WHO AM I?
DO PEOPLE REALLY USE INFOGRAPHICS?
Pals Rewards for a lifetime of love.

Customers talked. We listened. Pals Rewards has been revamped to be more user-friendly, offer more savings, special offers and freebies and make pet parents excited to sign up and utilize the program.

**Old:**
- Earned rewards sent to email and needed to be manually loaded
- Email monthly offers that didn't provide value of offer
- New customer does not receive coupon to return to Petco
- Customer doesn't realize they have rewards. Rewards go unredeemed

**New:**
- Rewards loaded automatically to customer's account
- Personalized monthly offers tailored to pet type with health and wellness education
- New customer receives Pet Parent Savings book filled with up to $650 in savings
- Customer leaves happy because they're surprised by their automatic reward savings

30% of help center calls are Pals Rewards issues—that's more than 400,000 calls per year.

**What's in it for us?**
We are making the program easier for you and pet parents by reducing the hassle of redeeming rewards. We do this by making the program easier to use and also offer elements that will surprise and delight pet lovers on a regular basis.

Show your favorite customers the benefits to their new Pals Rewards program and make their day, today!

Only 20% of customers redeem rewards. That means 80% don't, which is like throwing away 7 million dollars.

Spend $10 when redeeming $5
Customers spend an average of 10 more when redeeming their $15 reward.

Life with a Bichon Frise

SHARE YOUR OWN EXPERIENCE WITH OTHER PET PARENTS:

<table>
<thead>
<tr>
<th>Good with children</th>
<th>91% SAY YES</th>
<th>Friendly with other pets</th>
<th>100% SAY YES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Protective</td>
<td>91% SAY</td>
<td>友 disinners</td>
<td>82% SAY YES</td>
</tr>
<tr>
<td>Easy to train</td>
<td>60% SAY</td>
<td>Handles well</td>
<td>25% SAY YES</td>
</tr>
<tr>
<td>Comfortable in crowds</td>
<td>80% SAY YES</td>
<td>Enjoy exercise</td>
<td>83% SAY YES</td>
</tr>
</tbody>
</table>
WHAT IS AN INFOGRAPHIC
AND WHY SHOULD I USE ONE?
An infographic (information graphic) is a visual representation of information in graphic format designed to make data easily understandable at a glance.

Infographics are a clear, effective and artistic way of presenting information without losing the attention of the viewer. Infographics are used as a powerful tool to allow people to easily digest information through the use of visual data, charts, and statistics. With the proper use of color, proportion, and negative space, information can be transformed into memorable, attention-grabbing and even persuasive graphics.

"a good infographic is worth a thousand words"
WANT TO SEE SOME GOOD EXAMPLES?
One of the largest land predators of all time, Tyrannosaurus was quite formidable. Its spear-shaped teeth, massive jaws, and imposing size helped make Tyrannosaurus feared by many dinosaurs. In fact, its name comes from Greek and means "tyrant lizard".

**Measurements**
- **Length**: 40 ft
- **Height**: 20 ft
- **Weight**: 7 tons

**Location**
- Western America
- Cretaceous Period

**Features**
- Massive jaws with pointed teeth
- Powerful limbs for running
- Tail for balance

**Modern Relatives**
- Modern birds, such as the chicken

**Predator**
- T. rex was a predator and would hunt other dinosaurs and animals.

**Common Octopus**
- **Size**: 15-16 in
- **Habitat**: marine
- **Behavior**: solitary
- **Horns**:防御性标记

**Defense**
- In case of attack, the octopus will release ink to confusion and escape.
NOW THAT YOU GUYS ARE EXPERTS . . .
The North produced 17x more textiles than the South.

90% of the nation’s manufacturing came from Northern states.

84% of the nation’s large farms were in the South.

Examples