



Petco + Bloomreach

Personalization & Journey Management
for Pet Parents

Doting pet parents want the most for their pets and look to Petco to help them understand how to care for them best.



This isn't just about whether they own a cat, dog, or bird... **it is about helping pet parents keep their animals happy and healthy as they grow up!**



petco.

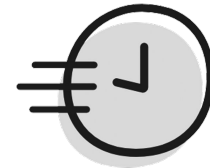
**A pet parent's source
for all things animal
health and wellness**

Bloomreach Engagement
delivers...

Hyper-Relevance.



Unrivaled Speed.



With a true 360-degree
view of every customer,
and...



Data that is activated
across all channels...





in real real-time.

Dog Owner | Journey Management





Puppy Owner



A new puppy is a big undertaking that requires a lot of time, patience, and learning. Petco can help pet parents know just what they need, when they need it.

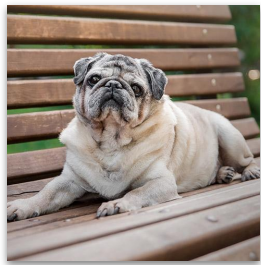




Dog Owner

As puppies grow up, routines are established, yet their high-energy remains. Favorite food, treats, and toys are established so Petco can deliver to their preferences!





Senior Dog Owner

As the dog gets older, their pace will slow and comfortable rest, regular exercise, and special care will be key to longevity.



**Contact us to learn more about
delivering effective and efficient
pet parent personalization at scale!**

petco THE HEALTH +
WELLNESS CO.

