



# HARTZ SCALES CUSTOMER ENGAGEMENT IN INNOVATIVE STRATEGY TO WIN MILLENNIAL MARKET SHARE

19,000

Hartz Insiders

56%

Conversion Rate

22,000+

Pieces of UGC

3,000,000

Organic Reach/Quarter

## OVERVIEW

For over 90 years, Hartz has been providing exceptional pet products to consumers across the nation. They've built an incredibly loyal and passionate fanbase, but needed a better always-on approach to engage those customers at scale.

An innovative and adaptive company, Hartz wanted a new way to connect with their brand fans. They partnered with Crowdly to better engage their brand advocates and connect with millennial pet owners. Powered by Crowdly's all-in-one customer engagement platform, Hartz built the Hartz Insiders program.

### MILLENNIALS ARE A MUST FOR PET BRANDS

76% of 20-38-year-olds have a pet, with over half reporting they have dogs and 35% owning cats.\*



As a legacy pet brand with a proud history of trust with millions of happy customers, we knew these brand fans were a huge asset to us. At Hartz, we're always committed to innovation, and finding new ways of connecting with our next generation of customers. We needed a way to harness that brand love at scale.

*Katherina Rivera, Senior Marketing Manager  
Hartz Mountain Corp.*

## The Hartz Insiders program activates the Hartz Insiders around 3 key pillars

1. Fostering loyalty among new pet parents and younger demographics
2. Gaining awareness and consideration through authentic word-of-mouth advocacy and UGC
3. Generating rapid insights to inform product and marketing decisions



# APPROACH

Hartz launched their white-labeled Insiders Hub with a rotating set of Missions that engage their Insiders to create content, participate in sampling programs, take surveys, and more from a robust library of ready to launch templates. The Insiders share their responses out into their own network of family and friends on social media, reaching new potential customers with the Hartz brand. Leveraging the robust segmentation and marketing automation engine inside the platform, Hartz is able to easily reactivate their always growing base with new Missions as they go live, and through set-and-forget sequences that drive evergreen engagement across existing Missions.

## BY ACTIVATING THIS CUSTOMER BASE ONLINE, HARTZ IS:

**Driving reviews through product sampling** - Using Crowdly's robust segmentation engine, Hartz is able to select the right participants to sample new products to increase awareness and excitement, get rapid feedback on their experience, and generate high-quality and informed reviews on key retailers like Hartz.com and Chewy.com.

**Generating UGC at scale that Hartz can repurpose across channels** - Hartz engages their Insiders to create and share authentic text and photo UGC, and share those moments with their network spreading word-of-mouth. At the same time, Hartz is building a library of content that they can repurpose across channels.

**Gaining additional insights on new product launches** - Hartz creates custom surveys to generate supplementary feedback on newly launched products and verify that these are meeting consumer expectations.

# RESULTS



19,000+ Hartz  
Insiders



3MM+ in organic  
reach per quarter



56% avg Mission  
conversion rate



Our Hartz Insiders program has quickly proven to be a great success. It unlocks a direct channel to our best customers that's been extremely valuable, and Crowdly has made it very easy to utilize. Our Insiders program is a powerful asset for executing our strategies around word-of-mouth brand growth, insights, product and campaign launches and more, helping Hartz lead innovation for the next 90 years.

*Katherina Rivera, Senior Marketing Manager, Hartz Mountain Corp.*