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MCO437: Audience Acquisition and Engagement Instructor:

Dr. Syed Ali Hussain

October 07, 2020

Module 7: A/B Testing Exercise

Template A:

https://us2.admin.mailchimp.com/templates/share?id=146038574_defc80f315a44a78926f_us2

This can be sent out to everyone, but concentrates mostly on new subscribers, recent subscribers, and first-time customers. The first paragraph speaks mostly to those who do not have pet insurance, inquiring about pet insurance, or is about to convert and purchase pet insurance.

I believe this newsletter format is great for mobile and tablet users, too. The visuals provide an element for marking the reader's place. They will not just look at text all the time. It's not monotonous. The images are inclusive and relate to the snippet they are targeted. ***I linked to outside websites, to "pretend" that these are websites in the PetSafe Pet Insurance website. These are only for effect.***



Pet insurance from PetSafe, the best insurance for pets.

From golden retrievers to sharpeis, and kittens to zebra finches, PetSafe Pet Insurance covers them all. Our coverage plans provide affordable pet insurance to maintain your pet's health. Call us today or [inquire online](#) for a free pet health insurance quote!



Taking care of Golden Retrievers & other dog breeds

Here are some pet care tips to ensure a long happy and healthy life for your dog:

- **Feeding:** Premium-quality dry food provides a well-balanced diet for adult dogs and may be mixed with water, broth or canned food. Clean, fresh water should be available at all times, and be sure to wash food and water dishes frequently.
- **Exercise:** Exercise tends to help dogs avoid boredom, which can lead to destructive behaviors. Supervised fun and games will satisfy many of your pet's instinctual urges to dig, herd, chew, retrieve and chase.
- **Grooming:** Help keep your dog clean and reduce shedding with frequent brushing. Check for fleas and ticks daily during warm weather. Most dogs don't need to be bathed more than a few times a year. Carefully rinse all soap out of the coat, or the dirt will stick to soap residue.
- **Vaccinations:** Your dog may benefit from receiving a number of vaccinations. Please visit our [Pet Vaccinations](#) page to learn more and to see our vaccination coverage plans.



Tips for young children with elderly pets

When selecting a pet, make sure the temperament of the animal matches your family and lifestyle. Pet care for kids is important to your pet's well-being and health. Pets can bring many years of joy, and pet care can help teach children kindness and patience. [Learn more!](#)



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Our mailing address is:
Pawsitivity by PetSafe Pet Insurance
Post Office Box 811
Herndon, Virginia 20172-0811

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Template B:

https://us2.admin.mailchimp.com/templates/share?id=146038574_a53004c503e3758b198b_us2

This can be sent out to everyone but concentrates mostly on repeat customers and customers you've marked in the audience list as having bought a certain package. The first paragraph speaks mostly to those who already have pet insurance and want to make sure they have the right policy, inquiring about additional pet insurance, or is about to convert to a different pet insurance policy.

I linked to outside websites, to "pretend" that these are websites in the PetSafe Pet Insurance website. These are only for effect.

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Pawsitivity
by PetSafe Pet Insurance



Getting the most out of your pet insurance

Your pet is part of the family! You're taking the right steps to provide a long, happy, and healthy life for that special member. Make sure you're getting the most out of your pet insurance. Pet insurance isn't like human insurance. Make sure you're on the right pet insurance plan that provides for the situations that may arise. Every policy works differently. Pet insurance is a personal choice. If you can't pay out of pocket for emergency care, you should consider buying pet insurance. Carefully review each policy for limitations, exceptions, and co-payments. You can also reach out to one of our representatives with any questions. [Contact Us!](#)



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Elements:

StoryBlocks: Cat And Dog Silhouette Isolated
<https://www.storyblocks.com/images/stock/cat-and-dog-silhouette-isolated-hpng6yinxdzj6gmioae>



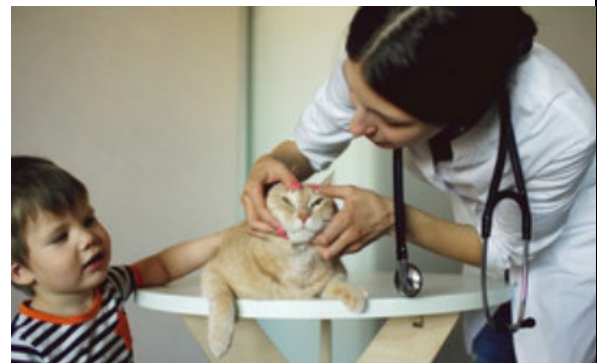
StoryBlocks: African-american veterinarian examining pets in hospital. Veterinarian doctor with pets at vet clinic.
<https://www.storyblocks.com/images/stock/african-american-veterinarian-examining-pets-in-hospital-veterinarian-doctor-with-pets-at-vet-clinic-concept-of-medicine-and-pet-care-vector-flat-design-illustration-isolated-on-white-background-bmz1srxwubj5m0praf>



StoryBlocks: [Screenshot] Teenage boy in sportswear jogging with trained golden retriever outdoors at cold autumn day in slow motion
(Contributor: [Pressmaster Production Studio](#))
<https://www.storyblocks.com/video/stock/teenage-boy-in-sportswear-jogging-with-trained-golden-retriever-outdoors-at-cold-autumn-day-in-slow-motion-reohvjktitcii8wm>




StoryBlocks: Veterinarian woman examining cat with little boy owner in medical office
<https://www.storyblocks.com/images/stock/veterinarian-woman-examining-cat-with-little-boy-owner-in-medical-office-sueqv9r6-mjb3llfin>



Facebook Split

I chose video content because my headline is “For Pets On the Go!” I wanted to show action in the pets. I selected what I wrote because I wanted to appeal to the consumer about the value of their pets. They do for you; you should do for them. I used the video shot of the man exercising with his dog because it shows the owner and pet in action together. The second video I selected because I wanted to include more pets and show them being active in their own way. It is more “awe” and cuteness, than showing a singular purpose and pet like the first video.


Facebook A



PetSafe Pet Insurance
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[Like Page](#)

Pets keep you happy. Keep them healthy w/ a pet insurance policy. #insurance #dogs #cats #pets




For Pets On the Go!
Choose A Policy Today!

PET INSURANCE PROVIDES PEACE OF MIND WHEN THE UNEXPECTED... [Contact Us](#)


    12K 14K Comments 8.5K Shares

[Like](#) [Comment](#) [Share](#)

Facebook B


 **PetSafe Pet Insurance**
Sponsored Like Page




Pets keep you happy. Keep them healthy w/ a pet insurance policy. #insurance #dogs #cats #pets



For Pets On the Go!
Choose A Policy Today!

PET INSURANCE PROVIDES PEACE OF MIND WHEN THE UNEXPECTED... Contact Us

 12K 14K Comments 8.5K Shares

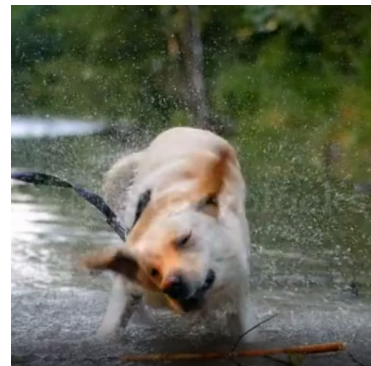
 Like  Comment  Share

Elements:

StoryBlocks: Three cute kittens walking on the grass. Contributor: [mykhalets](https://www.storyblocks.com/video/stock/three-cute-kittens-walking-on-the-grass-bafdlocziodheses)
<https://www.storyblocks.com/video/stock/three-cute-kittens-walking-on-the-grass-bafdlocziodheses>



StoryBlocks: Closeup of wet dog shaking off water in slow motion. Adult labrador with cane in teeth bathes on the river and enjoys nature. Funny animal
<https://www.storyblocks.com/video/stock/closeup-of-wet-dog-shaking-off-water-in-slow-motion-adult-labrador-with-cane-in-teeth-bathes-on-the-river-and-enjoys-nature-funny-animal-b0fcyn1ybj6u5zgpe>



StoryBlocks: White hamster running on wheel.
Contributor: [DCPmedia](https://www.storyblocks.com/video/stock/white-hamster-running-on-wheel-hgfeygmobj7wglryn)
<https://www.storyblocks.com/video/stock/white-hamster-running-on-wheel-hgfeygmobj7wglryn>



StoryBlocks: Two Beautiful Blue Parrots Kissing. Closeup. Contributor: [DiMedia](https://www.storyblocks.com/video/stock/two-beautiful-blue-parrots-kissing-closeup-n3n1ny8ve)
<https://www.storyblocks.com/video/stock/two-beautiful-blue-parrots-kissing-closeup-n3n1ny8ve>

