



CASE STUDY

I  *Cats*

THE START

[PrettyLitter](#) founder Daniel Rotman knows first-hand how it feels to lose a feline friend too early. After graduating from Harvard, Daniel knew he had to follow his passions. He had countless doors open to him in the professional world, but an experience from his past inspired him to do something meaningful for future pet parents and feline health.

Growing up, Daniel loved a cat named Gingi. When Gingi got sick, there was nothing Daniel and his family could do. The symptoms presented themselves too late, and the beloved cat soon died from what could have been a treatable feline illness. When Gingi was sick, Daniel took note of how veterinarians used urinalysis to test for and identify different health issues. Now with his degree and backing from industry experts, that's exactly what [PrettyLitter](#) does.



SCOPE

[PrettyLitter](#) uses special color-changing health indicators to reveal potential health problems. It is made of silica gel crystals that are non-toxic and non-flammable and is completely safe for humans and cats.

With [PrettyLitter](#), you get peace of mind. Their revolutionary formula can signal possible health issues before they become major problems. Simple changes in [PrettyLitter](#) color let you know there could be something wrong, possibly saving your cat's life.



THE MISSION




THE SOLUTIONS

- Dedicated eBlast
- General Newsletter
- Facebook Social Post
- Video
- Native
- Run of Site
- Print Catalog



Use BESTPET20 at checkout to receive 20% off your first month.



Features:

- Daily Health Monitoring
- Low-Dust
- Amazing Odor Control
- Lightweight
- Convenient Home Delivery

HOW IT WORKS

- 1** CHOOSE THE NUMBER OF CATS YOU HAVE
Tell them how many cats you have - 1, 2, 3 or more. This will tell them how many bags you need.
- 2** A MONTH'S SUPPLY IS DELIVERED TO YOU
No more last-minute trips to the store for those heavy litter bags. Plus, they take care of the shipping!
- 3** FILL THE LITTER BOX WITH PRETTYLITTER
The crystals don't clump, they absorb moisture, trap odor and eliminate urine. You only scoop the poop!

GET 20% OFF NOW




DEDICATED E-BLAST

- 265K Subscribers
- Open Rate Average: 9.3%
- Total clicks to partner site: 1.2K or more per eBlast.


<https://manage.kmail-lists.com/subscriptions/web-view?a=mzKn69&c=LEcnjV&r=fwQMjFr&m=KwGCfx&k=3a9e087c802e0013e2c4cf2e6eeb0426>










Life for you and your feline friend just got a little more purrfect thanks to the brilliant minds at **PrettyLitter!** As an official partner, we've teamed up with them to improve the lives of cats - and the people who love them.

PRETTYLITTER™



Love Your Cat. But Hate Dealing With Its Litter?

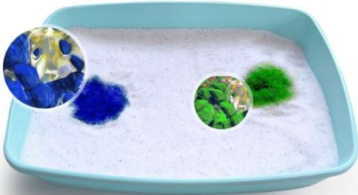
PrettyLitter solves for the pains of having a litter box, all while keeping tabs on your cat's health.

-  Daily Health Monitoring
-  Amazing Odor Control
-  Lightweight
-  Low-Dust
-  Convenient Home Delivery

PrettyLitter's revolutionary kitty crystals are all about "less" - less moisture, less odor, less scooping, less dust, and less mess - so you can spend more quality time with your cat!

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Best of all, **PrettyLitter** keeps tabs on your cat's health by changing color when the chemistry of his or her urine is not as it should be. It can help detect potential health issues before your cat shows any outward signs.



As our official partner, PrettyLitter is offering 20% off your first order + FREE shipping exclusively for iHeartCats readers. Simply enter code **20CATS** when you checkout at [PrettyLitterCats.com](https://www.PrettyLitterCats.com).

Join the **PrettyLitter** family and start saving on convenience and peace of mind!

Use Code 20CATS

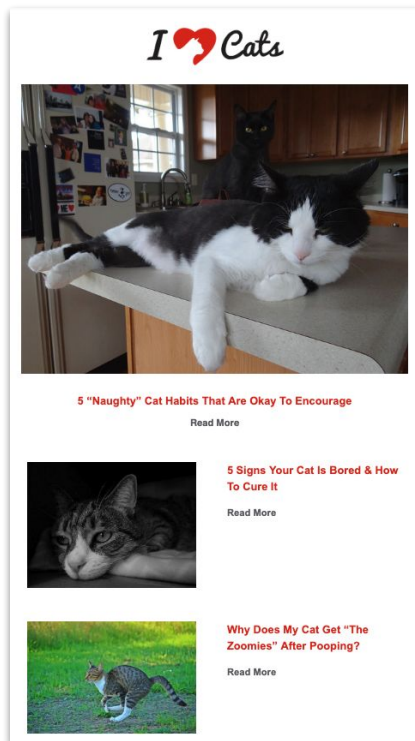




GENERAL NEWSLETTER

- Subscriber List: 257K
- Average Open Rate: 17%
- Average CTR: 5.0%
- Example:

<https://manage.kmail-lists.com/subscriptions/web-view?a=mzKn69&c=LEcnjV&r=eyFjq8a&m=Msg8tg&k=3a9e087c802e0013e2c4cf2e6eeb0426>



FACEBOOK SOCIAL POST

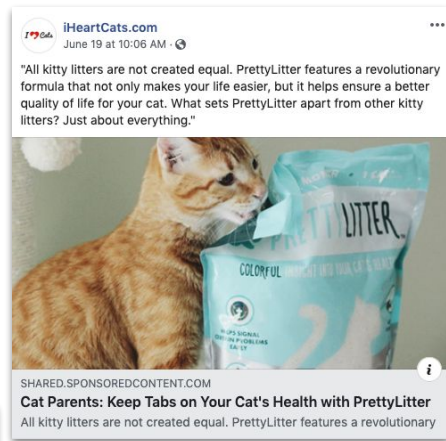
Average Reach

Average Comments

Average Clicks

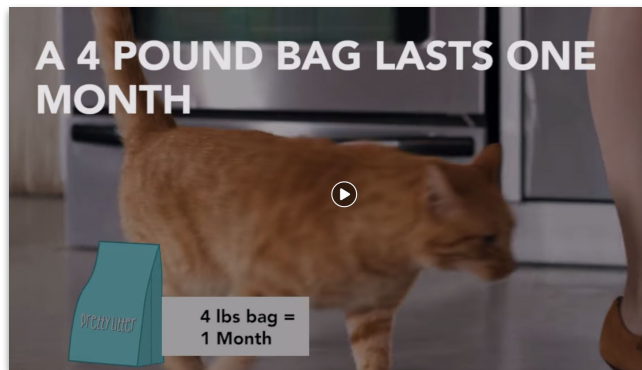
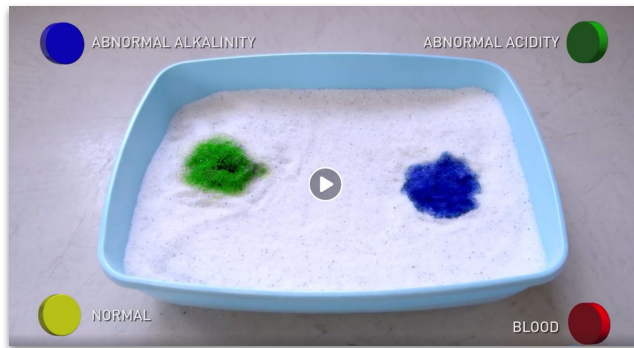
Average Shares

Average Engagement



VIDEO

<https://www.facebook.com/IHeartCatscom/videos/360543311154866/>



NATIVE

- Monthly Impressions: 200K
- CTR: 0.28%
- Average Time on Content: 46.93 sec.
- Shares: 9
- Engagement Rate: 17.3%
- Thumbnail:
https://iheartcats.com/smitten-cat-loves-to-admire-the-girl-next-door/?ntv_a=Y-oEAAAAAAT0UQA&prx_ro=s
- Landing Page:
https://iheartcats.com/sponsored-content/?prx_t=Y-oEAt_U2AT0UQA&prx_ro=sh

Promoted Content



8 Ways PrettyLitter Is Crushing The Cat Litter Competition

by PrettyLitter


I ♥ Cats Shop Read Community Impact

PROMOTED CONTENT

8 Ways PrettyLitter Is Crushing The Cat Litter Competition

by **THEMILK** on May 6, 2019

There's only one downside to being a cat parent: stinky, dirty litter boxes. In addition to the mess and odor, clay and clumping litter often contain potentially harmful chemicals that have no business near your family. That's why I♥Cats partnered with PrettyLitter, a revolutionary new product that drives the competition out of the water when it comes to safety, cleanliness, odor-control, and much more!



1. Less Litter Means Less Scooping

With PrettyLitter, you get the new product and only need to scoop when there's poop! Clumping litters turn urine into hard...

Kitty Litter That Monitors Your Cat's Health

Changes color to warn you of potential health issues

PrettyLitter is a revolutionary new product that drives the competition out of the water when it comes to safety, cleanliness, odor-control, and much more!

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Promoted Content



8 Ways PrettyLitter Is Crushing The Cat Litter Competition

by PrettyLitter



RUN OF SITE

PRETTYLITTER™



Litter that keeps tabs
on your cat's health
by changing color.



FREE SHIPPING
[LEARN MORE](#)



PRETTYLITTER™
COLORFUL INSIGHT INTO YOUR CAT'S HEALTH

20% OFF plus **FREE SHIPPING!**
YOUR FIRST ORDER

[CLICK TO REDEEM](#)



THE RESULT

Total Reach:

- Dedicated eBlast and Newsletters average open rate: 9.3 % / 25,000 opened
- Social Media: 1.1 MM
- Blog Post and SEO exposure: ?
- Native custom content: 1.8 MM impressions

