

MEA Digital and Found Animals Partnership Fosters Success

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SAN DIEGO, CALIF. ([rushPRnews](#)) 05/15/11 — — [MEA Digital](#) partnered with [Found Animals](#) in mid-2010 to help the non-profit organization, which is dedicated to addressing animal welfare issues such as euthanasia, raise awareness and inspire support. Since then, the top 50 online marketing agency has provided a variety of consultancy, creative, and media services, the most important of which was a complete overhaul of the Found Animals website.

"The website is central to the cause, offering a wealth of information to a critical online community," said John Hartman, President of MEA Digital. "The previous version didn't accurately portray the brand or its core offerings. In response, our team performed an in-depth audit of structural organization and messaging, using that data to transform it into a more seamless, immersive experience that highlighted key programs and services. All this in a matter of months."

A few weeks after the revamped Found Animals website launched, traffic had increased by more than 100%. "It was the beginning of a beautiful relationship," said Aimee Gilbreath, Executive Director at Found Animals. "Since then, we've continued to unveil additional upgrades that enhance usability and solidify foundanimals.org as a go-to resource for 'all things pets.' For instance, users now have access to an Adopt Me section, created in a partnership with Petfinder.com, which provides them with a unique pet matching service and search tool for adoptable pets."

In addition to the new website, Found Animals has strengthened its online and offline marketing efforts to support their local and national outreach. Most

recently, they opened Adopt & Shop, an innovative L.A.-based retail pet adoption center that redefines how people adopt animals from local shelters.

Looking forward, MEA Digital will provide Found Animals with a number of additional services to meet their evolving online marketing goals, including email marketing, list management, social media strategy, search engine marketing (SEM), and search engine optimization (SEO).

About MEA Digital

MEA Digital is an analytics-focused agency with offices in San Diego, New York, and San Francisco. We help our clients bridge the gap between branding and performance marketing by optimizing their media mix, creative positioning, and budgets across strategically appropriate channels. As a result, we're able to connect what's meaningful to their customers with what's profitable for their businesses. For more information, visit

www.meadigital.com.

About Found Animals

Found Animals is a trusted non-profit, dedicated to the development of sustainable, effective solutions to the root causes of pet euthanasia and animal welfare issues. From comprehensive, universally accessible resources online, to funding for research, and community-based clinics and programs, Found Animals drives positive change in communities while saving the lives of countless animals. For more information, visit

<http://foundanimals.org>.

Media Contact Name: San Diego Office

Media Phone: 619.308.5266

Media Web Address: <http://www.meadigital.com/v3/news.html>

About the author:

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