow offers greater convenience than traditional dog foods, and more balanced nutrition than most home-cooked diets-- without all of the guesswork and labor.



Scope

- NomNomNow has successfully tapped into the pet humanization trend with fresh, "restaurant-quality" ingredients.
- They have created personalized pet food formulations and effectively communicated its potential health benefits.
- NomNomNow's efficient supply chain allows for a seamless online shopping experience that maximizes convenience.



The Mission

To educate pet owners of the NomNomNow fresh food approach, inform customers how every meal is vet nutritionist formulated and made from fresh human-grade ingredients that any person would be happy to have on their plate.

We shared with our audience and customers how NomNomNow uses real meat, potatoes, carrots, and eggs and not any by-products or fillers.

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

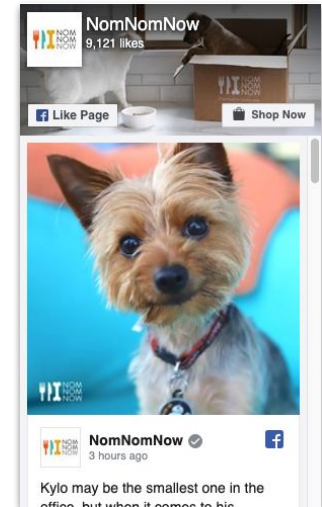
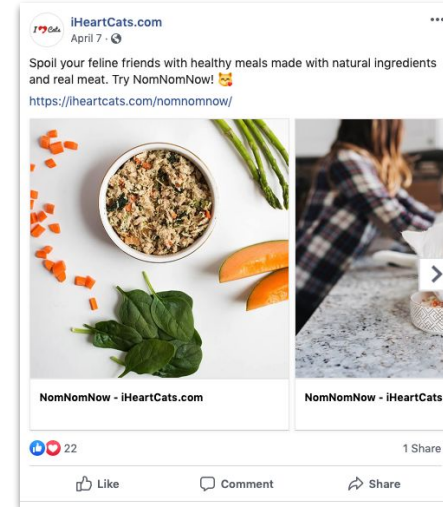
We partnered with NomNomNow because they embarked on a journey to revolutionize pet health, starting with the #1 contributing factor to a healthy lifestyle: what they eat.

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



The Solutions

- Customized Blog Posts
- Site visits: Nashville and San Francisco
- Co-branded Site Navigation Sponsorship
- Dedicated eBlasts
- Print Insert Cards
- General Newsletter
- Facebook Social Post
- Video
- Native
- Banners
- Instagram Post/Stories



Customized Blog Post

<https://iheartdogs.com/i-fed-my-dog-s-fresh-food-for-30-days-heres-what-happened/>

<https://iheartdogs.com/the-healthiest-food-will-bring-your-pet-a-thriving-life/>

<https://iheartdogs.com/6-months-later-nomnomnow-fresh-food-review/>

Health Is Wealth, And The Same Can Be Said For Your Dog

by [Modi Ramos](#)

Pet parents want their dogs to have the healthiest, longest life possible. Every year, we learn more about how healthy eating can affect a human's mood, energy levels, and overall health – so it makes sense that the same would apply to dog food.



NomNomNow has embarked on a journey to revolutionize pet health, starting with the #1 contributing factor to a healthy lifestyle: what they eat. Everybody knows by now how many health problems a lifetime of eating junk food can cause humans, but few people realize that many commercial dog foods are akin to junk food for people.

The Healthiest Food Will Bring Your Pet A Thriving Life

by [Adriana Sandoval](#)

What do you say when people ask you how your dog is doing? Do you shrug your shoulders and say "fine"? Or do you tell your friends and family that your dog is overjoyed, on top of the world, honest-to-goodness *thriving*?



Some people may be okay with knowing their dogs are doing "fine," but others know that our dogs are capable of being so much more than just "fine" and won't settle for less. How do you take your dog from fine to thrive? Start with his bowl.



Site Visits

<https://www.youtube.com/watch?v=aASylyVijOA>

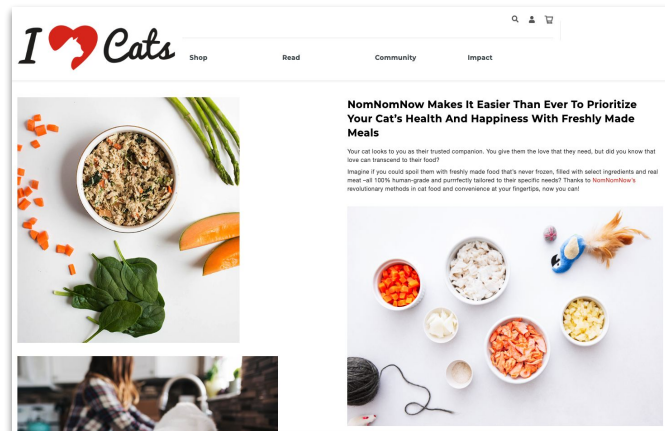


Fresh Dog Food Navigation Sponsorship

<https://iheartdogs.com/nomnomnow/>

<https://iheartcats.com/nomnomnow/>

<https://iheartcats.com/nomnomnow-microbiome-kit/>



Dedicated e-Blast:

- 1.4MM subscribers
- Open Rate Average 8.3%
- Total clicks to partner site: 4K or more per eBlast
- A/B tested subject lines and creative

<https://manage.kmail-lists.com/subscriptions/web-view?a=Mk2CiK&c=NsEG8s&r=euGpgLf&m=N8HbvS&k=29a74a44d1d78adde27f4e0264d992f0>

The advertisement features a central image of a NomNomNow dog food pouch labeled 'your dog thanks you! Heart and Beef Mash'. Surrounding the pouch are various human-grade ingredients: eggs, carrots, salmon, sweet potatoes, and green peas. Callouts point to these ingredients with text: 'Exactly the protein, calcium, iron & zinc that dogs need' (pointing to eggs), 'Vitamin A for healthy eyes' (pointing to carrots), 'Protein, vitamins and minerals for strong bones' (pointing to salmon), 'Energy producing and potassium packed' (pointing to sweet potatoes), and 'Fiber, vitamin A, C, K & B6, and minerals galore' (pointing to green peas). At the top, the NomNomNow logo is displayed. Below the ingredients, a red button reads 'See all recipes + \$25 off first order'. At the bottom, a circular portrait of Dr. Justin Shmalberg, DVM, is shown next to a quote: '“We formulate our recipes for optimal nutrition using only the best ingredients.”' and his title: 'Dr. Justin Shmalberg, DVM Clinical associate professor of integrative veterinary medicine'.

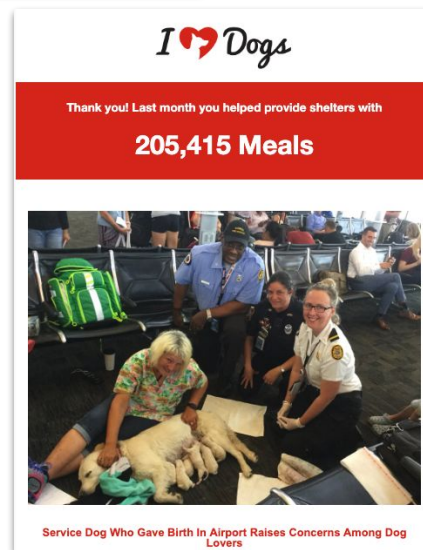
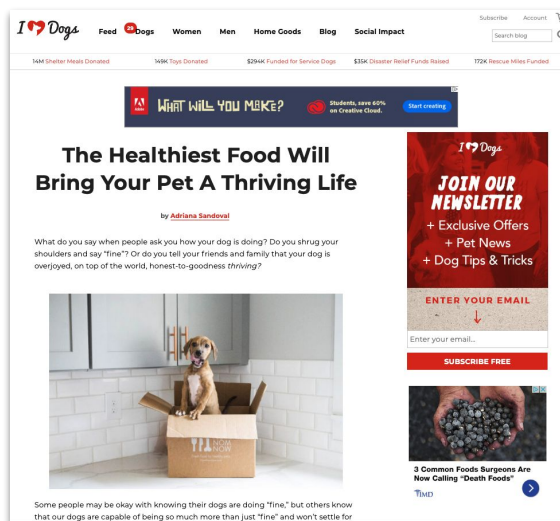
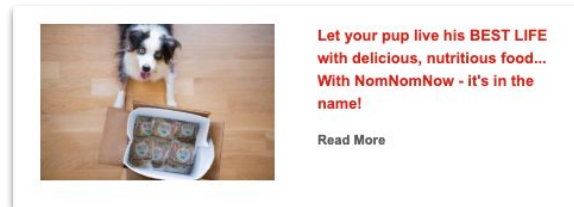
The advertisement has a red header with the text 'Healthier pups, happier homes, empty shelters.' Below this is the 'I Love Dogs' logo. A navigation bar lists 'Treats', 'Apparel', 'Jewelry', 'CBD Oil', and 'New Releases'. The main visual is a large white question mark over a photo of a dog's face. Below the image, the text reads: 'The mystery: What does a dog food facility actually look like?'. The bottom section contains the text: 'Most of us would never know — but when NomNomNow invited us to check out their Nashville facility, we were surprised to find all our preconceived notions were turned upside down. Here's what we found:'.



General Newsletter

- Subscription list: 600K
- Average Open Rate: 12%
- Average CTR: 2.1%

<https://manage.kmail-lists.com/subscriptions/web-view?a=Mk2CiK&c=NsEG8s&r=fsEwBkL&m=KyGguc&k=29a74a44d1d78ade27f4e0264d992f0>



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



iHeartDogs has partnered with NomNomNow to gift you an **exclusive offer** just for our customers:
\$25 off your first order!

Made-to-order and truly pre-portioned meals, from their kitchen to your bowl.

NomNomNow is revolutionizing pet health, starting with the #1 contributing factor to health; what they eat. 100% wholesome ingredients, intentionally formulated by a veterinary nutritionist to give your dog everything they need and nothing they don't.

Care-grade guarantee: See the difference a fresh diet can make after 30 days of eating NomNomNow. If you don't, we will buy your pet's next diet.*

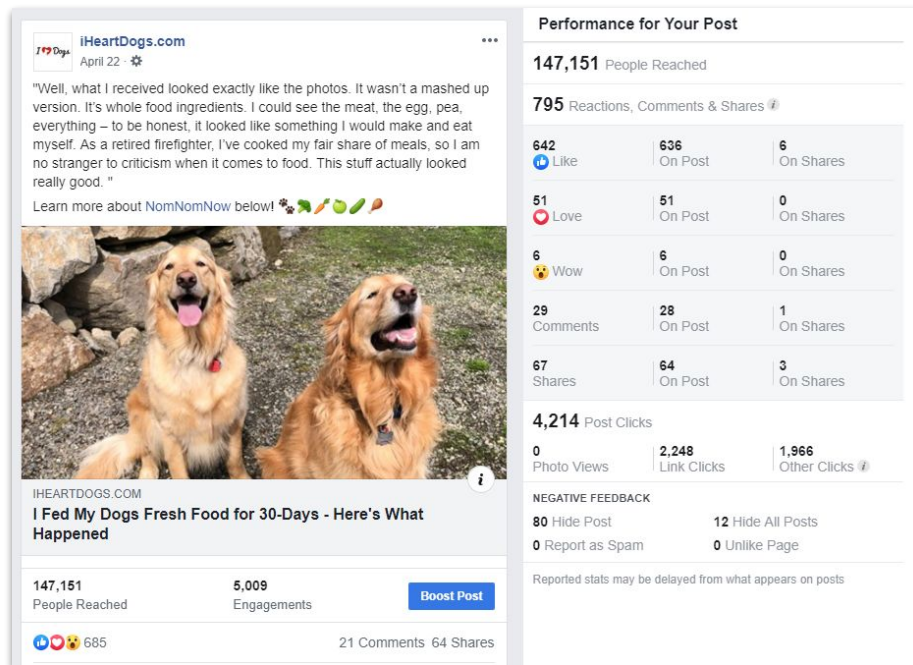
*Max value of \$40. Must show proof of receipt.

Get \$25 off your first order: [NomNomNow.com/iheartdogs](https://nomnomnow.com/iheartdogs)



Facebook Social Post

- Average Organic Reach: **147K**
- Average Comments: **30**
- Average Clicks: **4K**
- Average Shares: **67**
- Average Engagement: **795**



Video

iHeartDogs Co-Founder ate dog food and this happened...

"Going above and beyond for our pets because it is time to be the pet parents they think we are. Every meal is prepared, delivered, and served fresh, perfectly portioned for your pet's unique calorie needs. **One bag. One meal. Rip. Serve. Enjoy.**"

<https://www.facebook.com/watch/?v=473191943220126>

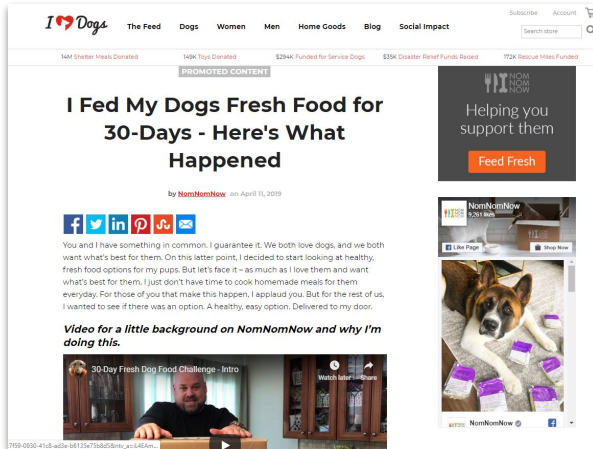


Native

- Monthly Impressions: 500K
- CTR: 0.49%
- Monthly Average Video Views: 450
- Shares: 25
- Engagement Rate: 84%
- Thumbnail:
https://iheartdogs.com/could-your-dogs-water-bowl-make-him-sick/?ntv_a=iL4EAAAAABikQA&prx_ro=s
- Landing Page:
https://iheartdogs.com/sponsored-content/?prx_t=iL4EAAAAA2ScQA&prx_ro=s



Promoted Content



Promoted Content



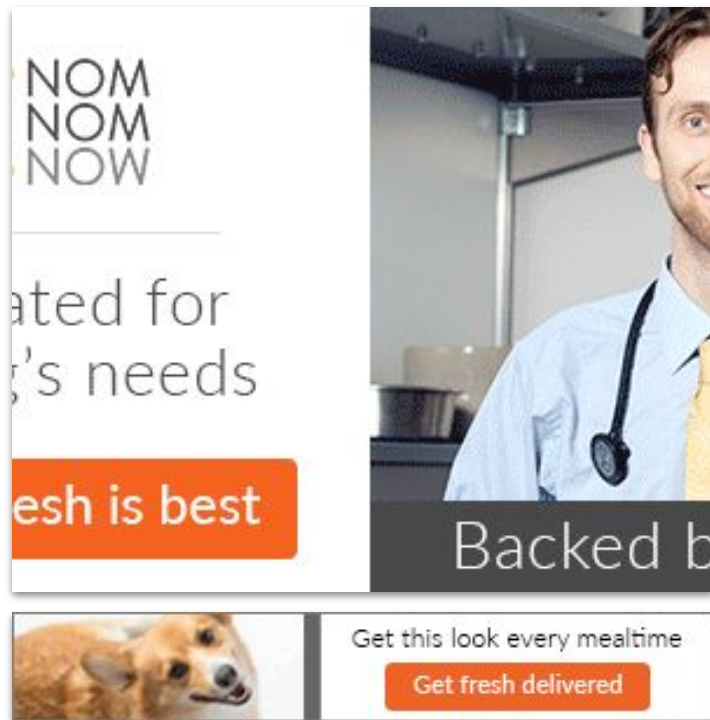
Run of Site

Impressions: 200K

CTR: 0.15%

Sizes:

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



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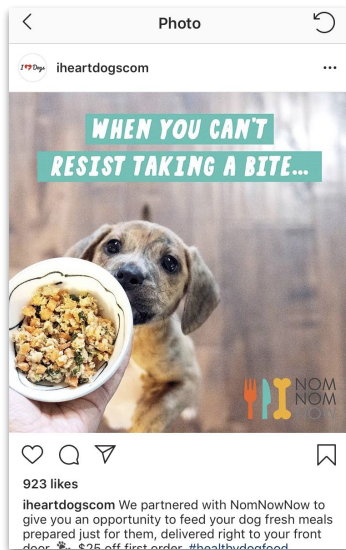
Get this look every mealtime

Get fresh delivered



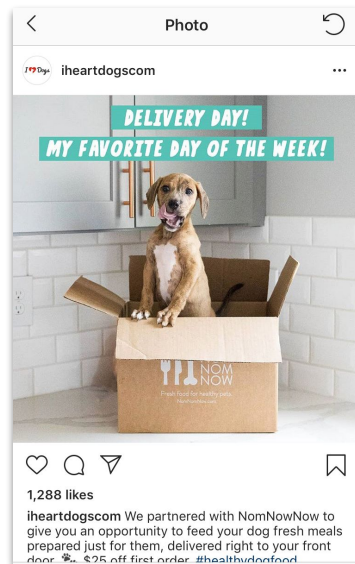
I ♥ Dogs

Instagram Post/Stories



<https://www.instagram.com/p/Bvup3ujhuhj/>

923 Likes
4/1



<https://www.instagram.com/p/BwajcUXBK77/>

1,288
4/18



Instagram Story
4/25



I ♥ Dogs

The Result

Total Reach: 10MM pet owners

- Dedicated eBlast and Newsletters: 5MM
- Social Media: 2.2MM
- Blog Post and SEO exposure: 1MM
- Native custom content: 1MM

