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CONTACT:

Kate Blom-Lowery

kate@marketingdesigngroup.com

619-269-0948

SuperZoo Releases White Paper to Illustrate the Importance of Creating a Customer Database

SuperZoo unveils new webpage housing series of white papers to support retailers' efforts to improve their businesses

MONROVIA, CA—January 25, 2018— SuperZoo—North America's most-attended pet retail trade show—has released a comprehensive white paper outlining the importance of a customer database as an effective business tool, *Database Collection Made Easy: Simple Steps to Building and Sustaining a Customer Database*. The white paper may be downloaded via [this link](#). This informative white paper can also be found on SuperZoo's new Resources webpage, which houses three additional white papers and other original content.

Highly regarded as the event drawing the largest group of pet retailers and service professionals in North America, and featuring the industry's largest education program, SuperZoo brings its expertise and retailer support to the forefront through its series of SuperZoo-branded white papers, offering useful tips for retailers and other consumer-facing professionals to improve their businesses. *Database Collection Made Easy* does just that: offering valuable insight on the importance of data as a tool to analyze customers' buying patterns and product preferences, and effectively tailor messaging based on this analysis.

"In this digital age, it's more important than ever to utilize computer-based technology and consumer data to gain insight into your customer's behavior—it's a business best practice which

will give retailers a competitive edge,” says Jacinthe Moreau, president of World Pet Association (WPA), which produces SuperZoo. “WPA is pleased to provide a white paper on this timely topic, giving retailers access to actionable ways to improve their businesses.”

In addition, this helpful white paper highlights the importance of selecting the right customer relationship management (CRM) tool to suit a retailer’s needs. The paper also provides step-by-step advice on collecting, storing and protecting customer data—offering readers easy-to-follow instructions on tried-and-true business practices—and provides examples of ways successful businesses capture and utilize customer data.

Key takeaways for pet retailers looking to create and optimize a customer database include:

- Collect data through both in-person and online vehicles
- Remember that data collection and storage is a fluid process, so your CRM should be flexible as well
- A clean database is a useful database. Reduce clutter and remove junk!
- Establish and continually monitor your digital policy to ensure compliance with regulatory requirements and the protection of your customers’ data

For more information, or to download the white paper: <http://superzoo.org/free-customer-database-white-paper/>

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About SuperZoo

SuperZoo boasts the most buyer participation of any trade show for the pet retail industry in North America, providing pet retail and service professionals with the knowledge and resources they need to be successful. For the seventh consecutive year, SuperZoo has grown in exhibitor space and square footage and has been listed among Trade Show Executive’s “Gold 100” trade events since 2014. Produced by World Pet Association (WPA), the show attracts around 18,000 retailers, product suppliers and service providers at each annual event. WPA is the oldest industry organization promoting the responsible growth and development of the companion pet and related products and services industry, and works to educate the general public in order to ensure safe and healthy lifestyles for all our animal friends. In addition to producing SuperZoo, WPA is the host of America’s Family Pet Expo, held annually in Costa Mesa, CA, Atlanta Pet Fair & Conference, held in Atlanta, and Aquatic Experience, held in Secaucus, New Jersey.

SuperZoo 2018 will be held at the Mandalay Bay Convention Center in Las Vegas, June 26-28, with education June 25-27. For more information: superzoo.org.