

Alesco CPG Buyers of Major Brand Pet Food Products

The Buyers of Major Brand Pet Food Products list reaches over 10.2 million consumers using debit or credit cards to purchase products like canned dog food and packaged cat treats from grocery and convenience stores. List is selectable by up to 300 demographic and lifestyle choices, frequency of purchase, average purchase price, and more. Reach audiences who respond to direct-to-consumer offers for animal companion staples that keep canines and felines well fed.

MEDIA TYPE

Consumer  

SOURCE

Direct response

GEOGRAPHY

USA

SEGMENTS

52,306,450	Total Universe / Universe Rate	\$175.00/M
13,952,071	Email	\$250.00/M
38,354,379	Postal	\$175.00/M

MAINTENANCE

Market Entry	10/28/2020
New to Manager	10/28/2020
Counts Through	10/28/2020

DATA CARD MAINTENANCE

New To System	10/28/2020
Last Update	10/28/2020
Next Update	11/27/2020
Update Frequency	MONTHLY

DESCRIPTION

This CPG list puts marketers in touch with consumers who purchase wet and dry pet chow and treats. This audience provides their cats, kittens, dogs and puppies with the nutrition they need to live long healthy lives. They give their pets snacks to clean their pet's teeth, add vitamins to their diets, and indulge cravings. They buy bagged food, canned kibbles, dog biscuits, and treats flavored like bacon or pepperoni. They also buy foods for pets with special diet needs to help control their weight or eliminate food allergies. Individuals who purchase pet foods also buy related merchandise ranging from pet toys to flea and tick medications. They makes appointments with their veterinarian for routine exams, vaccinations, and spay and neuters. This audience is brand loyal and receptive to product offerings like discounts, coupons, free samples and more.

Name Brands: 9 Lives, Alley Cat, Alpo, Beggin Strips, Busy Bone, Cat Chow, Cesar Selected Dinners, Chef's Blend, Dad's, Eukanuba, Fancy Feast, Friskies, Gravy Train, Hills Science Diet, IAMS, Jumbone, Kibbles 'n Bits, Kit N Kaboodle, Kitten Chow, Meaty Bone, Meow Mix, Mighty Dog, Milk Bone, Natural Balance, Nature's Recipe, Nutro, O.N.E., Ol Roy, Pedigree, Pounce, Pro Plan, Pup Peroni, Puppy Chow, Purina, Sheba, Skippy, T Bonez, Whiskas, Whisker Lickens

Products Purchased: Pet magazines, collars, dog tags, pet beds, pet hygiene, nail clipping, grooming supplies, pet medications, vitamins and supplements, leashes, fencing, feed bowls, scratching posts, dog houses, training supplies, deodorizers

List Purchasers: Publishers, vets, animal clinics and hospitals, pet food manufacturers, pet supply providers, kennels, doggie daycares, pet toy manufacturers, dog trainers, obedience schools, licensing facilities, and credit card issuers.

SELECTS

GENDER

Male	%
Female	%

AVERAGE INCOME

Value **not available**

MINIMUM ORDER

Minimum Quantity	
Minimum Price	\$2,500.00

NET NAME ARRANGEMENTS

Net Name is allowed

Floor **0%**

Minimum Quantity **0**
Run Charges

EXCHANGES

Exchange is not allowed

REUSE

Reuse is allowed

Minimum Quantity **0**
Run Charge

CANCELLATION

Charges

KEY CODING

Key Coding is not available

ADDRESSING

SPECIAL INSTRUCTIONS

Transactional Postal CPM- \$175/per thousand Brand:
\$10/per thousand per brand Minimum – \$2500.00
Email CPM -\$250/per thousand Minimum- \$2000.00
Mail Piece Required