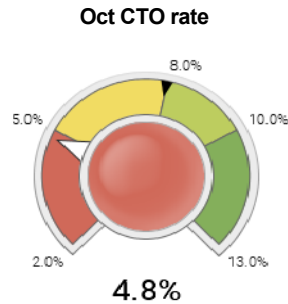
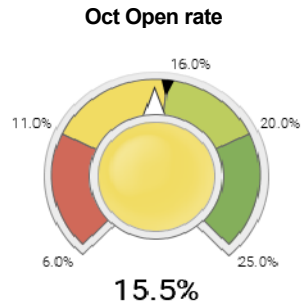


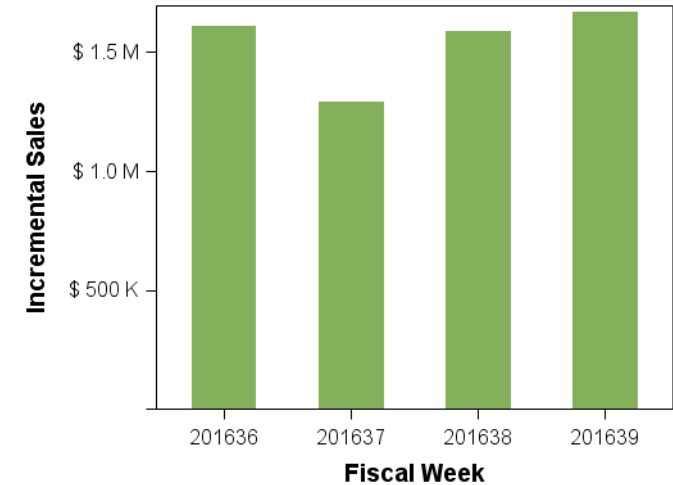
# Email Campaign Dashboard

Fiscal Month October : Oct 03 - Oct 30



| Total Sends | Total Opens |
|-------------|-------------|
| 135,415,774 | 29,129,384  |

| Total Clicks | Website Clicks |
|--------------|----------------|
| 1,720,929    | 1,190,456      |



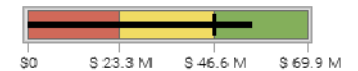
## Campaign Summary Results

| Incremental Trxns | Incremental Margin | Incremental Sales | Avg Incr. Sales per Customer |
|-------------------|--------------------|-------------------|------------------------------|
| 107,213           | \$2,621,417        | \$6,163,935       | \$0.05                       |

**Oct Incr. Sales**  
**\$ 6.2 M**



**YTD Incremental Sales**  
**\$ 55.9 M**



| Date     | Campaign            | Size      | Open Rate | CTO Rate | Incremental Transactions | Incremental Margin | Incremental Sales - Ttl | Incr. Sales per Customer | Incremental Sales .com |
|----------|---------------------|-----------|-----------|----------|--------------------------|--------------------|-------------------------|--------------------------|------------------------|
| 10/03/16 | Everyday Low Prices | 2,001,467 | 16.2%     | 2.9%     | 1,690                    | \$45,906           | \$84,150                | \$0.04                   | \$21,677               |
| 10/03/16 | Wicked Cute Contest | 4,834,322 | 12.8%     | 3.4%     | .                        | \$30,638           | .                       | .                        | \$-74,240              |
| 10/04/16 | Dotcom Tiered       | 4,196,110 | 21.1%     | 5.7%     | 5,446                    | \$44,268           | \$116,402               | \$0.03                   | \$159,048              |
| 10/05/16 | Dover SN            | 30,081    | 19.0%     | 33.7%    | 728                      | \$1,446            | \$10,698                | \$0.36                   | \$-281                 |
| 10/05/16 | Hurricane Matthew   | .         | .         | .        | .                        | .                  | .                       | .                        | .                      |
| 10/05/16 | Litter Boxes        | 957,435   | 17.7%     | 7.3%     | 161                      | \$8,989            | \$18,572                | \$0.02                   | \$3,148                |
| 10/05/16 | Nulo                | 2,666,657 | 13.3%     | 2.4%     | 2,800                    | \$14,804           | \$38,859                | \$0.01                   | \$-4,834               |
| 10/06/16 | Breeze Box          | 18,150    | 21.6%     | 17.1%    | 174                      | \$1,932            | \$5,171                 | \$0.28                   | \$1,471                |
| 10/06/16 | CA 20th Anniversary | 213,903   | 29.5%     | 10.6%    | 975                      | \$23,484           | \$63,849                | \$0.30                   | \$-4,691               |
| 10/06/16 | Dotcom Tiered       | 3,956,063 | 16.1%     | 4.3%     | 6,493                    | \$71,038           | \$285,306               | \$0.07                   | \$82,444               |
| 10/07/16 | CA Tidy Cats        | 90,373    | 26.8%     | 5.6%     | 163                      | \$4,432            | \$17,838                | \$0.20                   | \$2,201                |
| 10/07/16 | EDLP Nestle Cat Wet | 1,962,223 | 14.7%     | 3.0%     | 452                      | \$2,622            | \$100,945               | \$0.05                   | \$-13,187              |
| 10/07/16 | Water Care          | 201,058   | 15.2%     | 9.1%     | .                        | .                  | .                       | .                        | \$2,847                |
| 10/08/16 | Digital Circ        | 7,270,156 | 17.2%     | 7.4%     | 2,460                    | \$305,014          | \$780,985               | \$0.11                   | \$93,740               |
| 10/09/16 | Halloween Toys      | 4,182,796 | 13.7%     | 2.8%     | 608                      | \$35,816           | \$88,591                | \$0.02                   | \$-11,591              |

# Email Campaign Dashboard

| Date     | Campaign                    | Size      | Open Rate | CTO Rate | Incremental Transactions | Incremental Margin | Incremental Sales - Ttl | Incr. Sales per Customer | Incremental Sales .com |
|----------|-----------------------------|-----------|-----------|----------|--------------------------|--------------------|-------------------------|--------------------------|------------------------|
| 10/10/16 | Top 5 Things                | 2,675,044 | 15.7%     | 3.5%     | 1,845                    | \$83,503           | \$75,085                | \$0.03                   | \$-14,071              |
| 10/11/16 | El Paso Event               | 13,591    | 18.3%     | 18.7%    | 38                       | .                  | .                       | .                        | \$39                   |
| 10/11/16 | Halloween Salon             | 4,177,597 | 16.3%     | 3.7%     | 5,139                    | \$100,254          | \$125,521               | \$0.03                   | \$-21,839              |
| 10/11/16 | Halloween Tanks Décor       | 193,444   | 13.9%     | 5.5%     | 477                      | \$5,877            | \$13,935                | \$0.07                   | \$1,697                |
| 10/12/16 | CA Hockey Apparel           | 212,614   | 23.7%     | 4.7%     | 367                      | .                  | .                       | .                        | \$-3,904               |
| 10/12/16 | Halloween Treats HG         | 3,123,366 | 14.9%     | 4.1%     | 1,922                    | \$97,830           | \$130,521               | \$0.04                   | \$71,536               |
| 10/13/16 | CA 20th Anniversary         | 212,618   | 24.7%     | 5.2%     | 330                      | \$15,908           | \$27,337                | \$0.13                   | \$2,247                |
| 10/13/16 | NYC Dogist Event            | 283,430   | 18.5%     | 2.7%     | .                        | .                  | .                       | .                        | \$-4,828               |
| 10/13/16 | Naturals Spend              | 1,003,876 | 19.6%     | 10.0%    | .                        | \$91,837           | \$135,059               | \$0.13                   | \$22,658               |
| 10/14/16 | CA Royal Canin              | 111,266   | 25.1%     | 6.0%     | .                        | .                  | .                       | .                        | \$3,528                |
| 10/14/16 | Customer Account Transition | 269,662   | 23.8%     | 4.6%     | 423                      | \$8,261            | .                       | .                        | \$-2,143               |
| 10/14/16 | Litter                      | 1,820,836 | 15.3%     | 4.0%     | 4,819                    | \$139,606          | \$201,949               | \$0.11                   | \$9,943                |
| 10/14/16 | National Dessert Day        | 2,433,524 | 15.0%     | 3.5%     | 2,263                    | \$76,481           | \$124,277               | \$0.05                   | \$32,014               |
| 10/15/16 | CA Halloween Treats HG      | 184,876   | 23.0%     | 4.7%     | 1,453                    | \$18,797           | \$55,006                | \$0.30                   | \$2,812                |
| 10/15/16 | Milkbone                    | 3,896,848 | 14.3%     | 3.2%     | 1,948                    | \$-36,797          | \$38,821                | \$0.01                   | \$-62,636              |
| 10/16/16 | Cat Scratcher               | 2,003,189 | 16.3%     | 8.2%     | 212                      | \$61,401           | \$238,559               | \$0.12                   | \$25,687               |
| 10/16/16 | Dotcom 10% off              | 2,419,143 | 14.1%     | 4.4%     | 1,556                    | \$35,564           | \$116,917               | \$0.05                   | \$27,114               |
| 10/16/16 | Marineland                  | 2,520,125 | 13.6%     | 5.4%     | .                        | \$10,952           | \$9,969                 | \$0.00                   | \$3,137                |
| 10/17/16 | 8 hr flash sale             | 4,228,172 | 15.7%     | 7.0%     | 3,778                    | \$34,170           | \$126,917               | \$0.03                   | \$158,854              |
| 10/17/16 | MLB Playoffs                | 552,106   | 15.6%     | 3.9%     | 240                      | \$4,155            | \$16,317                | \$0.03                   | \$-9,070               |
| 10/18/16 | Calm Your Pet               | 4,349,624 | 14.0%     | 5.0%     | 7,036                    | \$159,230          | \$276,265               | \$0.06                   | \$-42,196              |
| 10/18/16 | Cat Value                   | 311,104   | 21.6%     | 11.3%    | 1,198                    | \$6,127            | \$27,517                | \$0.09                   | \$-3,661               |
| 10/19/16 | Halloween Event             | 7,037,529 | 17.5%     | 3.7%     | 468                      | \$2,063            | \$17,637                | \$0.00                   | \$4,941                |
| 10/20/16 | Petsmart Mobile Launch      | 7,012,305 | 15.1%     | 4.0%     | 2,827                    | \$-8,165           | \$133,356               | \$0.02                   | \$6,041                |
| 10/21/16 | Grreat Choice Litter        | 109,567   | 28.9%     | 7.4%     | .                        | .                  | .                       | .                        | \$3,812                |
| 10/21/16 | Higgins Bird Food           | 693,896   | 14.2%     | 2.4%     | 1,120                    | \$57,350           | \$126,868               | \$0.18                   | \$9,198                |
| 10/21/16 | PetsHotel Thanksgiving      | 1,114,767 | 15.1%     | 4.2%     | .                        | .                  | .                       | .                        | \$-4,822               |
| 10/21/16 | Reptile Awareness Day       | 231,125   | 13.7%     | 9.2%     | 1,452                    | \$14,407           | \$52,822                | \$0.23                   | \$-2,834               |
| 10/22/16 | Digital Circ                | 7,276,399 | 13.9%     | 5.1%     | 8,529                    | \$320,263          | \$715,132               | \$0.10                   | \$15,952               |
| 10/23/16 | Natural Balance Food        | 89,029    | 17.9%     | 8.8%     | 289                      | \$7,300            | \$15,766                | \$0.18                   | \$1,222                |
| 10/23/16 | Nulo                        | 1,158,573 | 16.0%     | 3.3%     | 1,332                    | \$39,878           | \$80,844                | \$0.07                   | \$-8,444               |
| 10/24/16 | Dotcom Tiered               | 3,098,926 | 17.8%     | 4.2%     | 4,325                    | \$80,398           | \$215,038               | \$0.07                   | \$37,905               |
| 10/24/16 | Localization                | 63,123    | 19.2%     | 22.2%    | 78                       | \$2,477            | \$6,253                 | \$0.10                   | \$-103                 |
| 10/24/16 | Puppy Hardgoods             | 1,110,997 | 14.7%     | 4.0%     | 1,772                    | \$79,476           | \$87,285                | \$0.08                   | \$3,199                |
| 10/24/16 | Toronto Beach Teaser        | 38,398    | 24.7%     | 7.9%     | 74                       | \$5,072            | \$16,122                | \$0.42                   | \$247                  |
| 10/24/16 | Toronto Maple Leafs         | 41,246    | 25.5%     | 4.5%     | .                        | .                  | .                       | .                        | \$-1,214               |
| 10/25/16 | Wellness                    | 4,354,484 | 15.1%     | 3.5%     | 5,831                    | \$299,039          | \$593,832               | \$0.14                   | \$21,662               |

# Email Campaign Dashboard

| Date     | Campaign                    | Size      | Open Rate | CTO Rate | Incremental Transactions | Incremental Margin | Incremental Sales - Ttl | Incr. Sales per Customer | Incremental Sales .com |
|----------|-----------------------------|-----------|-----------|----------|--------------------------|--------------------|-------------------------|--------------------------|------------------------|
| 10/26/16 | Dover Simply Nourish        | 1,053     | 53.5%     | 53.7%    | 94                       | \$322              | \$3,596                 | \$3.42                   | .                      |
| 10/26/16 | Halloween Glofish           | 918,891   | 13.2%     | 5.1%     | 641                      | \$18,234           | \$39,576                | \$0.04                   | \$7,965                |
| 10/26/16 | National Pumpkin Day        | 6,202,715 | 13.9%     | 3.4%     | 2,570                    | \$16,004           | \$12,833                | \$0.00                   | \$-4,810               |
| 10/27/16 | Stock Up and Save           | 1,057,263 | 13.9%     | 3.4%     | 904                      | \$62,041           | \$94,745                | \$0.09                   | \$-1,909               |
| 10/28/16 | Hurricane Matthew Follow Up | 6,736,540 | 14.4%     | 1.9%     | 14,252                   | \$108,660          | \$352,160               | \$0.05                   | \$15,440               |
| 10/28/16 | Weekend Sale                | 7,037,752 | 14.9%     | 7.6%     | 764                      | \$12,688           | \$170,494               | \$0.02                   | \$-3,797               |
| 10/29/16 | Celebrate Your Cat Day      | 2,016,917 | 16.3%     | 6.6%     | 2,504                    | \$-2,416           | \$68,740                | \$0.03                   | \$7,699                |
| 10/30/16 | Breeze Box                  | 17,291    | 21.3%     | 16.0%    | 195                      | \$2,784            | \$9,495                 | \$0.55                   | \$-9                   |