

Direct Marketing to Pet Owners in the USA

Infocore's analysis of the US pet products market demonstrates the wide selection and precision targeting available to marketers using email or direct mail campaigns. This report looks at 229 available audiences, classified into 26 very granular categories that offer marketers the ability to select and engage their target consumer for new customer acquisition and direct marketing. For more Information email AudienceLandscape@infocore.com and mention Pet Owners.

