

# YIELD IS BEST IN SHOW



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**MARKETING  
CAN BE HARD  
HARVESTING  
NEW CUSTOMERS  
IS HARDER  
YIELD  
MAKES IT EASIER**

## THE PARTNER

Draftfcb is one of the largest global advertising agency networks.[1] It is owned by Interpublic Group and was formed by the 2006 merger of Foote, Cone & Belding (FCB) and Draft. Although the merger of the two agencies is fairly young, the origins of Draftfcb date back to 1873, with the opening of Lord & Thomas ad agency, which later became Foote, Cone, & Belding. The Interpublic Group is one of the big four agency holdings conglomerates, the others being Publicist, WPP, and Omnicom.



## Purina shows how the Marketing Control Center Can be a marketer's best friend.

YIELD-MCC and Draftfcb Canada have teamed up to bring pet owners a monthly e-newsletter from Purina that is as sophisticated as it is relevant to the recipient. If a dog is man's best friend, then the MCC must surely be a marketer's best friend. Through use of YIELD-MCC' proprietary Marketing Control Center, Draftfcb is able to manage all iterations of this newsletter program with the same ease as a standard email application. The difference, in the case of Purina, is the multiple numbers of versions required for each deployment. Variations such as the language, the type of pet, and the length of the subscribers' relationship with Purina all play a part in determining the specific copy that is included in the newsletter; this requires the careful management of multiple subscriber lists and multiple email templates (each with dynamic variables populated by the MCC). This process would be described as tedious at best if managed by a campaign administrator; however, through the MCC this process has been automated, allowing human resources to focus on the strategy as opposed to the administration of the campaign.

## THE SOLUTION

The key to the Purina strategy is the ability to use the Marketing Control Center as the epicenter of the newsletter subscriber community. Each recipient is given a unique profile that identifies the specific version of the newsletter they are expecting to receive. As the administrator of the campaign, YIELD-MCC can easily segment the lists to be used for each deployment. This is done through a filtering system that is applied as a business rule at the time of deployment.

Maintenance of the community accounts for changes that may be made right up to the point of deployment. The use of filters applied against an entire community, as opposed to the segmentation of the files into various lists, allows users to change their profiles at any time without affecting the results of the tracking and reporting. As tracking and reporting in real-time is managed through the same platform, all changes to the community are automatically updated in ALL associated applications.

As Purina is continuously refining the strategy with respect to the content that subscribers find most valuable ~ this varies from training tips, healthy nutrition guides, and grooming strategies to community members' stories and other related material ~ it is important that tracking is readily available and that Purina is always informed. Working with Draftfcb Canada, YIELD stays on a short leash.

[www.yieldtechnology.com](http://www.yieldtechnology.com)

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# DRAFTFCB



## THE DELIVERABLES

- ⇒ Design and development of the online microsite
- ⇒ Online registration form with full community management and hosting
- ⇒ Tell-a-dog/friend functionality with additional entry awarded for each dog/friend told
- ⇒ Automated random selection of prize winners including personalized e-mail notification
- ⇒ Detailed tracking and reporting for full campaign

## THE RESULTS

- ⇒ Traffic increased on the campaign website from week-to-week during the campaign and was represented by all provinces in Canada.
- ⇒ Online proved to be the stronger performer in this campaign, outpacing mobile participation.
- ⇒ Factors contributing to this were the greater than 33% of participants who told their friends (online via email) and the limited amount of POS promoting the short code.

## THE APPLICATION

- ⇒ E-newsletter
- ⇒ Email Notification with Tell-a-Friend
- ⇒ Real-Time Tracking
- ⇒ Report Generator
- ⇒ Community Manager

**Welcome to the amazing,  
exciting, sometimes scary,  
patience-testing, wonderful  
world of puppyhood.**

