

CA Email Campaign Dashboard: September

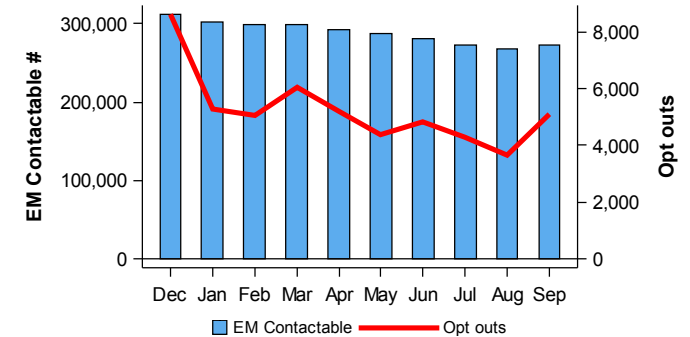
Strategic Segments

Data thru September	US Total	CA Total	PR Total	US 12M Active	CA 12M Active	PR 12M Active	US Lapsed	CA Lapsed	PR Lapsed
Email	9,762,654	308,805	36,094	5,911,753	272,571	24,750	3,850,901	36,234	11,344
Direct Mail	67,453,514	2,391,391	90,574	19,537,710	789,858	29,267	47,915,804	1,601,533	61,307
Total Contactable	77,216,168	2,700,196	126,668	25,449,463	1,062,429	54,017	51,766,705	1,637,767	72,651
Email % Contactable	23.2%	25.7%	45.8%						

EM/DM Change Since Last Month

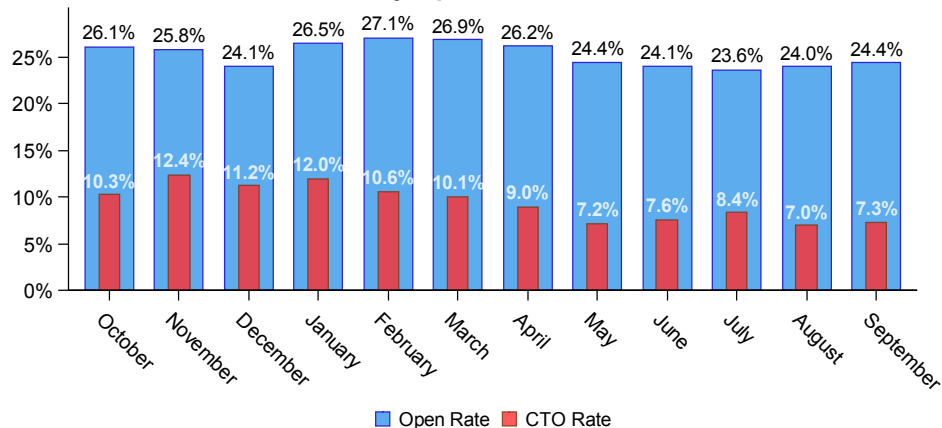
Email	September	August	Change	Change %
Canada EM	308,805	301,054	7,751	2.6%
Canada 12 Mo. Purch	272,571	268,767	3,804	1.4%
Canada DM	2,391,391	2,378,648	12,743	0.5%
Canada 12 Mo. Purch	789,858	778,059	11,799	1.5%

Email Contactability History



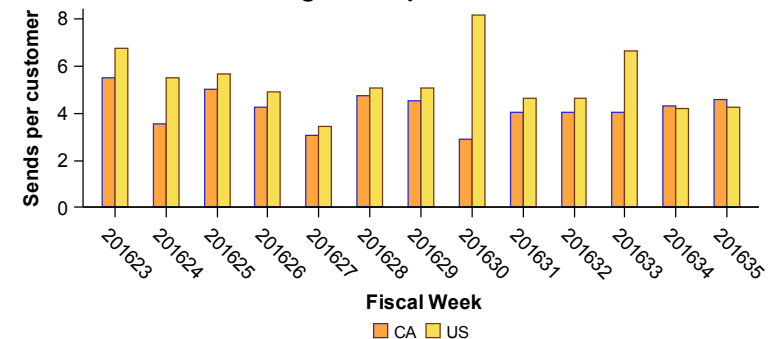
Monthly Email Engagement

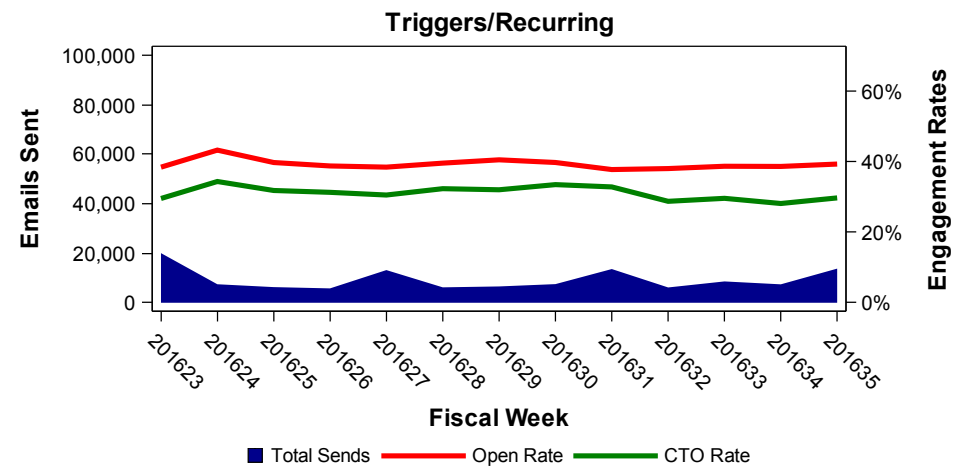
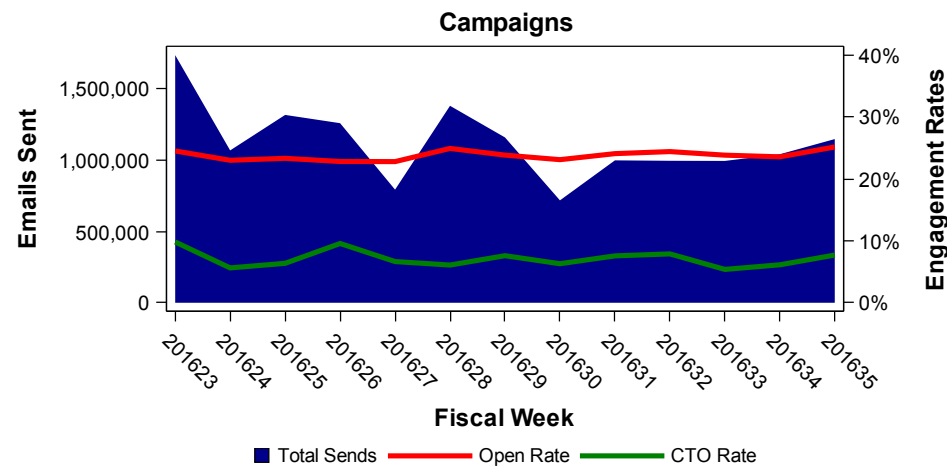
Monthly Open and Click Rates



Send Frequency

Avg Sends per Customer





Top 5 Clicks per campaign

20160829-01_PetsHotelBookNow_CA_EM	#	20160829-03_DotcomTiered_CA_EM	#	20160830_GetintheGame_CA_EM	#	20160831_LaborDayThemed_CA_EM (Dog)	#	20160901-01_CatGoodies_CA_EM (Cat-5050)	#
find a PetsHotel	121	SCORE BIG! - shop now	1967	Top Paw Phormone-Treated Pee Post - shop	772	in-store exclusive! - start shopping	742	tempt their tastebuds - shop treats	331
print coupon	107	CAT	226	ONLINE EXCLUSIVE! - shop now	470	Labour Day Picnic - shop toys	562	tempt their tastebuds - make 'em purr	317
Complimentary Meals - learn about Authority	46	DOG	207	NaturVet GrassSaver Wafers - shop now	410	pack snacks	379	CAT	283
last chance!	41	UNSUBSCRIBE	183	Top Paw Fresh Citrus Scented Waste Bags - shop	326	DOG	329	turn up the fun - drive 'em wild	163
UNSUBSCRIBE	24	View in browser	107	Top Paw Rake Set - shop now	295	CAT	182	playful side	127
20160902_Specialty_CA_EM	#	20160903_DigitalCircular_CA_EM	#	20160829_Dover-01_NationalStream_CA_	#	20160904_ProPlanSavor_CA_EM	#	20160906_BackToSchoolEventInvite_CA_EM	#
shop now	401	view deals	3023	FREE - get coupon	42	start shopping	538	find a store	480
learn more	54	save \$30	672	PROPLAN®	3	savour the season	107	meet the pets event	366
UNSUBSCRIBE	27	Fall Top Dog Package - book now	418	DOG	2	UNSUBSCRIBE	97	DOG	262
FISH	26	shop deals	409	CAT	2	CAT	67	UNSUBSCRIBE	236
DOG	24	CAT	337	YouTube	1	DOG	63	CAT	160
20160907-02_WaterCare_CA_EM (Dog)	#	20160908_SmallDog_CA_EM	#	20160909-0911-02_WeekendSale_CA_EM	#	20160829_Dover-01_NationalStream_CA_	#	20160910_DogContainment_CA_EM	#
extra 20% off! - get coupon	1313	shop apparel	261	view deals	3963	save 50% - get coupon	19	save \$3 - get coupon	280
save \$3.00 - get coupon	573	shop collars & leads	217	STOCK UP & SAVE!	2096	ROYAL CANIN®	4	save \$7 - get coupon	274
20% off - shop now	527	book now	74	shop deals	575	CAT	2	get carried away	263
DOG	310	small in size, big in style!	56	DOG	333	DOG	2	DOG	205
stay fresh!	297	DOG	36	save 30%	332	SHOP	1	UNSUBSCRIBE	127
20160909-0911-02_WeekendSale_CA_EM	#	20160912_DotcomTieredOffer_CA_EM	#	20160912_7MillionAdoptions_CA_EM (All)	#	20160913_NAWEventInvite_CA_EM (All)	#	20160915-03_DDC_CA_EM (PSH-SOR-SOL)	#
view deals	1505	1 DAY ONLY! - shop now	2574	Video	688	national adoption weekend - learn more	1623	come play	128
STOCK UP & SAVE!	1025	DOG	273	the adopt spot - people saving pets	311	Saved a life? - learn more	547	50% off	48
shop deals	278	UNSUBSCRIBE	167	what's your story	216	DOG	268	UNSUBSCRIBE	20
DOG	181	CAT	158	UNSUBSCRIBE	206	UNSUBSCRIBE	217	DOG	18
UNSUBSCRIBE	171	View in browser	104	DOG	155	CAT	129	Come inside & play!*	8
20160916_MilkBoneFlashSale_CA_EM (Dog)	#	20160917_NAWEvent_CA_EM (All-5050)	#	C000015337	#	C000015341	#	C000015347	#
FLASH SALE! - SHOP NOW	982	national adoption weekend - learn more	1236	grab some loot	300	shop now	223	reserve now	164
DOG	212	DOG	314	DOG	290	let's go	214	reserve your pet's Thanksgiving getaway!	73
find a store	188	share now	210	pirate's life like @piratepugjack	277	view products	114	learn about Authority	36
UNSUBSCRIBE	134	UNSUBSCRIBE	169	UNSUBSCRIBE	225	UNSUBSCRIBE	100	UNSUBSCRIBE	28
\$20 Off \$100	120	CAT	138	aye, see stencils and more	212	you're invited!	82	DOG	25

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C000015378	#	#	C000014638	#	C000015351	#	#
free bag of cat food - get in-store coupon	77	get coupon	141	get coupon	829	get coupon	118
free bag of dog food - get in-store coupon	42	give us feedback	27	give us feedback	755	book an appointment	10
ideal balance - simply NOURISH	8	book an appointment	12	book an appointment	272	give us feedback	8
View in browser	4	We miss your pup	6	We miss your pup	221	View in browser	6
are you getting the most out of your cat's food?	4	Thanks for choosing our salon!	5	Thanks for choosing our salon!	164	It's time for a visit!	4
C000014638	#	C000015355	#	C000015359	#	C000015363	#
get coupon	118	save 10% - shop now	1720	view deals	2182	bedding & litter - get burrowing	131
book an appointment	10	DOG	227	shop deals	328	habitats - get cozy	107
give us feedback	8	CAT	170	CAT	246	rabbit food - get nibbling	81
View in browser	6	UNSUBSCRIBE	143	DOG	240	every bunny celebrate!	43
It's time for a visit!	4	PetSmart	54	\$20 off \$100	212	FISH	36
C000014638	#	C000014638	#	C000015382	#	C000014638	#
get coupon	136	get coupon	136	you'll love our new look - get coupon	576	get coupon	384
book an appointment	12	book an appointment	12	DOG	14	give us feedback	46
give us feedback	11	give us feedback	11	PetSmart	11	book an appointment	33
We miss your pup	5	We miss your pup	5	CAT	9	It's time for a visit!	7
It's time for a visit!	5	It's time for a visit!	5	View in browser	8	Thanks for choosing our salon!	7
C000015392	#	C000015394	#	C000014638	#	C000015405	#
you're invited! - find a store	528	DOG	451	get coupon	92	buy 1, get 1 50% off - get coupon	747
save up to \$7 - shop now	236	CAT	315	give us feedback	9	simple solution	240
save up to \$9 - shop now	233	UNSUBSCRIBE	184	book an appointment	4	UNSUBSCRIBE	160
UNSUBSCRIBE	99	PetSmart	89	It's time for a visit!	3	clean up time!	87
DOG	76	FISH	88	DOG	1	DOG	80
C000014638	#	C000014638	#	C000015407	#	C000014638	#
get coupon	85	get coupon	85	that's the spirit! - shop now	2194	get coupon	117
give us feedback	9	give us feedback	9	DOG	326	book an appointment	10
book an appointment	4	book an appointment	4	CAT	259	give us feedback	6
View in browser	2	View in browser	2	UNSUBSCRIBE	198	Thanks for choosing our salon!	3
Thanks for choosing our salon!	2	UNSUBSCRIBE	2	PetSmart	61	save \$3*	3
C000015411	#	C000015433	#	C000015425	#		
FLASH SALE! - SHOP NOW	233	2 days only! - get in-store coupon	8364	sale \$24.99** - shop pads	1290		
CAT	53	DOG	537	let's potty! - shop pads	268		
DOG	53	CAT	298	DOG	263		
UNSUBSCRIBE	31	PetSmart	210	UNSUBSCRIBE	144		
10% off	25	UNSUBSCRIBE	167	save 10% sitewide*	105		