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-dog-food-review/
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=Mk2CjK&c=NsEG8s&r=euGpgL&f=m=N8HbyS&k=29a74a44d1d78adde27f4e0264d992f0
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=f5EwBkL&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
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=il4EAAAAAAAbikQA
- Landing Page: https://iheartdogs.com/sponsored-content/?prx_t=il4EAAAAAA2ScQA&prx_ro=s
Run of Site

Impressions: 200K

CTR: 0.15%

Sizes:
- 300x250
- 300x600
- 320x50
- 970x250
Instagram Post/Stories

https://www.instagram.com/p/Bvup3ujhuji/
923 Likes
4/1

https://www.instagram.com/p/BwajcUXBK77/
1,288 Likes
4/18

Instagram Story
4/25
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