Hello. My name is Jeff Daniels.

Thank you for joining this Dognition marketing promotion recommendation presentation whose priorities are to improve: Dognition’s test completion rates, research insights, customer value and business results.

Today’s agenda is to:

* Make a marketing promotion recommendation built upon the customer base sharing, in Dognition’s nine dimensions, their discovery of how they developed their bond with their dogs
* Recommend a SMART control process to improve test completion rates
* Recap the long-term business foundation and strategic merit of implementing together this breakthrough marketing proposal with SMART descriptive, predictive and prescriptive analytic best practices

First, an important side note:  Recommend you watch a great Robert Redford’s award winning documentary entitled: “Buck”. This movie shows how Buck Brannaan, a well respected horse training clinic leader, amazes horse owners by what he gets their horses to do based upon his insights that treating a horse is similar to how a parent develops a bond with their children. This movie will change the way you think about the relationship with animals and how to develop a relationship with your dogs.

The point here is Dognition greatly benefits when their customers:

1) Discovers how to connect with their unique dog’s Dimension differences,

2) Shares the bond customers have developed with their dogs

3) Shares how Dognition contributed to to deepen this bond

We recommend Dognition create a “**Share your Discovery**” marketing program that gives incentives for existing customers who refer new customers and submit videos that demonstrate:

1. How Dognition added value for dog owners for each of the nine dimension
2. Community sharing (dog shows) and telling the story about developing a bond with your dog best practices

With a new market momentum in place, here are our SMART control recommendations to deliver improve test completion rate results:

Lets review the **SMART analytic control process recommendations** for improving test-completion rates:

**Specify descriptive blend metrics**

Test blends of dog with owner features that correlate highest with 20 test completion rates and specifying their descriptive metrics. For example, we see that blending non-fixed dogs together with cross-breed dogs provides the highest percentage rate (43.1%) for completing 20 tests.

**Measuresuccess separately and comparatively**

Descriptively measure market program 20 test completion rate percentage results separately from all other tests completed. For example, below we see how the Free Start Program separately recorded its percentage completion rates. Recommend benchmarking Share your Discover 20 test completion success compared to Free Start User’s 6.21%.

**Focus attainability on “20 test completion” predictive models**

Build predictive models that deliver the best 20-test completion rates first.

Below we see the cross-breed model is chosen over other breed types because it is closest to predicting 20 tests completions rates (x axis).

**Stay relevant by building large local and global communities**

Prescribe building relevancy with large local and global community building tactics. Focus on discovering the largest communities within the largest customer bases and figuring out how to connect them globally. Here we see the largest customer install bases worldwide are within these states:

**Communicate early morning worldwide for three-months**

Prescribe early morning communicating worldwide during a three month marketing program to be ahead of this globally omnipresent daily test taking pattern.

By focusing on engaging its customer base to share the value they have discovered building a bond, distinguishing nine dimensions differences, marketing this value, and continually measuring as prescribed, Dognition positions itself well to improve test completion rates short term and improve research insights, customer value, and business results long-term.