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.
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
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?u=mzKn69&c=LEcnjV&r=fwOMJFr&m=KwGClx&k=3a9e087c802e0013e2c4cf2e6eeb0426

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!

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.

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=mzKm69&c=LEcnjV&r=eyFiq8a&m=Msg8tg&k=3a9e087c802e0013e7c4cf2e6eeb0426
Facebook Social Post

Average Reach
Average Comments
Average Clicks
Average Shares
Average Engagement
Video

https://www.facebook.com/IHeartCatscom/videos/36054331154866/

THIS KITTY LITTER CAN SAVE YOUR CAT'S LIFE

A 4 POUND BAG LASTS ONE MONTH

4 lbs bag = 1 Month
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/?ntva=Y-oEAAAAAT0UQA&prx_ro=s
- Landing Page: https://iheartcats.com/sponsored-content/?prx_t=Y-oEA_tU2AT0UQA&prx_ro=sh
Run of Site
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