



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

To help dog owners navigate the world of pet nutrition and health, The Farmer's Dog needed a way to provide timely, relevant, and consistent information at the right moments along the customer journey.

The Farmer's Dog Story

The Farmer's Dog 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

Before Simon, The Farmer's Dog was using three separate lifecycle solutions to power its customer communications. This made development and consistent personalization nearly impossible and required significant engineering resources and time. They soon realized that the best solution was to unify their separate lifecycle systems into a single cohesive system, but didn't have the time and resources to develop it internally.

After Simon

By using the Simon customer data platform instead of building internally, The Farmer's Dog was able to focus on what they do best: make dogs healthier. The Farmer's Dog used Simon to unify and organize all of their customer data, enabling them to deliver personalized, real-time triggered messaging and centralize their marketing operations in one platform, including email, SMS, and direct response marketing. Simon was able to save The Farmer's Dog engineering hours and improve the lives of their customers.

80

ENGINEERING HOURS SAVED

The Results

The Farmer's Dog saved around 80 hours of engineering work over a month by integrating Simon Data. Additionally, The Farmer's Dog was able to increase the rate of email experimentation by 10x, leading to key improvements in acquisition, activation, and retention.



Simon Data has been an incredible partner in helping The Farmer's Dog deliver on our promise of simplifying pet care and nutrition. The platform and the team have 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 | SENIOR MANAGER, RETENTION & CUSTOMER STRATEGY



INDUSTRY
CONSUMER GOODS



LOCATION
NEW YORK, NY



SIZE
93 EMPLOYEES