

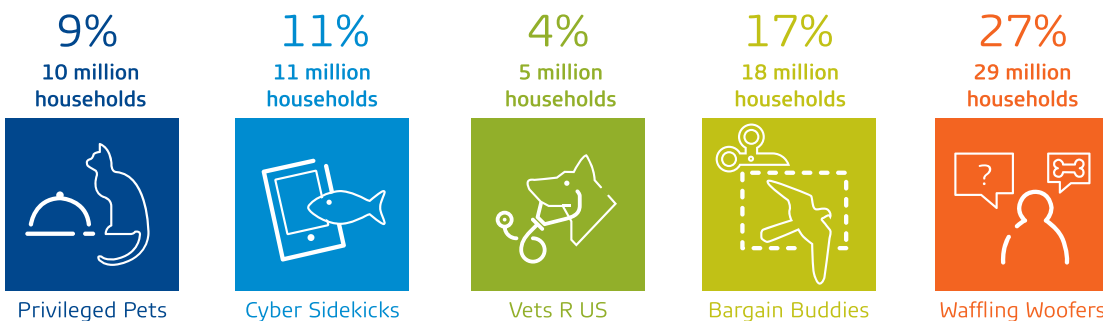
# IDENTIFY & LOCATE PET OWNERS

## GfK PET OWNER NAVIGATOR

Not all pet retail customers are created equal

Some customers are willing to pay extra for high quality and show strong loyalty to favorite brands. Others focus on value and convenience above all. So how can you target the pet retail shoppers with the greatest potential to boost your sales?

GfK's Pet Owner Navigator gives you the power to acquire and retain customers more efficiently, helping you identify the key customer types in specific store regions, target the "missing" customers, and execute campaigns that deliver tailored messages and offers to these groups.



Using Pet Owner Navigator ...

- » **manufacturers and retailers** can allocate marketing funds against the right geographies and stores
- » **distributors** can support retailers with effective marketing programs
- » **marketing and sales professionals** can distribute marketing dollars with greater precision

Drawing on 26,000 consumer interviews, GfK has identified six essential pet shopper personas, with very different preferences and potential value to your business. They range from Privileged Pets (doting owners with deep pockets) to Bargain Buddies (value seekers) to Cyber Sidekicks (online pet shoppers).

GfK can tell you which of these groups are most prevalent in the region around a given store – showing the most promising targets for that outlet. Comparing those findings to the store's loyalty card database and other resources will show which segments are already customers of the store. And, with the help of a direct mail list, you can send targeted, customized promotions to the biggest opportunity groups.

With Pet Owner Navigator, manufacturers and retailers can:

- » send value-oriented offers and messages to Bargain Buddies,
- » focus on pet pampering and higher-priced SKUs with the Privileged Pet group, and
- » emphasize online resources and offers with Cyber Sidekicks.

For retailers, the result will be heavier in-store foot traffic, as well as a clearer picture of markets for future growth. And manufacturers and distributors can build stronger retail relationships more efficiently and drive interest for their brand.

#### **We are GfK**

GfK is the trusted source of relevant market and consumer information that enables its clients to make smarter decisions. More than 13,000 market research experts combine their passion with GfK's long-standing data science experience. This allows GfK to deliver vital global insights matched with local market intelligence from more than 100 countries. By using innovative technologies and data sciences, GfK turns big data into smart data, enabling its clients to improve their competitive edge and enrich consumers' experiences and choices.

## QUESTIONS?

To find out more please contact:

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