

# CASE STUDY

## Retention Through Content

### How Petersen Pet Hospital Made a Real Connection With Their Audience

#### Company:

Petersen Pet Hospital

#### Website:

[petersenpethospital.com/](http://petersenpethospital.com/)

#### Industry:

Pet Health

#### The Problem

A common challenge most businesses encounter is customer retention. When we examine the veterinary clinic vertical in particular, another risk to retention is the natural progression of life - the death of a beloved pet. While a “past customer” might eventually adopt another pet, there is no guarantee that they will remember or revisit their previous veterinarian.

The compassionate professionals at Petersen Pet Hospital faced a similar challenge a few years ago. Although increasing retention was an important goal, executing it begged many questions. How could they become ‘top of mind’ with current customers, past customers, and prospects? Did it even make sense to remain in contact with past customers who no longer have a living pet? If so, how could they appeal to people with and without pets?

#### The Solution

To solve this content marketing conundrum, Petersen Pet Hospital enlisted Newsletter Pro to design, write, print, and mail their monthly newsletters. Given budgetary constraints, only a select segment of 500 active customers received the printed version. This particular segment includes customers that have been with Petersen Pet Hospital since they opened on June 23, 2003. Their entire list of past and active customers, and prospects had since grown to over 2,000 all of whom receive the digital version of the newsletter - which is emailed. This HTML newsletter is hosted on FlippingBook.com to simulate a true page-turning experience, as the audio and visual effects emulate the actual turning of the newsletter’s pages.

Petersen Pet Hospital credits Newsletter Pro with their newsletter’s success, stating that the content is fantastic. It engages readers while educating and entertaining, which increases its lifespan in both print and digital forms. The HTML newsletter enables Petersen Pet Hospital to engage former clients on a routine basis so when they’re ready to adopt a new pet, they’ll return to their former trusted Vet.

# Quick Stats

# 1,161

page visits per month on average attributed to the FlippingBook newsletter

over **533**

clients per month visit the digital newsletter repeatedly - showing greater engagement

# 40%

of customers on Petersen's email list open the FlippingBook newsletter each month - nearly twice the average open rate for commercial emails

“Newsletter Pro has really helped us engage our audience on a regular basis, and form lasting connections with our clients. I definitely notice that our patients’ parents are more comfortable around us and willing to recommend us to their friends because we have spent time building that relationship and keeping in touch throughout the year.”

- Dr. Petersen

## The Results

### *Retention*

As a result of Petersen Pet Hospital's partnership with Newsletter Pro through FlippingBook, they have found a way to connect with both past and current clients in a manner that promotes name recognition and deepens interest in their business. On average, Petersen's FlippingBook newsletter results in 1,022 page visits per month and a 40% open rate for customers (nearly twice the average for commercial emails).

It's no wonder that consumers find Petersen's newsletters more engaging than your average email when their content is designed to appeal to a broader audience of animal lovers. Their newsletter includes stories such as "Humpback Whale Saves Scientist" and "3 Outdoor Date Night Ideas," which fit the general theme of their business while providing additional intrigue. This has allowed Petersen Pet Hospital to improve their overall retention rates for current clients, and reactivation rates for past clients - all through their willingness to build lasting relationships through captivating content.