

Case Study: Champ's Dog House

Pet grooming, training and daycare facility used Money Mailer to assist them **growing from 2 locations to 4.**

Situation:

Champ's Dog House, a pet grooming, training, and daycare facility out of Medford, New Jersey, wanted to drive customer traffic and build brand awareness, so they looked to Money Mailer as a direct marketing solution.

Strategy:

To attract new customers, the client placed a variety of exciting offers on the front of the ad. On the back of the ad, the owners took advantage of the expansive advertising space to showcase details of their offerings for consumers to browse. They already had a message that they wanted to convey to their audience and Money Mailer was instrumental in delivering it.

Results:

The owners received an amazing response from the ad and realized that consumers use Money Mailer coupons as a way to try out new businesses. Champ's Dog House has been advertising with Money Mailer for 3 years and acknowledges the partnership for helping them grow from 2 locations to 4.

Front of ad:



Back of ad:

