



# Target pet owners through the Australian Lifestyle Survey

Investing \$4 million in a purpose-built five-star hotel for pets, founder and managing director Yvonne Hill knew that reaching local pet owners with a compelling offer was an important step in building up its customer base.

**Customer:** The Pets Hotel

**Website:** [www.thepetshotel.com.au](http://www.thepetshotel.com.au)

**Industry:** Pet care and accommodation

**Challenge:** Expand customer database by targeting local pet owners.

**Solutions:** Australian Lifestyle Survey data, direct mail and email.

**Results:**

- 12,000 local pet owners identified and contacted.
- Substantial increase in The Pets Hotel membership.
- Continued take-up of the offer, even six months after the campaign.

## The Pets Hotel case study – PostConnect



The Pets Hotel joint founder and managing director Yvonne Hill, with some of the doggy guests at Bark Central.

### Background

With pet ownership levels in Australia among the highest in the world, many well-heeled Australians are passionate about their four-legged companions and want only the best for them. After spending five years planning The Pets Hotel in Melbourne's inner city suburb of Port Melbourne, the four founders were ecstatic when doors finally opened for business in December 2010.

"We have had 35 years' experience in the pet industry and saw an opportunity to provide a luxurious pet facility aimed at people prepared to spend money on their pets," explains founder and managing director Yvonne Hill.

The hunch was right and pet owners keen on the level of pampering on offer have kept The Pets Hotel busy from the word go.

Offering top-notch day and long-term care facilities for 410 dogs and cats, the hotel boasts year-round climate control, indoor play facilities, webcam access for owners to watch their four-legged friends and a butler pick-up and delivery service.

### Objectives

Despite the success of the hotel, Hill was keen to start focusing on building up the customer base.

Like many small-business owners, Hill had a good understanding of marketing principles but hadn't been "hands on" in terms of developing campaigns.

"I had an idea of what I wanted to do, so I jumped on the internet, googled direct-mail marketing and came across a listing for PostConnect," she explains.

"One of the key things we wanted to achieve was to get local pet owners to find out about us and sign up to become a member of The Pets Hotel. This meant we could increase the size of our database and also capture potential customers."

### Strategy

The opportunity to target local pet owners was made easy thanks to the Australian Lifestyle Survey, which includes information on more than 2.6 million consumers.

"We were able to build a prospect direct-mail and email list for The Pets Hotel on people living within a 25-kilometre radius who had responded to the survey and indicated that they owned either a dog or cat," says PostConnect account manager, and dog owner, Darren Watson.

### Solution

Working together, PostConnect Production and The Pets Hotel developed a compelling direct mail and email offer, which promoted The Pets Hotel and offered recipients a special deal for becoming a member.

PostConnect Data developed a prospect list of 12,000 direct-mail and email addresses.

### Results

The Pets Hotel was very impressed at the number of pet owners who took up the special offer via both mediums. "Even six months after the campaign, we were still getting memberships coming in," says Hill. "I think the fridge magnet sent with the direct-mail piece has lived on as a reminder of our offer."

According to Hill, the campaign developed by PostConnect was perfect because it provided an excellent response without costing a lot of money.

"The team at PostConnect was incredibly professional and helpful," she says. "They also taught me a huge amount about direct marketing."

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