

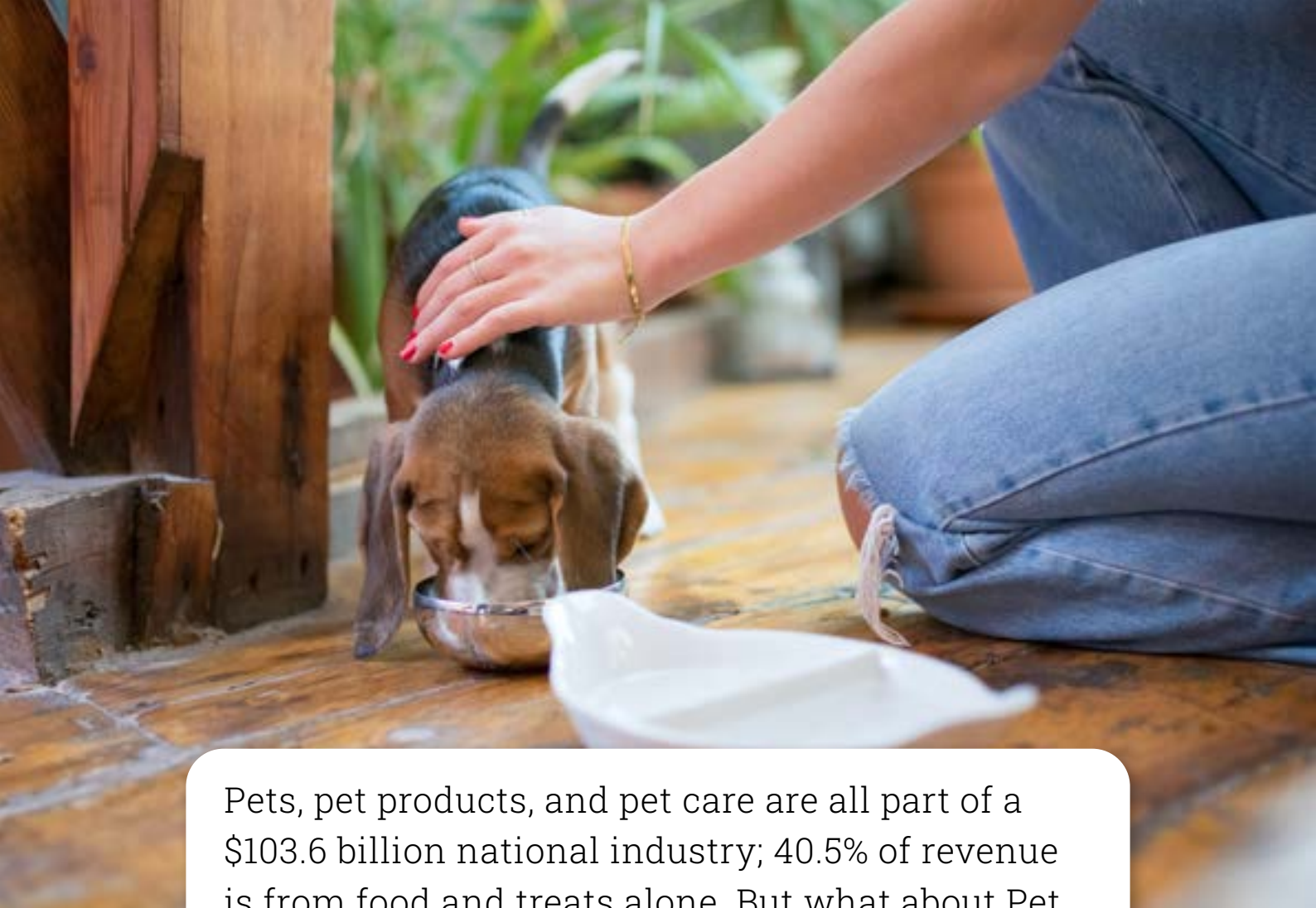
# Pet Well-Being

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CASE STUDY



**Eyes4Research**



Pets, pet products, and pet care are all part of a \$103.6 billion national industry; 40.5% of revenue is from food and treats alone. But what about Pet Health Insurance?



## Client:

Market Researcher

Our Client, approached **Eyes4Research** to conduct a survey among Pet Owners in general as well as Pet Owners with Pet Health Insurance, across several generations. To simplify the process, this audience was categorized into two cohorts, with the entire survey estimated to be 8-10 mins long.

**Audience:** B2C

# The Challenge

The most crucial obstacle that had to be overcome was finding pet owners with pet health insurance belonging to different categories of generations, namely - Gen Z, Millennials, Gen X, and Boomers.



# The Response & Strategy

In the first cohort which consisted solely of pet owners, the Client required a total of 1,000 participants which had to be further divided into 4 categories of 250 individuals in each demographic group. Similarly, in the second cohort which consisted of pet owners with pet health insurance, the Client required a total of 500 respondents which had to be further divided into 4 categories of 125 participants each.

With the help of Eyes4Research's extensive consumer panel, we were able to target more than 1,500 such respondents who were willing to contribute and participate in this study. The team at Eyes4Research tactfully ensured that the respondents fulfilled all the desired criterion especially pertaining to the different age categories and delivered expert and timely data which resulted in a successful study.



## The Client Feedback

When asked how the Client found the process and quality of data provided by Eyes4Research, he simply replied with one word, "Excellent!"

# Start your research on the right path

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