



# MARS PETCARE

DRIVE REVENUE WITH  
PLAYABLE + COUPON



## USER INTENT DRIVEN PLAYABLE CREATIVE FUELS ENGAGEMENT + SALES

Not just for app install or brand awareness campaigns, Playables can drive real-world revenue.

With TreSensa, MARS Petcare more easily – and engagingly – moved consumers down the purchase funnel, driving increased brick & mortar sales at OXXO locations.

How? By creating an opportunity for consumers to choose their favorite pet, engage in a stimulating playable that included valuable pet education – and most importantly – receive a custom coupon at a key decision point within the ad.

First, TreSensa delivered a different Playable experience based on a user's pet affinity (*are you a cat or a dog person?*). Then, changed creative elements and marketing messages in real time based on ad performance and consumer action within the game.

MARS Petcare was able to pinpoint purchasers and drive in store sales by quickly finding the right creative triggers to drive the desired results.

**The unmatched performance has led to expanding the campaign worldwide.**

## PROVEN PERFORMANCE

45%

COMPLETION RATE

32  
SECONDS

AVERAGE TIME SPENT

5.4%

REDEMPTION RATE

36%

CLICK THRU RATE  
FROM END CARD

51%

LIFT IN CONSIDERATION



# THE PLAYABLE PATH TO PREFERENCE & PURCHASE

Open a direct mobile CRM channel with TreSensa Playables. Easily identify, segment, educate & activate your customers with an enjoyable experience that triggers sales.

## ENJOYABLE & COMPELLING USER EXPERIENCE

### ENGAGEMENT



Users were intercepted with a full screen, in-app **mobile ad** (interstitial) and were given the choice to skip, play as a dog, or play as a cat.

### OXO RETAIL INTEGRATION



After the tutorial, or about ~13 seconds into the experience, the pet stopped and ate Whiskas/ Pedigree food in front of OXO branding, reinforcing the connection to the retailer.

### TOXIC FOOD EDUCATION



At the ~25 second mark, the pets again stopped, this time to eat chocolate cake / onions while the user was educated about the harmful effects of toxic food.

### END CARD



At the ~50 second mark, and after another short gameplay sequence, users arrived at the pet specific End Card where they could claim their two free pouches, or continue on to level 2.

## AN END-TO-END MOBILE MARKETING SOLUTION

### IDENTIFY



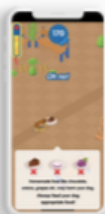
Engage and segment self-selecting customers

### SURPRISE & DELIGHT



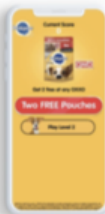
Capture attention, and create brand affinity

### EDUCATE



Calorie conversion

### ACTIVATE



Validate & qualify customer data

### ADD TO WALLET



Establish consumer intent and open a 1:1 mobile marketing channel

### PUSH NOTIFICATIONS



Use location and timed push notifications to trigger in-store visits & trial over several months

### DATA PASSBACK



Use engagement and segmentation data to inform retargeting campaigns

50 SECONDS AVG. TIME SPENT

10% REDEMPTION

50% LIFT IN PURCHASE INTENT