

How The Farmer's Dog saved 80 hours of engineering work per month



is on a mission to make it easy to give every dog the longest, healthiest, and happiest life possible. Their first product is a fresh pet food that's delivered directly to customers through personalized subscription plans.

Before Simon, The Farmer's Dog was using three separate lifecycle solutions to power its customer communications. This made marketing efforts to build consistent and cohesive personalization nearly impossible and required significant engineering resources.

-  **Annual Revenue:** \$1.2B
-  **Industry:** E-Commerce
-  **Founded:** 2014
-  **No. of Employees:** 500-1,000

With Simon Data, The Farmer's Dog Unlocked:



360°

view of every customer



80 Hr

engineering time saved



10X

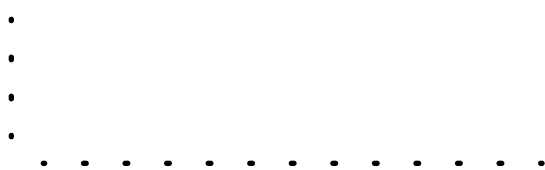
increase in email experimentation

The Solution

With the Simon CDP, The Farmer’s Dog was able to focus on what they do best: make dogs healthier. They used Simon to unify all of their customer data, enabling them to deliver personalized, real-time triggered messaging and centralize their marketing operations into one platform. This also freed up time and resources to launch more email experiments, leading to key improvements in acquisition, activation, and retention.

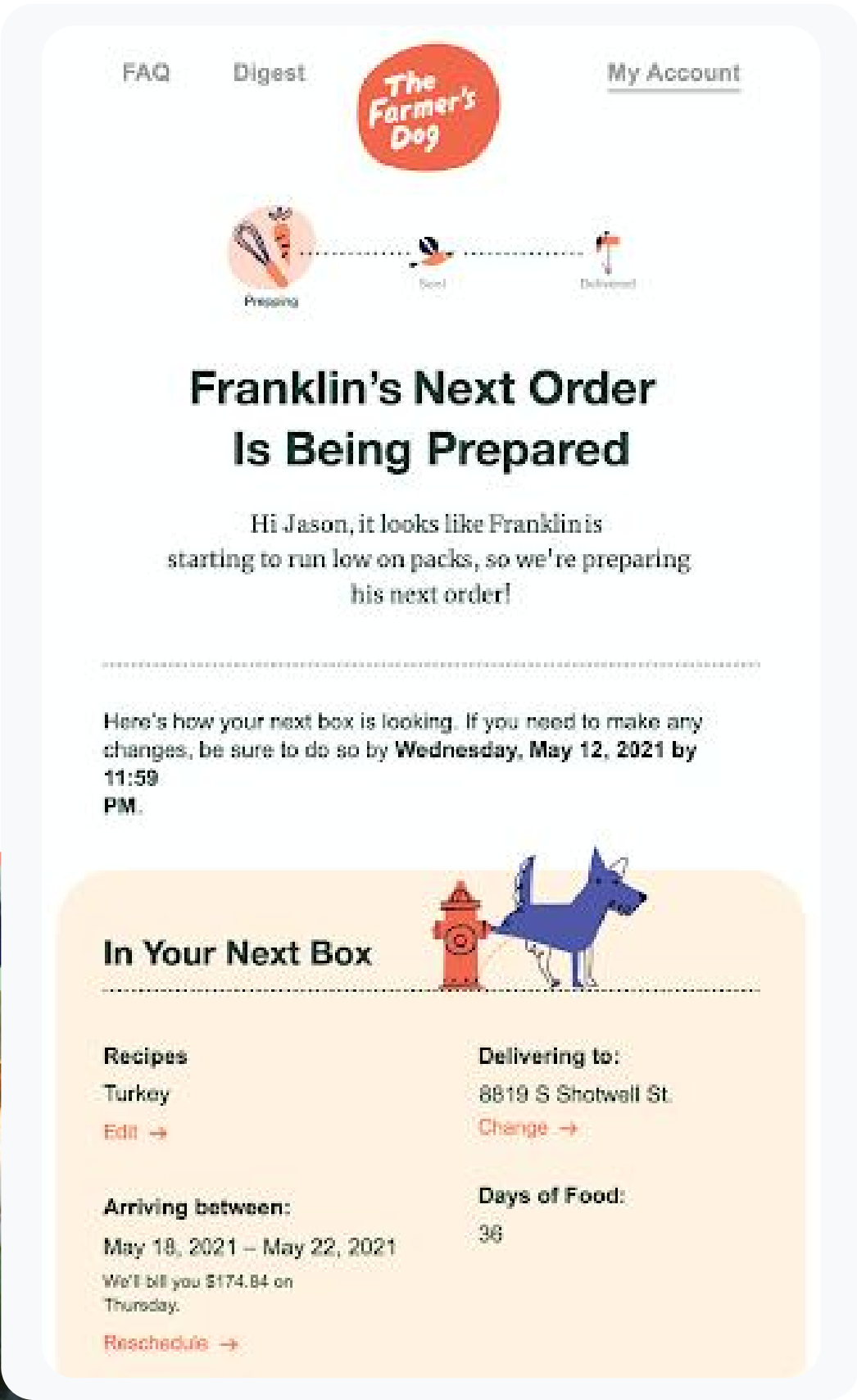
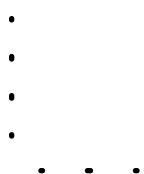
Smart Triggers

Consistent with where the customer is in their journey



Dynamic Content

Blog content and images added at send time



Contact & Pet Info



Combined household data blended together

Subscription Order



Integrated order, contact, and shipping data

“Simon Data has been instrumental in powering our ability to deliver personalized, relevant information that communicates the value of our products, inspires people to try them, and most importantly, improves the lives of our customers and their canine loved ones.”



Adrian Evans
Director, Retention & Lifecycle, The Farmer’s Dog