

I  *Dogs*





WHAT WE DO

With extensive reach & experience, our multi-platform network delivers highly relevant pet content to millions. We can directly align your brand with the top purchasers of pet products and services through digital, mobile, and social.

Our brands speak to the world's largest pet audience.

I  *Dogs*

I  *Cats*

 **CANNANINE™**

I  *Animals*

the
animal 
rescue site


Get Your Pet
From one good home to another

+ THE HEALTHY HOUND

BIRTHDAY 
CLUB



OUR AUDIENCE

Monthly Reach

200MM

Total Monthly Reach

8MM

On-Platform Page Reviews

37MM

Social Media Followers

3MM

Newsletter Subscribers

1.1MM

Editorial Video Plays

36MM

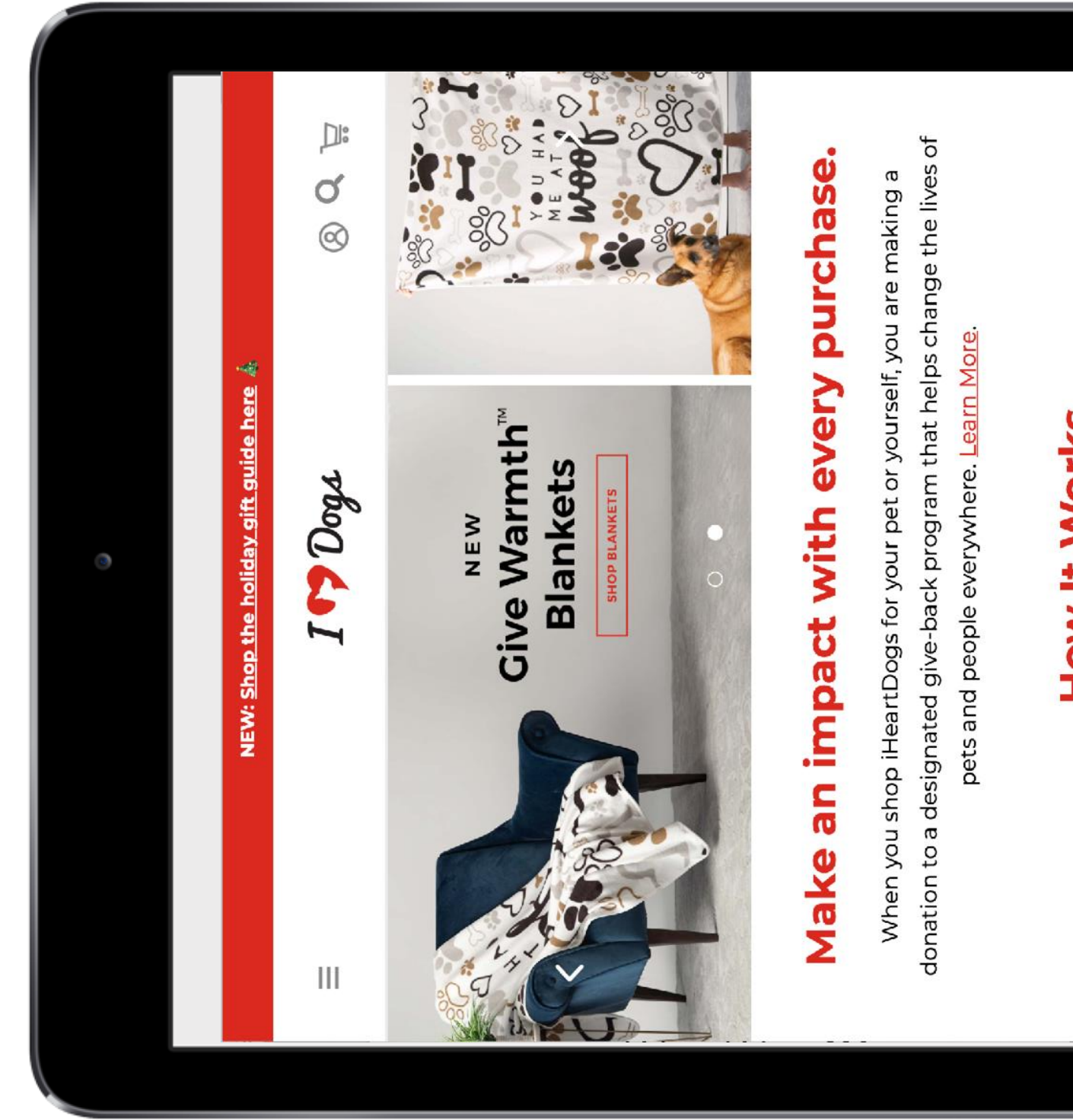
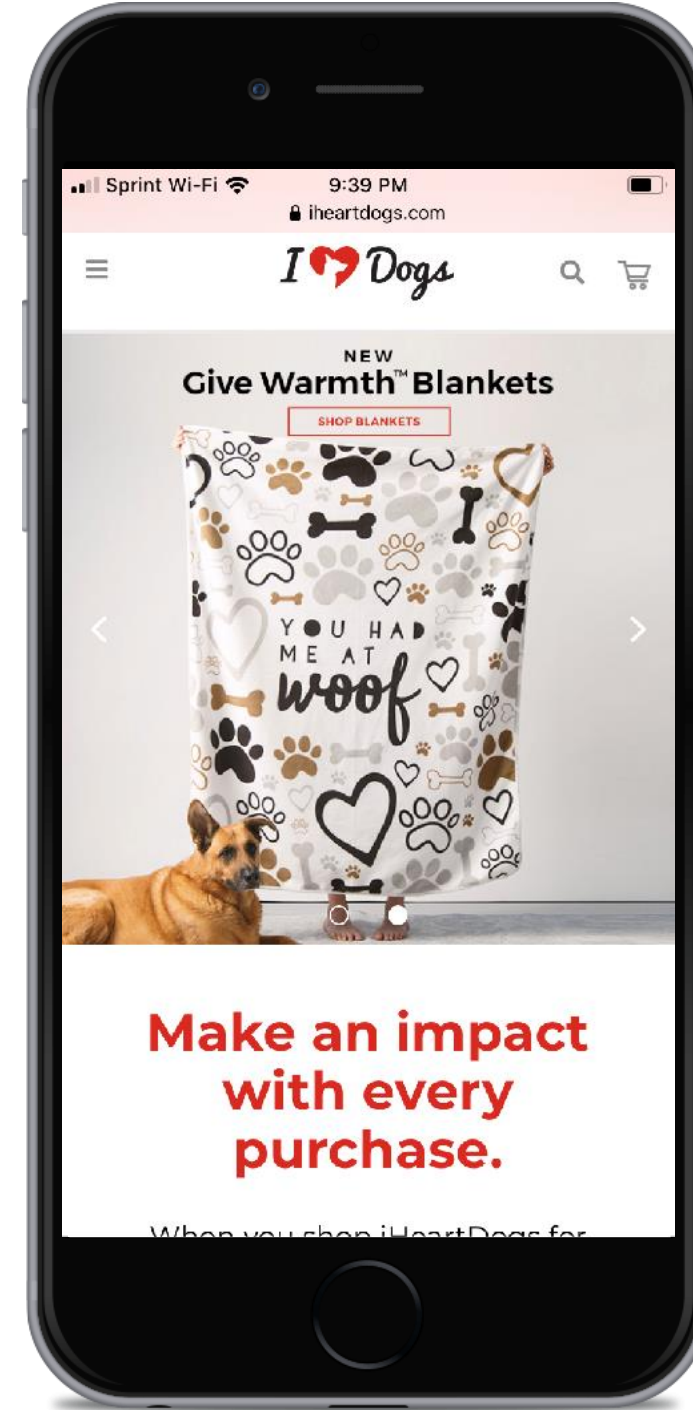
Display Ad Impressions

TRAFFIC SOURCES

Mobile: 74%

Tablet : 13%

Desktop: 13%

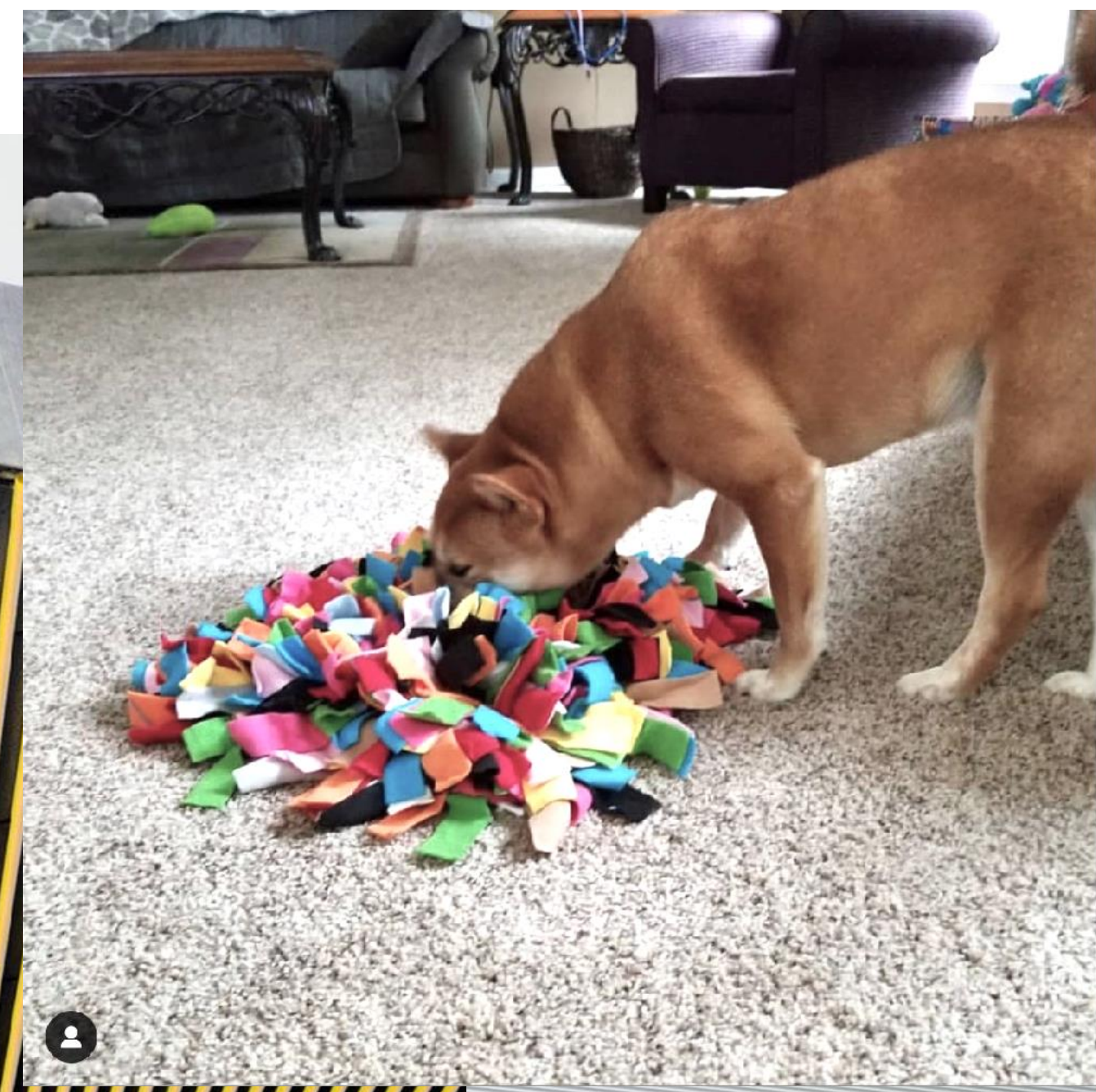




#picsforpaws



Thousands of loyal customers post product images to Instagram under this hashtag



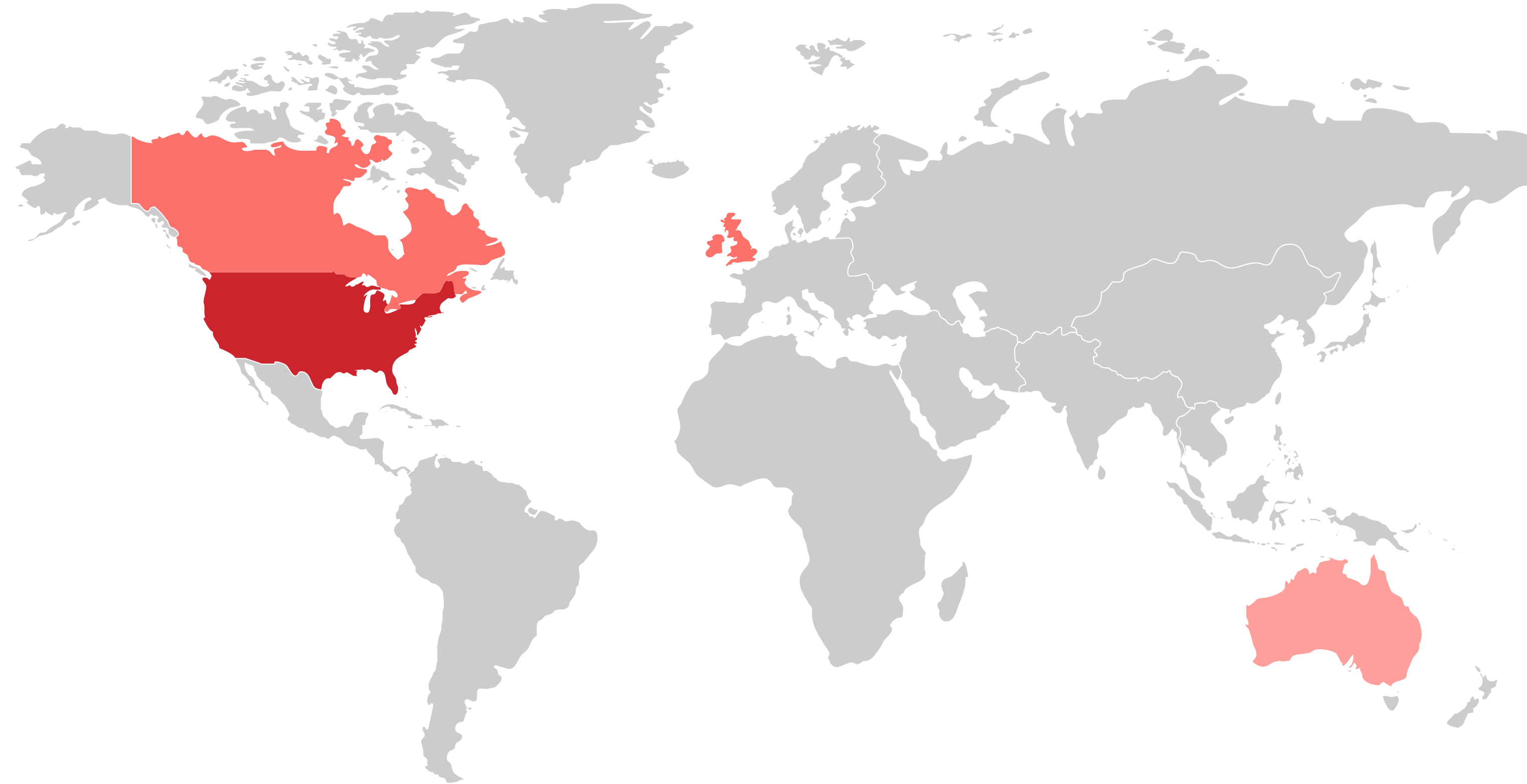
GEOGRAPHIC DEMOGRAPHIC

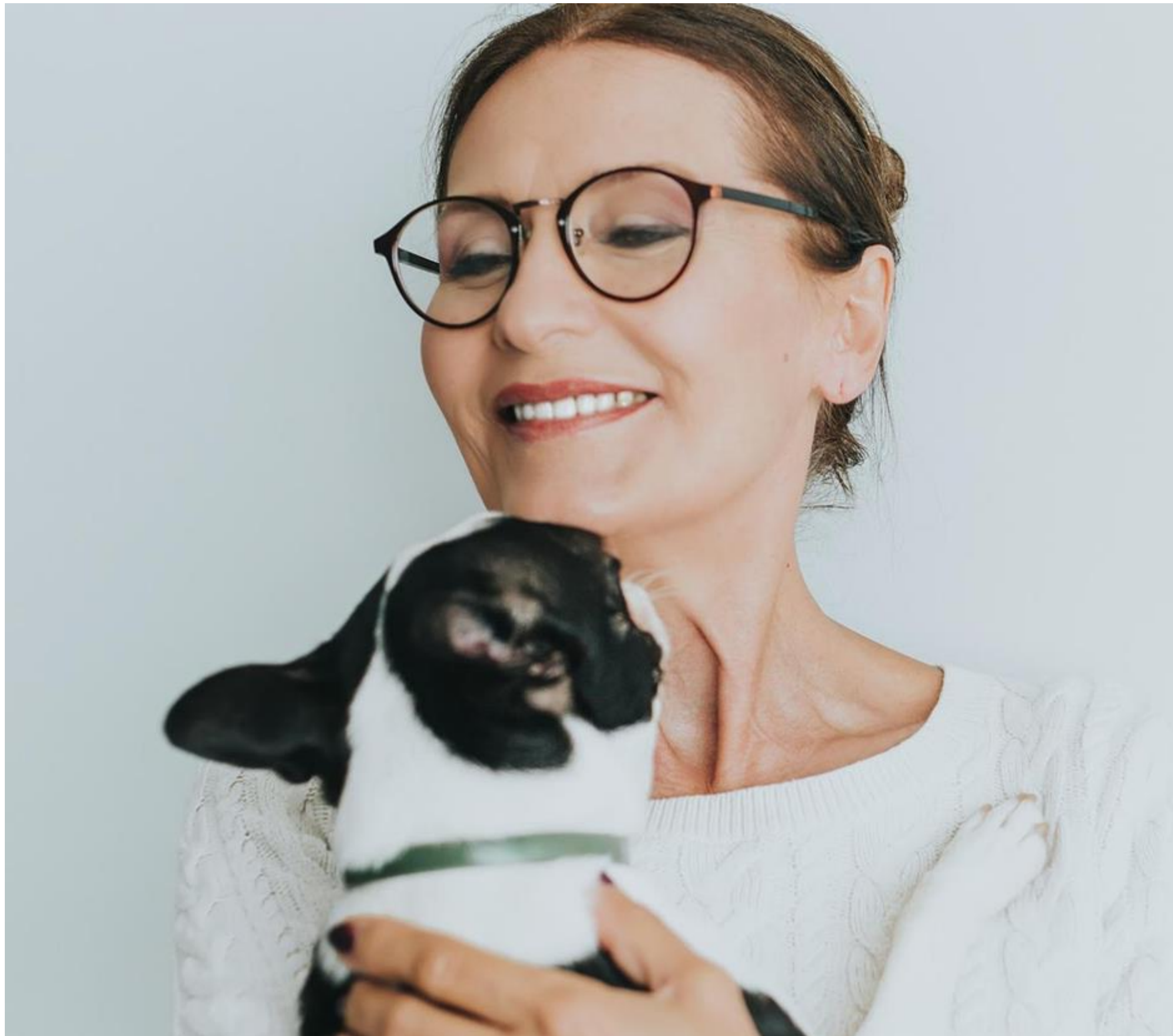
USA 75%

MISC. INT 9%

UK 7%

CANADA 6%





54%
attended
college



60%
own more
than one dog



HHI average
\$50k-\$110k



DEMOGRAPHIC STATISTICS

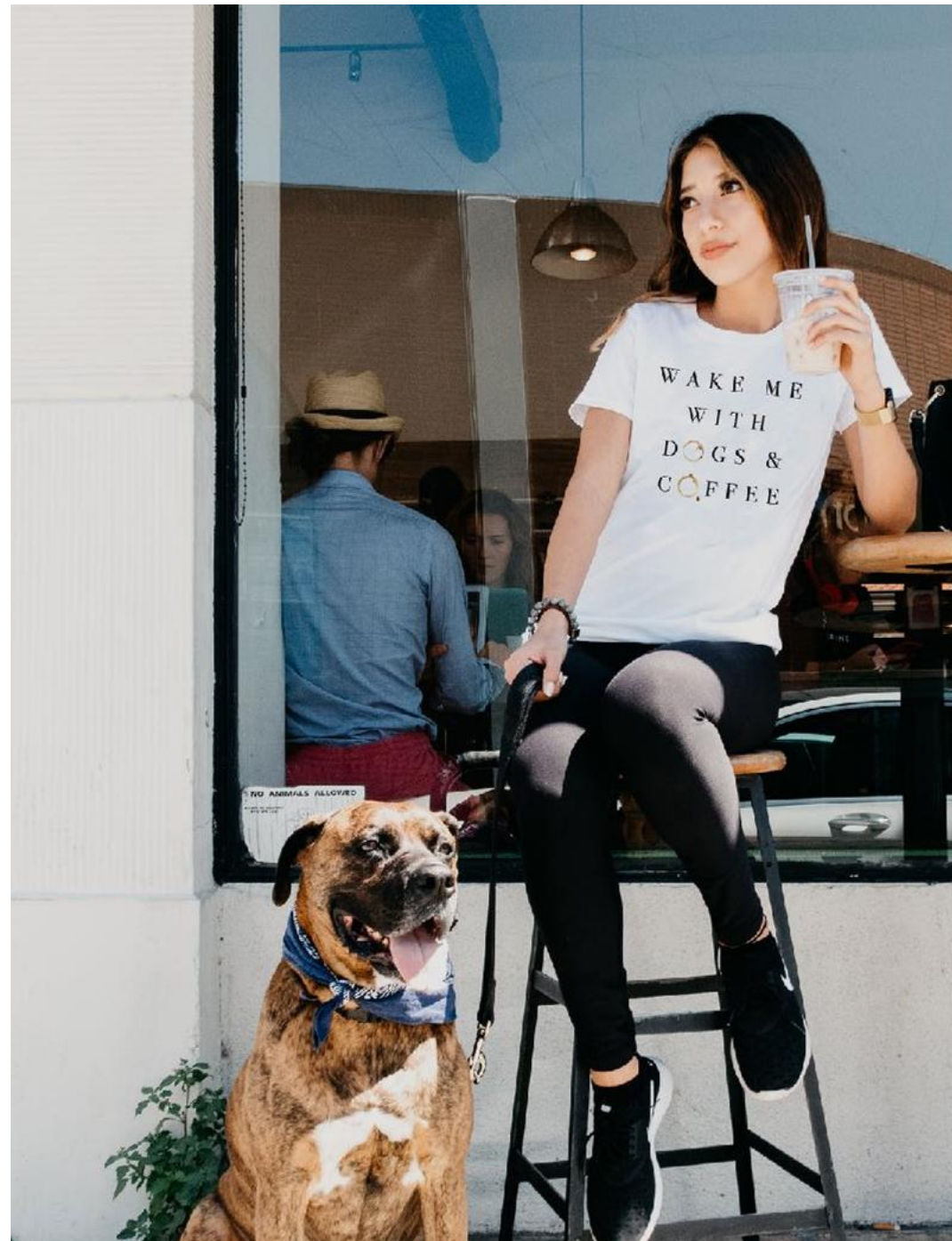


85%
Female

15% Male



age 18-44
22%



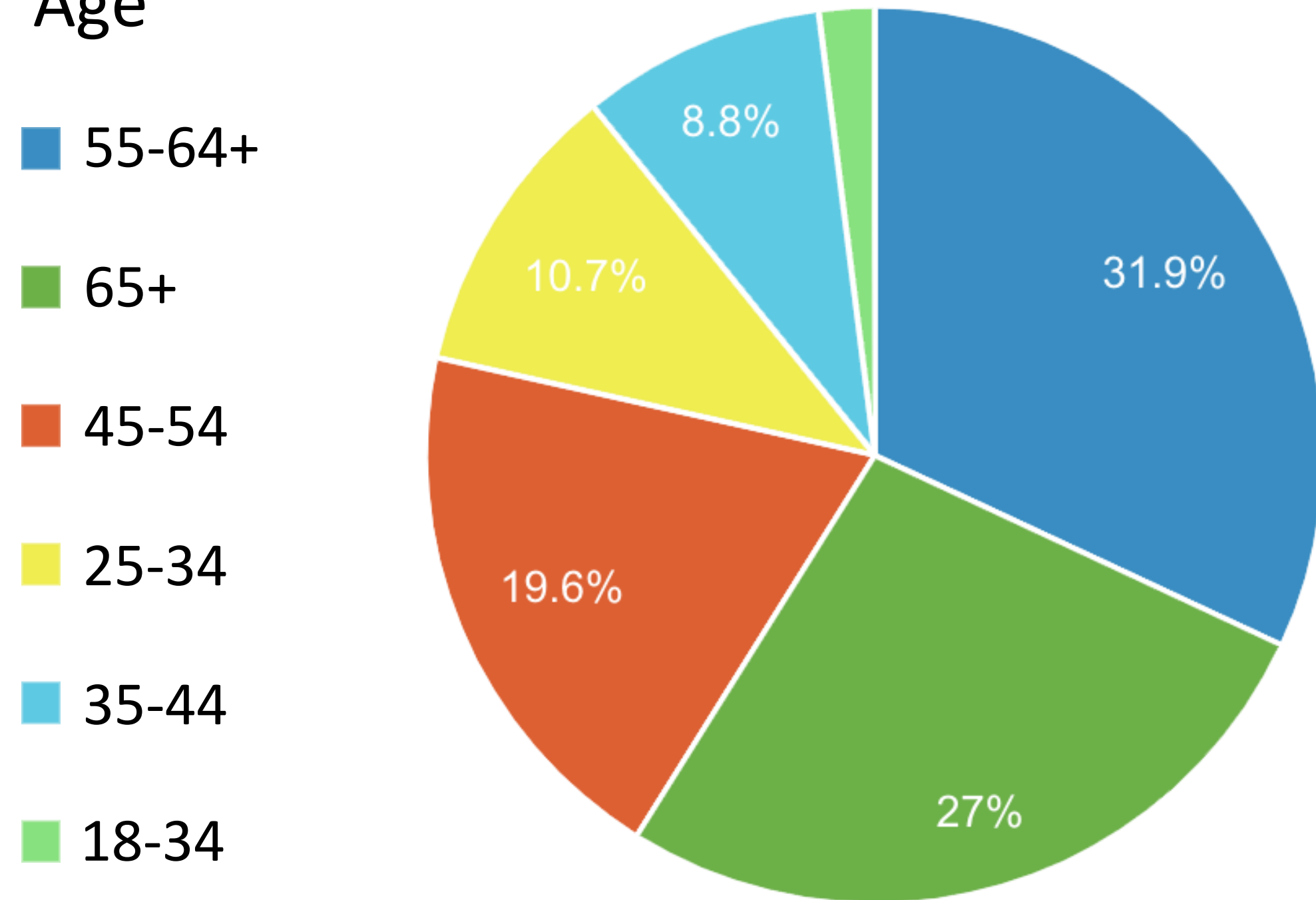
age 45-64
51%

age 65+
27%

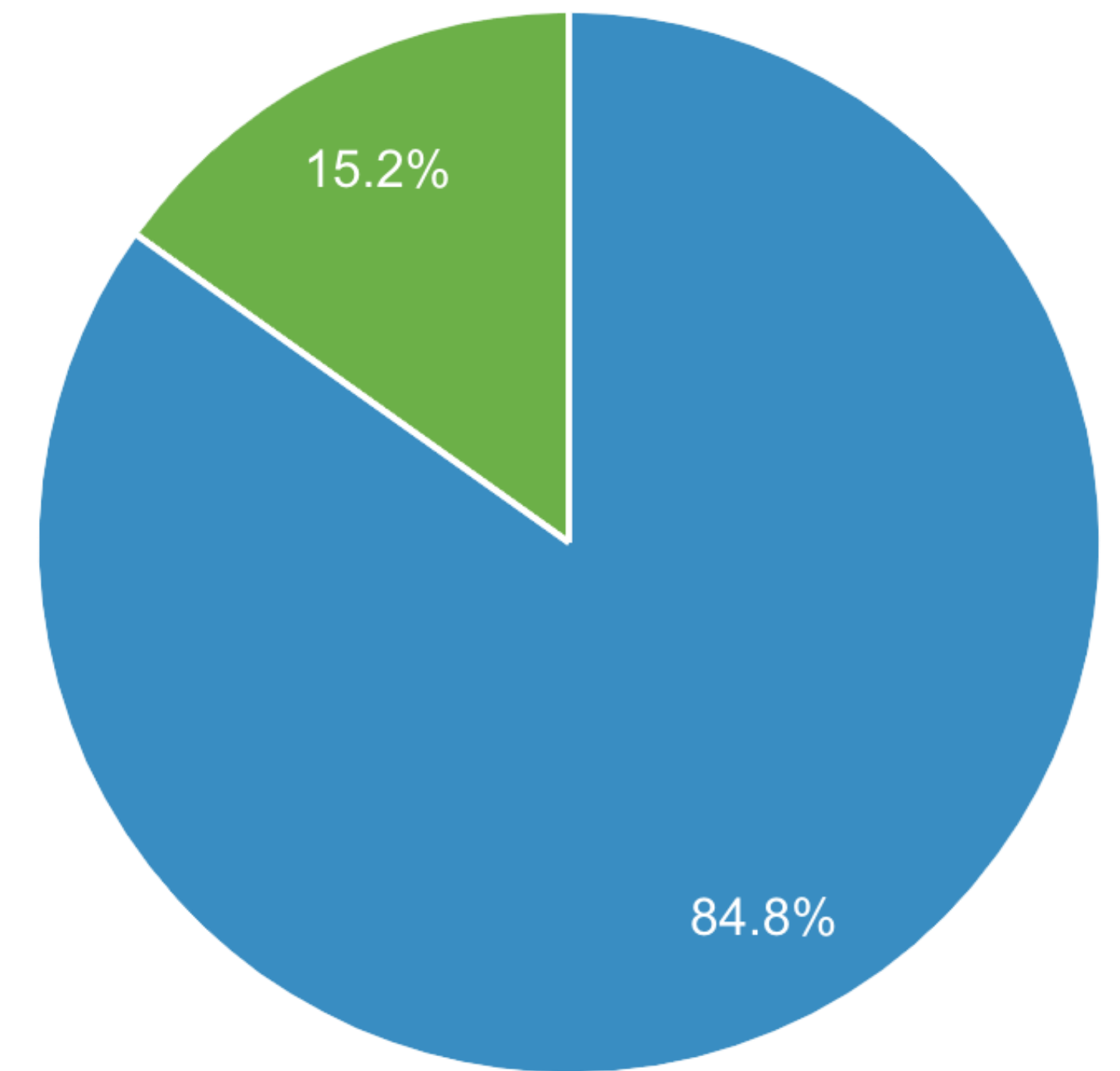
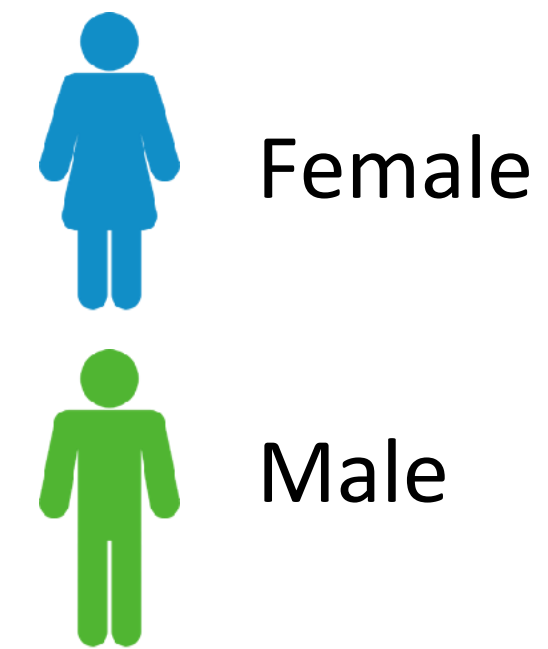


Demographics

Age



Gender





DATA-DRIVEN ADVERTISING

Influence the natural path to purchase

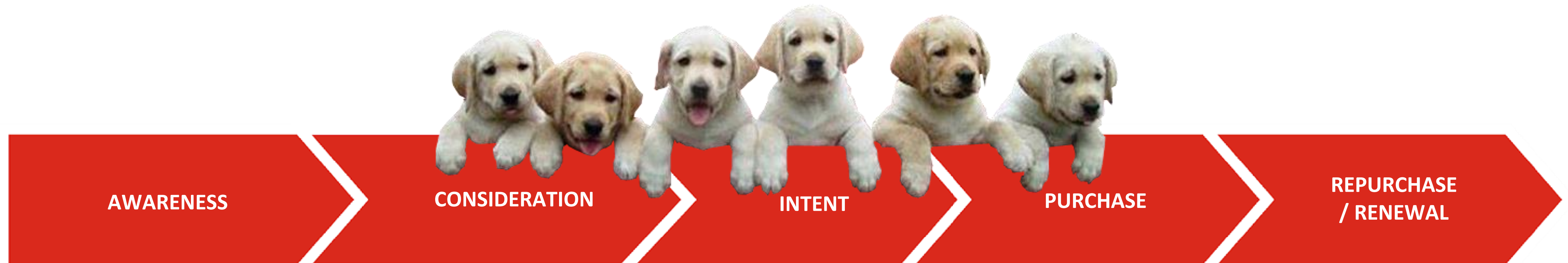
We have solutions to capture the attention of pet shoppers and as they make informed purchase decisions.

iHeartDogs Path to Purchase program influences decision-making in every stage of the Purchase Cycle, generating sales and creating lifelong customers.

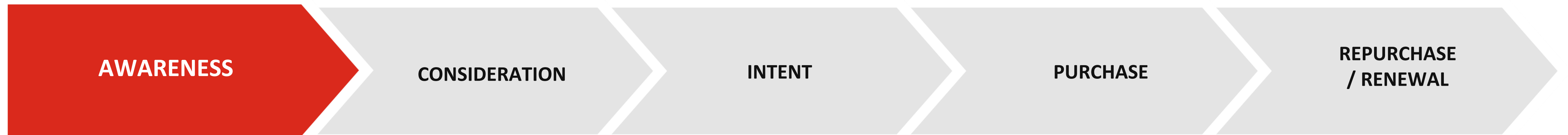
PATH TO PURCHASE

The five phases of the purchase cycle

The “purchase cycle” is the process a customer goes through when purchasing a product or service. Customers move through a series of stages in the cycle as they educate themselves and move closer to making a final purchasing decision.



Stage One: Awareness

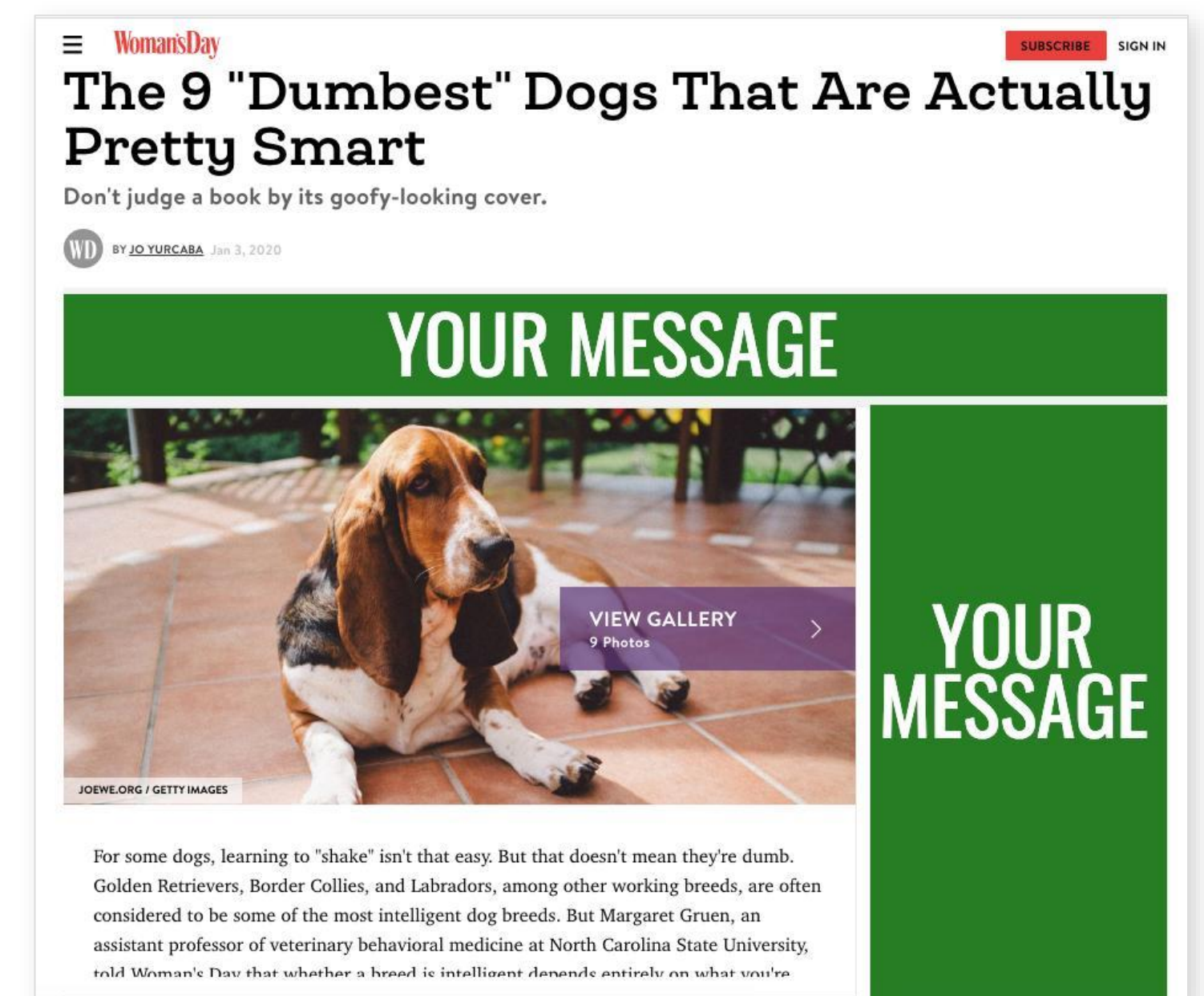


In the first stage of the purchase cycle, the customer becomes aware of a problem. This leads to the “Trigger Event,” when they begin searching for a solution.

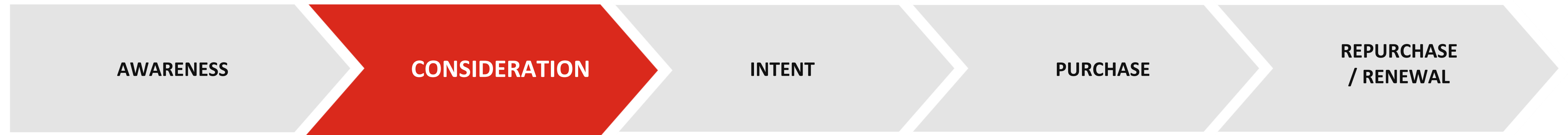
Solutions

Create awareness and a sense of urgency.

- Identify the different buyer personas and triggers
- Create content to spark the trigger event or help recognize this event has occurred.

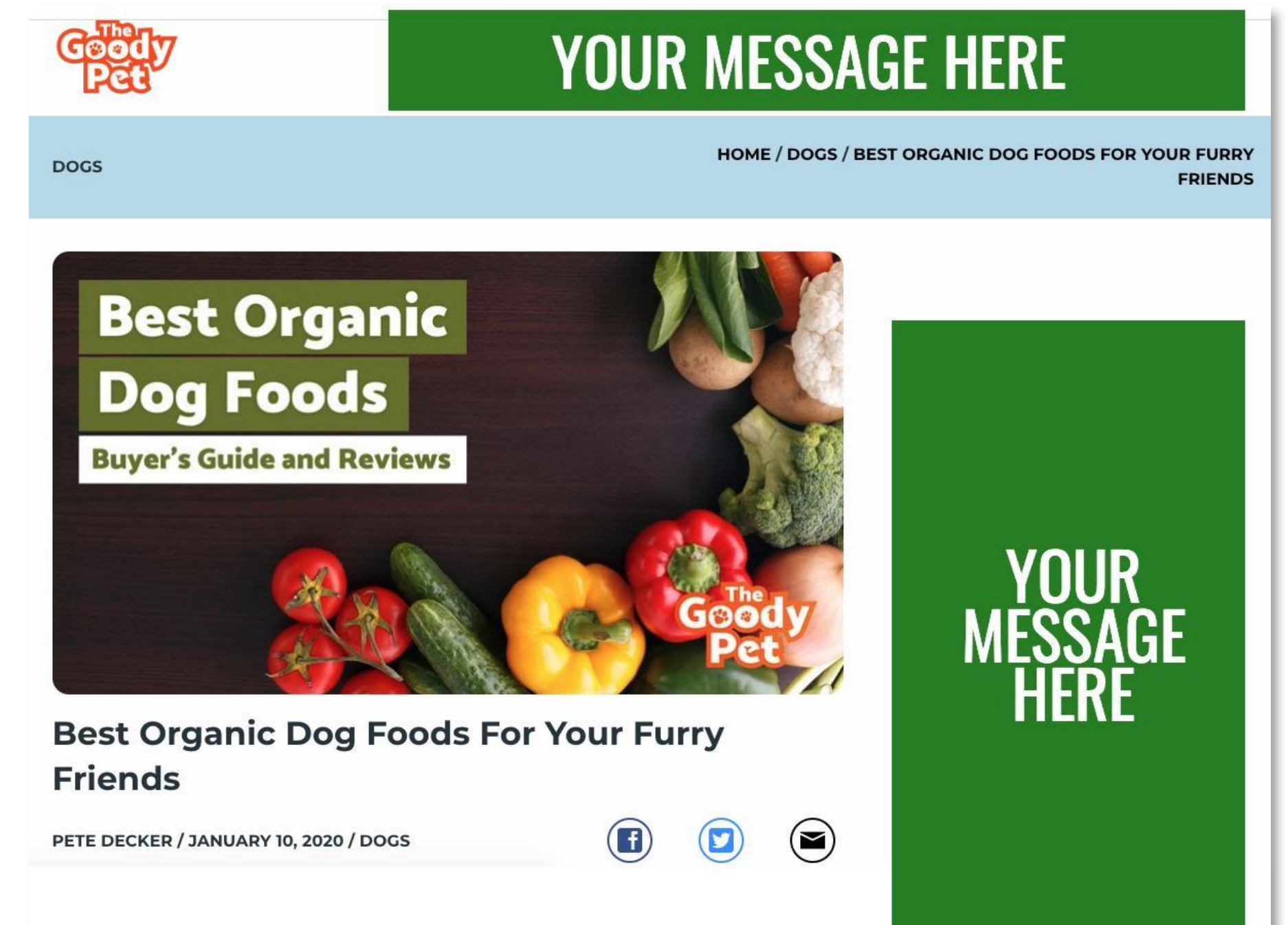


Stage Two: Research

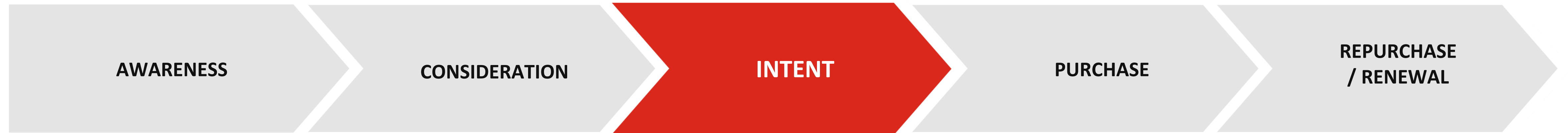


Your potential customer is out there searching for solutions with detailed information. In stage two, we provide detailed information explaining how your product or service can solve their problem better than the competition.

- Introduction to the solution—your product or service
- Emphasize ways your product or service is superior
- Amplify content personalized to audience segments



Stage Three: Intent




The customer has decided on a product or service and buys it. It's crucial to establish an ongoing relationship with customers, to support them in their problem-solving journey, and create opportunities for encouraging repurchasing.

- Managing ongoing customer relationships
- Maintain contact to create opportunities for repurchase



This product feeds 7 shelter dogs!
[Learn More](#)

 GreaterGood.org
GIVE WHERE IT MATTERS

Shipping Info ⓘ

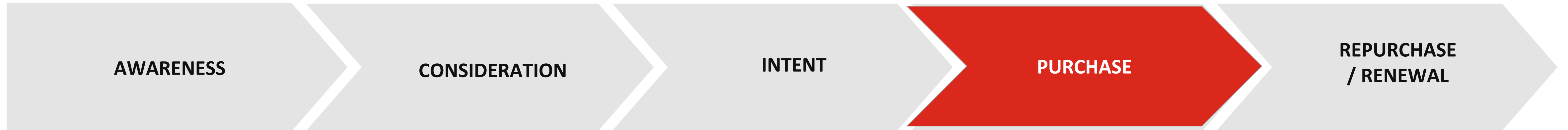
Size Minis - 15ct - Dogs Under 50lbs ↕
[Clear](#)

Purchase Only Once
 Subscribe to Save 5%: \$15.19

In stock

1 ↕ [Add to cart](#)

Stage Four: Purchase



Path to Purchase doesn't end when a customer completes a purchase. By leveraging millions of data points on customer behavior, we are able to optimize for future success.

- Determine how long before a customer needs to repurchase.
- Encouraging reviews, testimonials, and product advocacy.
- Encourage users to share photos, create photo contest.

This product feeds 7 shelter dogs!
[Learn More](#)

GreaterGood.org
GIVE WHERE IT MATTERS

Shipping Info ⓘ

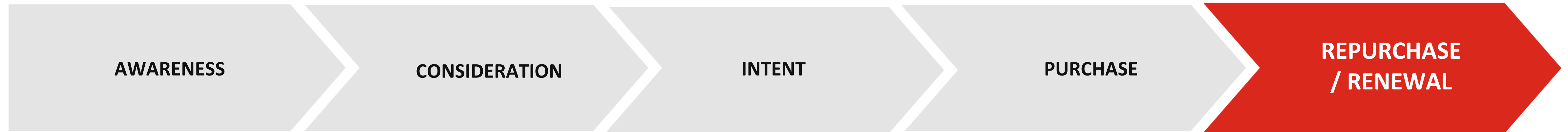
Size Minis - 15ct - Dogs Under 50lbs ↕
Clear

Purchase Only Once
 Subscribe to Save 5%: \$15.19

In stock

1 ↕ **Add to cart**

Stage Five: Repurchase / Renewal



Path to Purchase doesn't end when a customer completes a purchase. By leveraging millions of data points on customer behavior, we are able to optimize for future success.

- Determine how long before a customer needs to repurchase.
- Encouraging reviews, testimonials, and product advocacy.
- Motivate users to share photos, create photo contests.

Purchase Only Once

Subscribe to Save 5%: \$15.19

Schedule

Every 4 Weeks

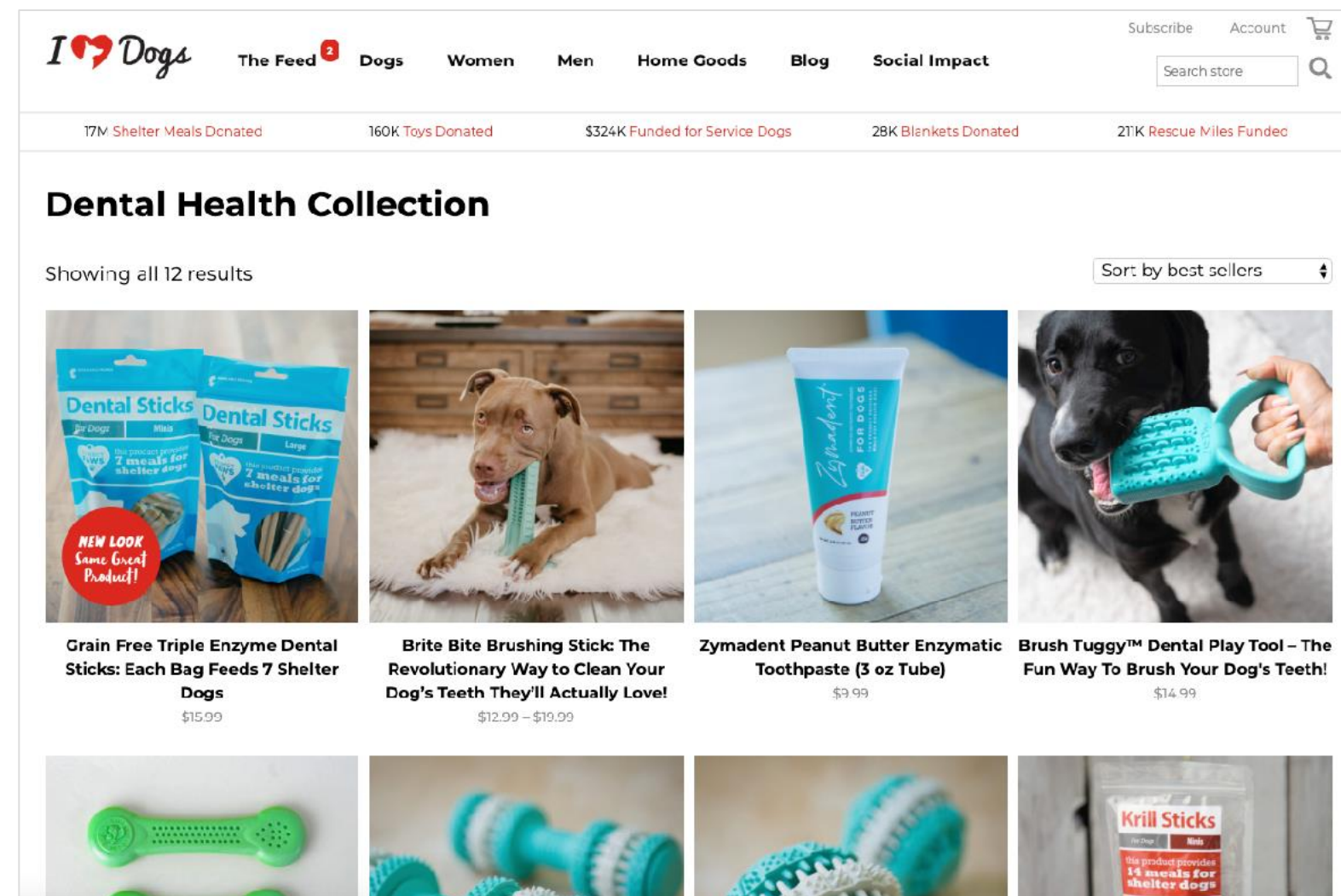
\$15.19

In stock

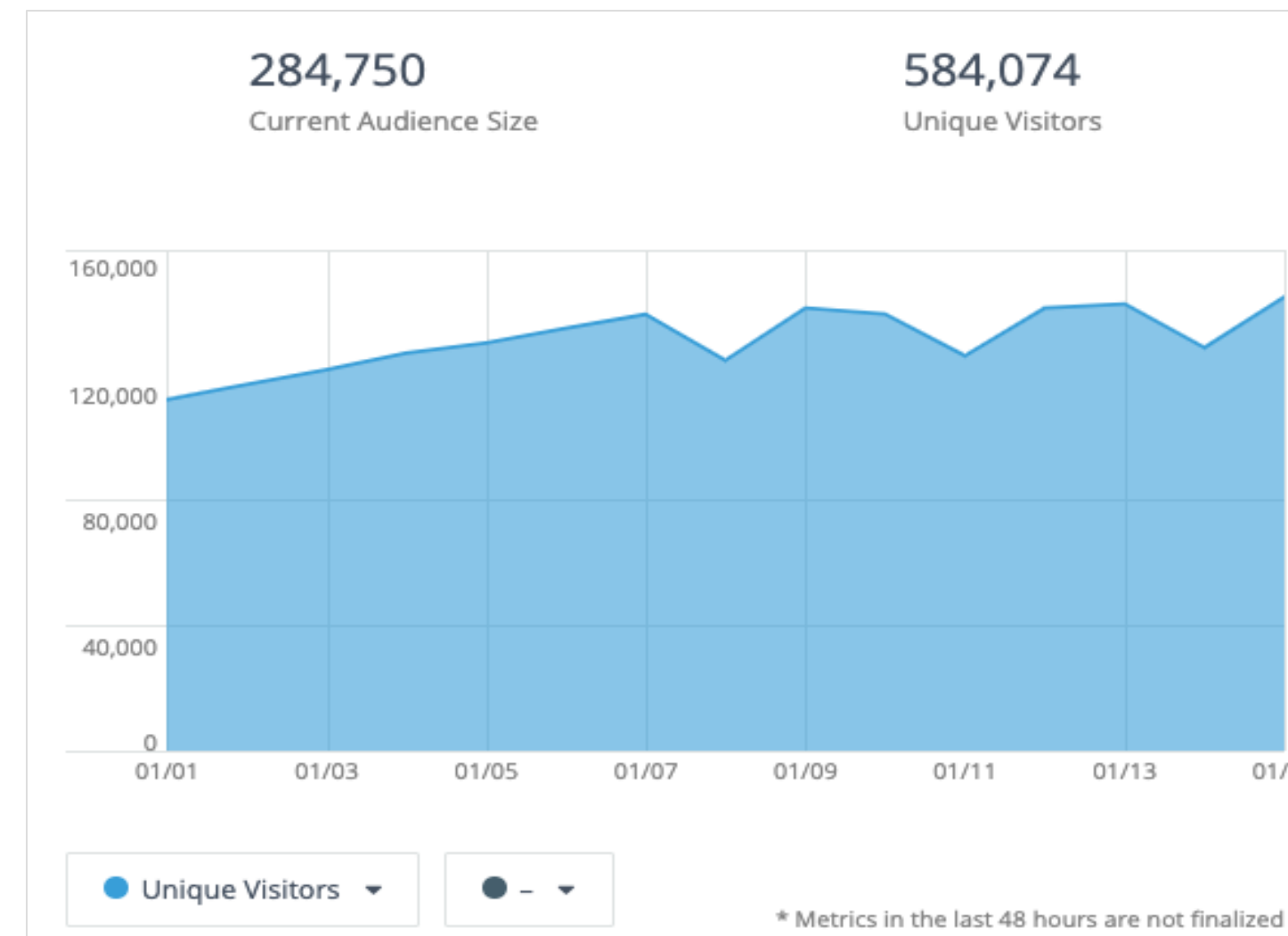
1

PATH TO PURCHASE

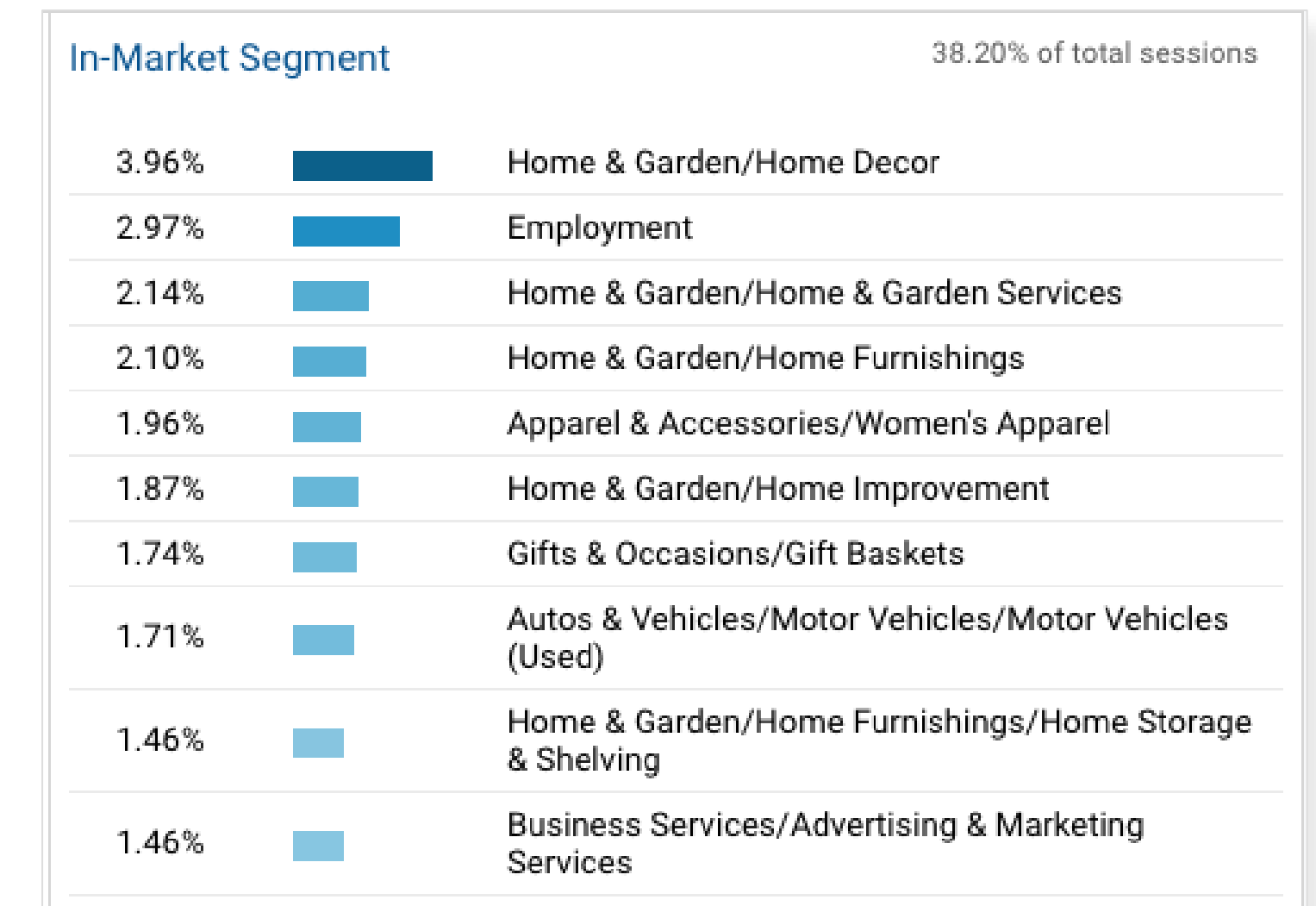
Inside Our Purchase Intent-Driven Technology



Segment our audience by products and content which they've viewed in the last 180 days.

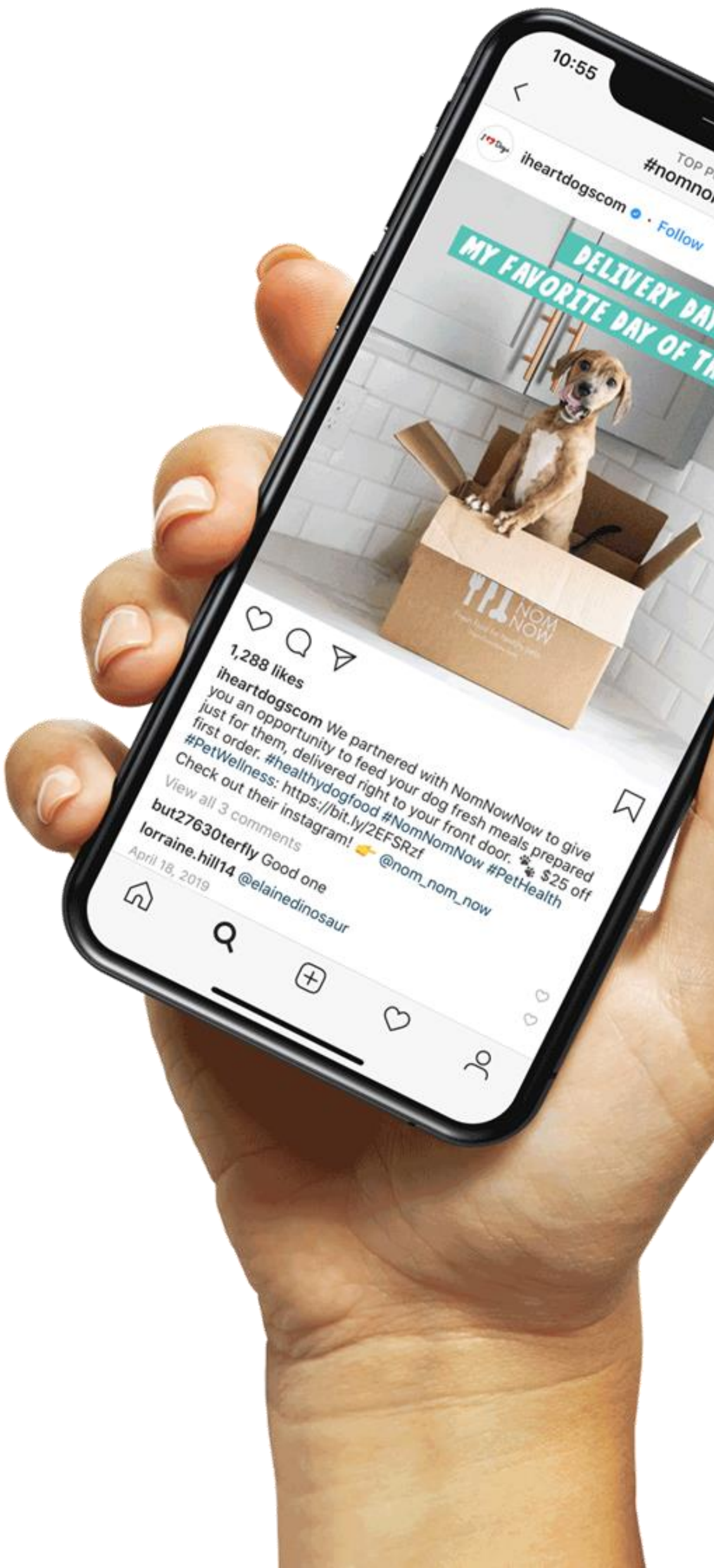
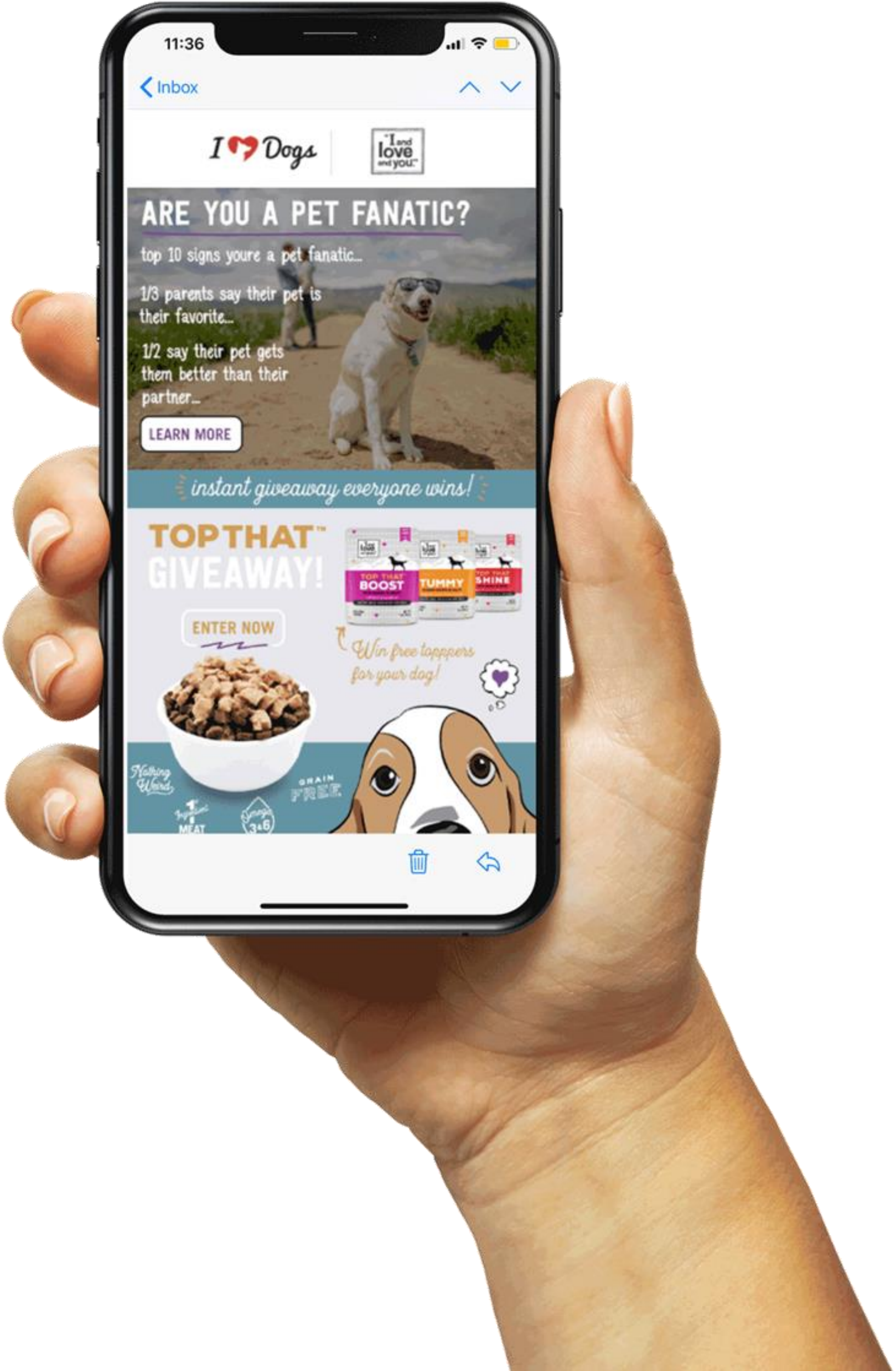


Create high-intent audience segments to retarget as they browse the web and social media.



Retarget high-intent audience segments on other premium websites they visit.

The Media Bundle



iHeartDogs Direct Email


Sent to iHeartDogs 700,00 engaged subscribers.

- Opportunity to A/B test creative and subject lines.
- 100% SOV client facing.


BENCHMARKS

- 12% Open Rate
- 0.5% CTR, average 3,500 clicks

From: iHeartDogs.com







Best friends deserve the best pet insurance.



Don't let expensive vet bills come between you and the best care for your dog. With up to 90% back at any vet, Embrace Pet Insurance is coverage you can count on.

[Get A Quote](#)



Embrace is the Total Package

| | |
|--|---|
|  Optional Routine Care Plan <p>Embrace reimburses you for routine vet care, grooming, and training through our Wellness Rewards plan. There are no itemized limits and you can use it the day you sign up.</p> |  Healthy Pet Deductible <p>Pet insurance's only diminishing deductible, the Healthy Pet Deductible reduces your deductible by \$50 for every year you don't receive a claim reimbursement.</p> |
|  Coverage for Exam Fees <p>Many pet insurance companies don't cover the cost of the exam fee – that's like having to pay an extra deductible for every claim. Embrace covers the exam fee for all covered accidents and illnesses.</p> |  Personalized Policies <p>Don't settle for a cookie-cutter pet insurance policy. Embrace lets you personalize your plan to fit your budget and needs. And best of all, you'll never sacrifice coverage for affordability.</p> |

[Learn More About the Embrace Plan](#)

[Embrace](#)

From: iHeartDogs.com



ARE YOU A PET FANATIC?

top 10 signs you're a pet fanatic...


1/3 parents say their pet is their favorite...

1/2 say their pet gets them better than their partner...

[LEARN MORE](#)



instant giveaway everyone wins!

TOP THAT™ GIVEAWAY!



[ENTER NOW](#)

Win free toppers for your dog!



Nothing Weirds

GRAIN FREE

1st Ingredient MEAT

Omega 3+6

[I and love and you](#)

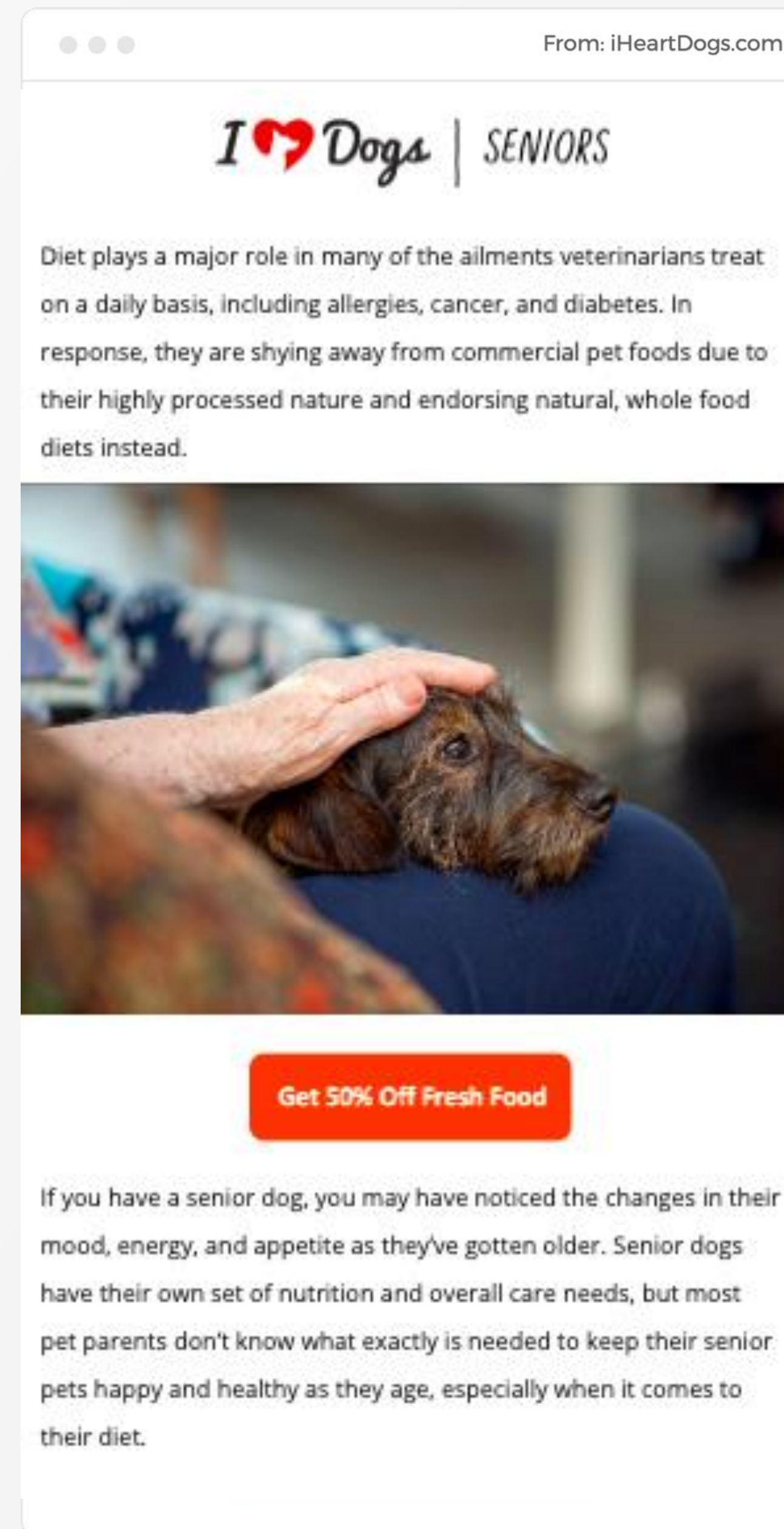
Senior Dogs Direct Email

Sent to iHeartDogs 109K engaged subscribers.

- Opportunity to A/B test creative and subject lines.
- 100% SOV client facing.

BENCHMARKS

- 13% Open Rate for 109K list, last 90 days
- 0.9% CTR, average 980 clicks



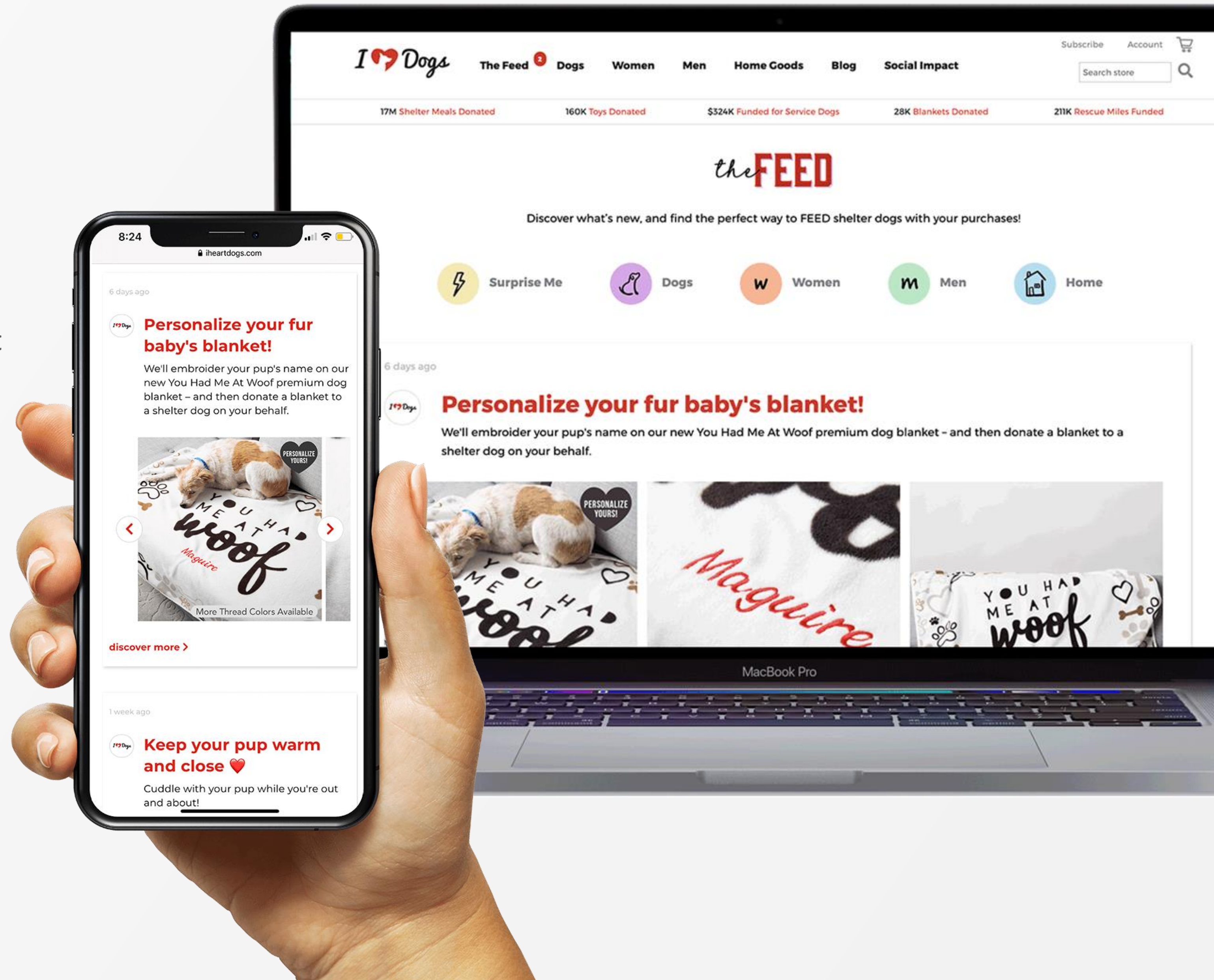
Exclusive Website Feature on theFeed

theFeed is a social post style ad feed on iHeartDogs.com/the-feed

- The Feed receives an average of 1,000,000 impressions each month – featured as part of the navigation, and featured after every piece of content on the blog

BENCHMARKS

- 80% of iHeartDogs ecommerce customers convert to purchase from THE FEED
- Top placements receive an average of 20,000 clicks



theFEED Exclusive Feature

- Sponsorship includes featured placement in the SECOND slot on THE FEED for 30 days, only one sponsor per month!
- Includes custom headline, images and link directing to your site

[Visit theFEED](#)

The screenshot shows the I Love Dogs website header with navigation links: The Feed, Dogs, Women, Men, Home Goods, Blog, Social Impact. It also includes links for Subscribe, Account, and a search bar. Below the header, a statistics bar displays: 16M Shelter Meals Donated, 157K Toys Donated, \$320K Funded for Service Dogs, 20K Blankets Donated, and 201K Rescue Miles Funded. The 'theFEED' section features a sub-header 'Discover what's new, and find the perfect way to FEED shelter dogs with your purchases!' and five category buttons: Christmas, Surprise Me, Dogs, Women, and Men. A featured post from 7 hours ago is titled 'Personalize THIS & protect your couch!' with the subtext 'Your pup's fave spot on the couch just got an upgrade'. The post includes three images: a dog on a couch with a brown blanket, a close-up of the blanket with the text 'Winston's Throne', and another dog on the couch with the blanket. A 'discover more >' link is at the bottom right of the post.

A partial view of a second featured post from 20 hours ago. The title is 'Keep warm & cozy for winter' with the subtext 'In comfy apparel that gives back!'. The I Love Dogs logo is visible on the left.

Sponsored Healthy Hound E-Newsletter

Reach 76K+ Email Subscribers Interested in Health-Specific Content

- Official Sponsor: 100% SOV, custom content and banner with CTA
- Newsletter sent once a week on Saturdays
- Features “read in the inbox” design, the newsletter reaches consumers who are health focused

[The Healthy Hound Newsletter](#)

BENCHMARKS

- 20% Newsletter Open Rate
- 4.1% CTR

Media Bundle

+ THE HEALTHY HOUND

Sponsored by [Ollie](#)



“Nothing makes me smile more than looking into the face of a dog that loves me.” - Unknown

In This Issue

- Lumps & Bumps & Spots, Oh My!
- Why Pup Parents Are Switching To Ollie
- The Podcast For Dogs
- Vet Corner: What Happens In "The Back"?
- Diseases Pets Can Give To People
- How To Socialize A Rescue Dog

HEALTHY HOUND HIGHLIGHT

The REAL Reason Why Pup Parents Are Switching To Nutritious, Convenient Ollie Dog Food



Dog owners are turning to whole, fresh food for their precious pups. It's no secret why – the fresher the better! But [Ollie](#) is offering something even better... **healthier** food for a **healthier** dog, with REAL ingredients, freshly prepared custom for your pup and delivered to your door step.

The key difference with Ollie is the personalization they offer. Ollie tailors your dog's meal plan based on their age, breed, activity level, allergies, and ideal weight—so the portion is juuust right.

[Learn more about what makes Ollie the superior choice for fresh dog food and how Ollie can set your pup up for a healthy 2020.](#)



Just For You
Get 50% off

Exclusively for The Healthy Hound Newsletter readers – 50% off your first box!

Use code [HealthyHound50](#) in your cart.

[Get Ollie](#)

Offer expires 2/28/2020. Limit one use per customer. First time customers only.

Healthy Hound Direct Email

Reach 76,000+ Email Subscribers Interested in Health-Specific Content

- Opportunity to A/B test creative and subject lines.
- 100% SOV client facing.

[Example](#)

BENCHMARKS

- 30% Open Rate
- 5% CTR

Media Bundle

+ THE HEALTHY HOUND

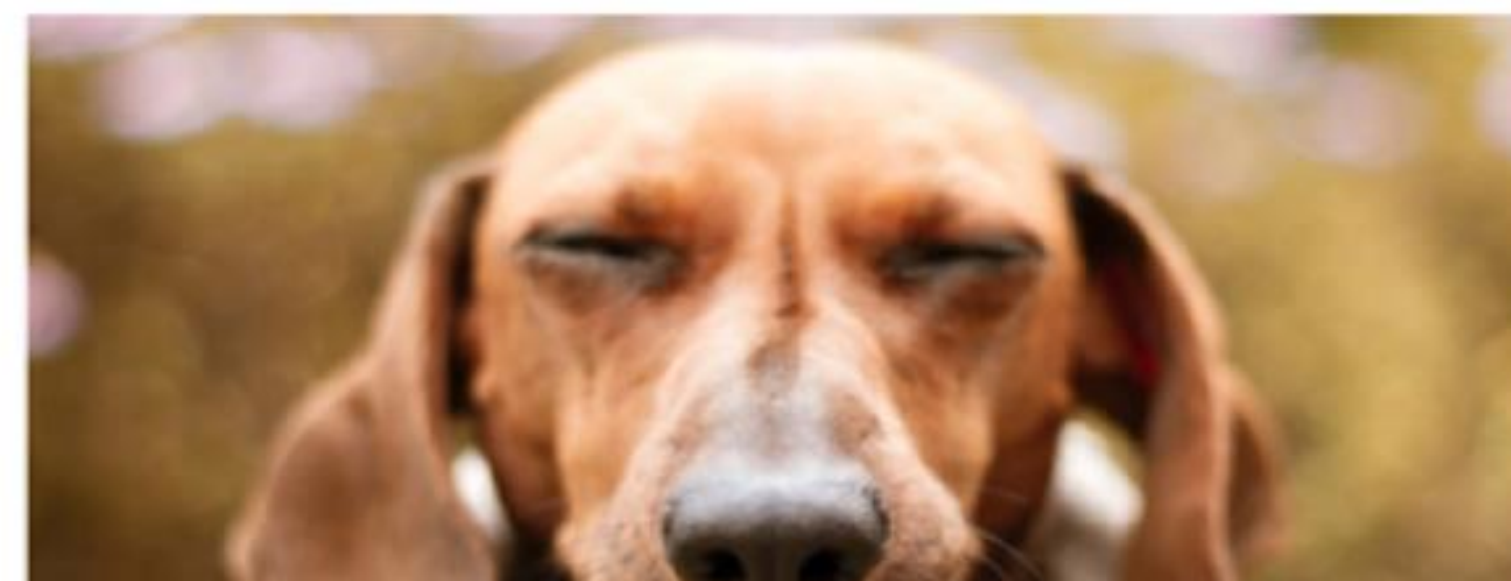


In This Issue

- Vet Sees Mysterious Dog Illness
- Suffocation Risk In Your Home
- Give Your Dog Sniff Time
- Nutrition Findings For Older Dogs
- Halloween Safety Tips

HEALTH ALERT #1

How To Tell If Your Dog Has A Cold Or Something More Serious



The Healthy Hound SMS Text Message

- Extremely high-impact, reserved for certain partners
- Featured placement text to SMS newsletter subscribers
- Text message links to [The Healthy Hound Newsletter](#)
- Direct text message links to sponsor landing page
- **24K+** opt-in subscribers



Hero SMS Text Message

- Extremely high-impact, reserved for certain partners
- **15K+** text message subscribers
- 100% SOV client facing

BENCHMARKS

- 14-20% of subscribers convert into a sale



Media Bundle



Organic Blog Post

Post Promoted On iHeartDogs Blog

- Goal is to educate customers about a specific product, service or brand. Editorial will team assist in writing copy to match the voice of the brand.
- Lives on blog indefinitely.
- Co-branded endorsement.
- Excellent SEO and search, for brand awareness

[Example Blog Post](#)



The screenshot shows the iHeartDogs website header with navigation links: The Feed, Dogs, Women, Men, Home Goods, Blog, and Social Impact. It also includes a search bar and a shopping cart icon. Below the header, there are statistics: 16M Shelter Meals Donated, 157K Toys Donated, \$320K Funded for Service Dogs, 20K Blankets Donated, and 201K Rescue Miles Funded. The main content is a blog post titled "6 Months Later: NomNomNow Fresh Dog Food Review" by Scott. The post includes social media sharing buttons for Facebook, Pinterest, Email, and Print. A bold update states: "Update: NomNomNow is extending a limited time offer to iHeartDogs readers. Get 50% off your first box!". The text of the post begins with: "Earlier this year, I began feeding my dogs fresh dog food. It was a decision that came with a lot of consideration. Based on everything I read, fresh dog food was the best for my dogs, especially considering I had been feeding them kibble for their first four years. After A LOT of painstaking research, I settled on NomNomNow, for reasons I'll share with you shortly. Six months have passed, and the results have been beyond my highest expectations." Below the text is a photograph of two golden retriever puppies lying on a wooden floor. The caption reads "My babies 😊". The post continues with a section titled "A Little Background" which describes the author's experience with their dogs and their search for better food options. A list of criteria for evaluating food options is provided:

- **Quality Ingredients** – Healthy, real food – no fillers or preservatives
- **Track Record** – No recalls, proven expertise
- **Convenience** – No measuring or storing AND delivery to my home
- **Variety of Options** – Not the same food, day-in and day-out

Static Right-rail Content Ad

Includes 100% SOV

- Placements featured across all iHeartDogs blog content for high-impact
- Option to swap out article content each month
- Exclusive: only four slots available each month
- Excellent SEO exposure

[See The Blog](#)



Allergy Advice for Pups with Itchy Inflamed Skin

Sneezing, watery eyes, and stuffy noses come to mind when we think of allergies



RECALL: Performance Dog Raw Pet Food Test ...

The United States Food And Drug Administration has issued a warning to not



90-DAY UPDATE: FRESH FOOD CHANGED MY DOG'S LIVES. FOR THE BETTER!

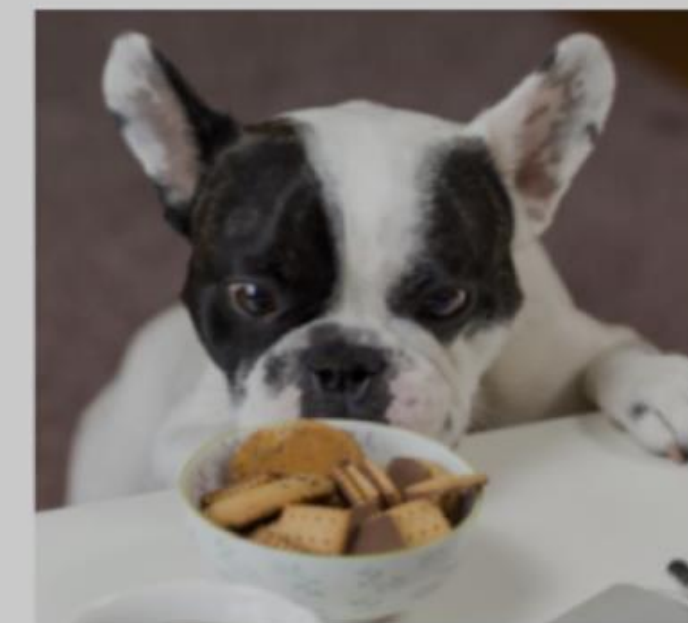


"I AND LOVE AND YOU" BREAKS KIBBLE BOUNDARIES



90-Day Update: Fresh Food Changed My Dog ...

Over 90 days ago, I embarked upon a journey with my dogs. I started



How Much Food Should You Feed Your Dog?

The 2018 survey conducted by the Association for Pet Obesity Prevention found



MY 12 YEAR OLD SENIOR DOG LOST HIS MOBILITY. HERE'S EVERYTHING I TRIED AND

Native Advertising Post Promoted on iHeartDogs

Editorial team assist in writing copy to match the voice of the brand and blog.

- Thumbnail runs across the blog promoting the article landing page
- Includes 100% SOV roadblock static web ads on page
- Includes live social feeds - Facebook, Twitter and Pinterest
- Video series allowed
- Static display image slideshow available
- Multiple hyperlinks available
- Geotargeting available.

[Placement Example](#)

[Content Example](#)

[Video Content Example](#)

The screenshot shows the iHeartDogs website with a 'PROMOTED CONTENT' banner. The main article is titled '60-DAY UPDATE: See the Amazing Difference Fresh Food Has Made in My Dogs' by NomNomNow, dated August 1, 2019. The article text begins: 'A little over 2 months ago, I started feeding my pups fresh dog food. At first, I saw some results, but I think I was being pretty optimistic, trying to find the good in my long-researched decision. But 30-days isn't really enough time to see any major changes no matter what you're doing. Here I am, over 60 days later, and wow! The results have been pretty amazing. Check out what's going on with my pups, Scout and Sandy.' Below the text is a photo of two golden retrievers and a small black and white dog sitting on grass. The article is promoted by NomNomNow, with a sidebar showing their Facebook page (11,969 likes) and a post about 'Last meal of the decade! Here's to starting off the new year on a healthy paw.' The NomNomNow logo is also visible, along with the tagline 'Formulated for your dog's needs'.

Promoted Content



iHeartDogs Co-Founder Eats Dog Food...

by NomNomNow
We asked to review their dog food facility and they said YES! When we found out where this dog food was made and...

Promoted Content



60-DAY UPDATE: See the Amazing Difference Fresh Food Has Made in...

by NomNomNow
A little over 2 months ago, I started feeding my pups fresh dog food. At first, I saw some results, but I think I...

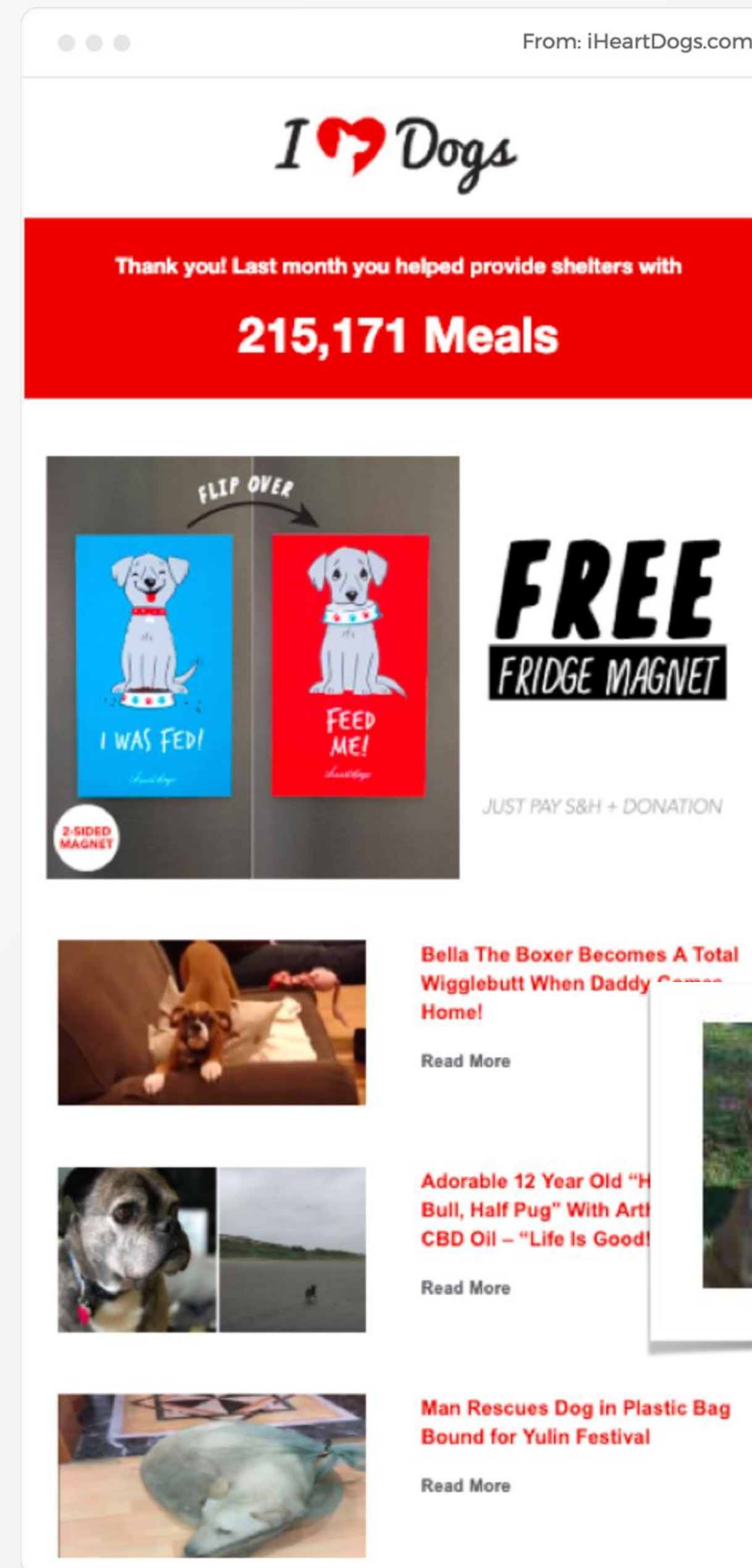
Newsletter Editorial Mention

- Includes thumbnail image and subject line, redirects to clients landing page or the iHeartDogs blog post.
- Weekly editorial newsletter sent to 670K+ subscribers

BENCHMARKS

- 18.8% Newsletter Open Rate
- 2.2% Editorial Feature Click Rate

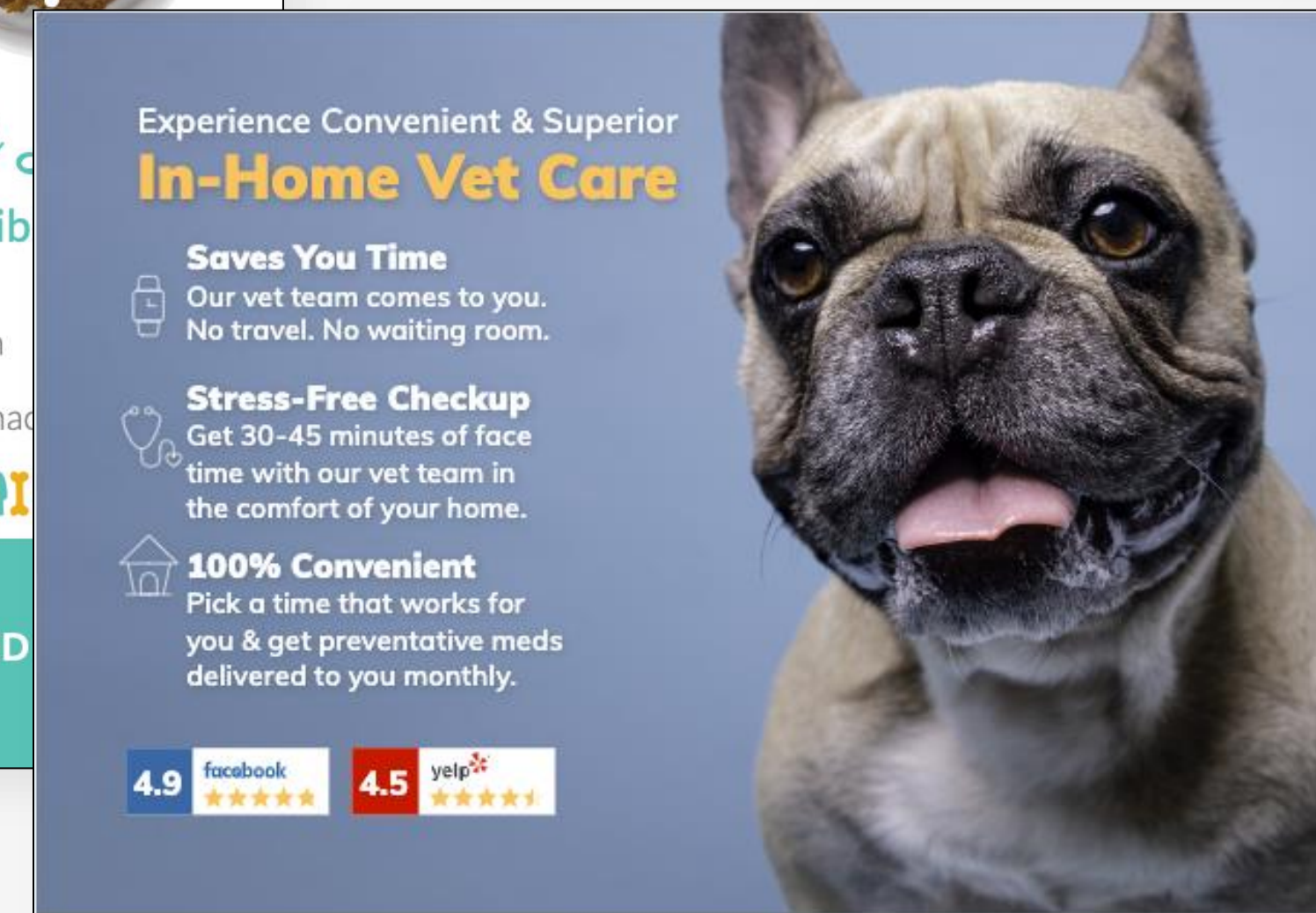
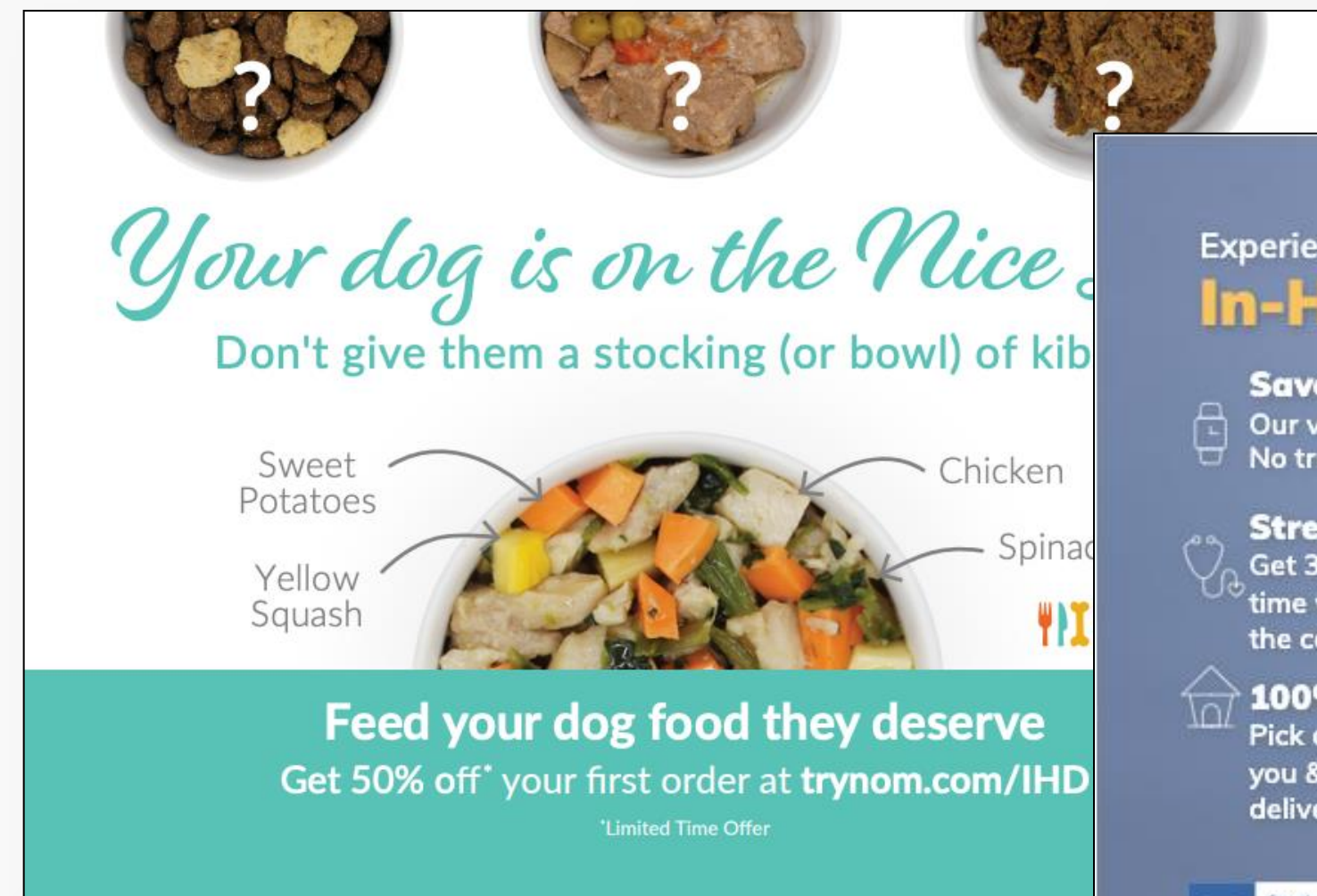
[Sample Email Newsletter](#)



Direct Mail

Printed 6"x11" Co-Branded Promotional Postcard Sent to Qualified Pet Parents

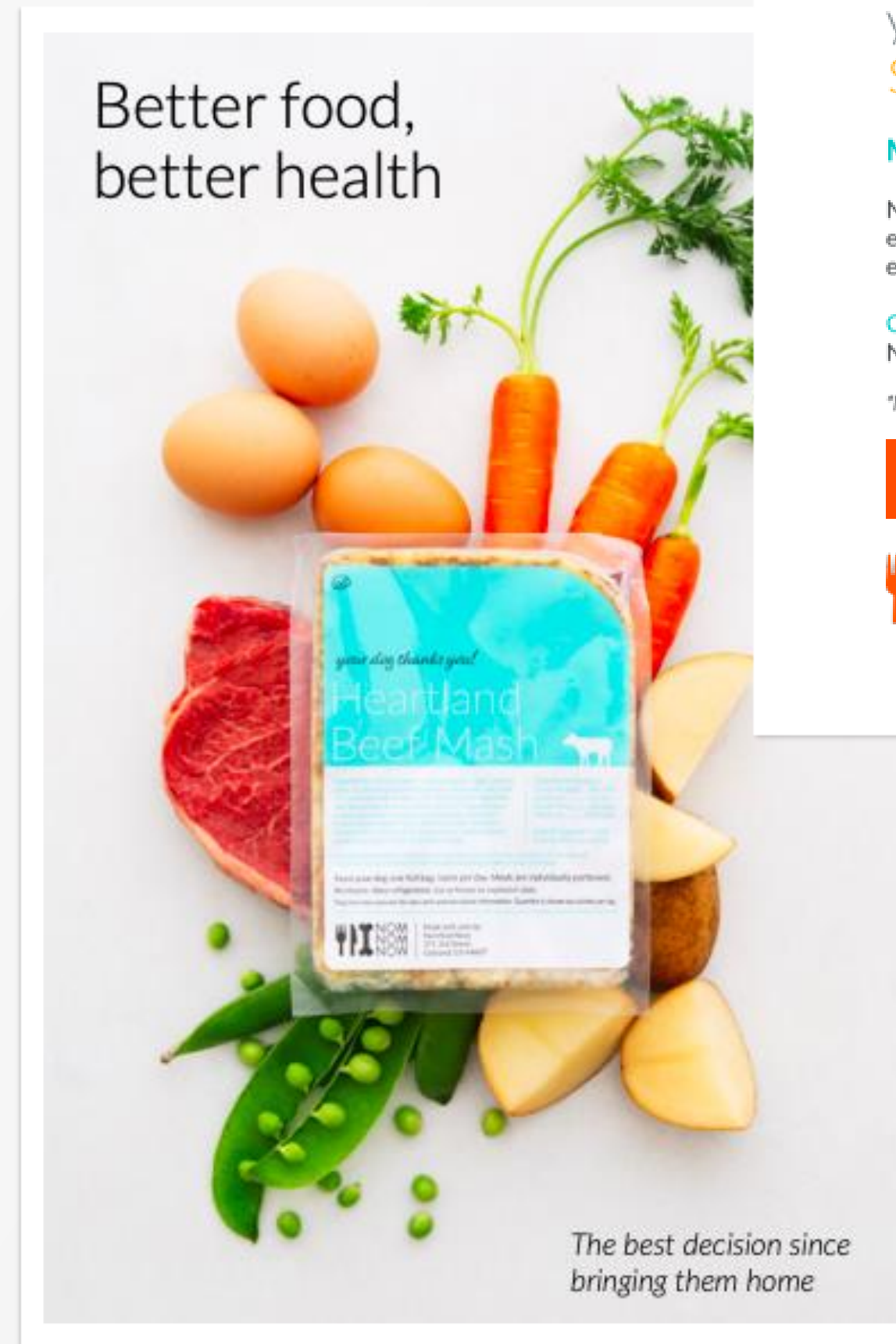
- Target audience based on region or spend
- Marketing team can assist in designing creative
- Offer a discount code to allow for tracking
- Includes printing, mailing and postage costs
- Geotargeting



Print Insert Card

Mailed to Thousands of Pet Owners

- Printed 4"x6" promotional postcards included in product order purchases to qualified pet parents
- Marketing team can assist in designing creative and printing or send your printed insert
- Offer a discount code to allow for tracking
- Co-branded from iHeartDogs



iHeartDogs has partnered with NomNomNow to gift you an **exclusive offer** just for our customers:
\$25 off your first order!

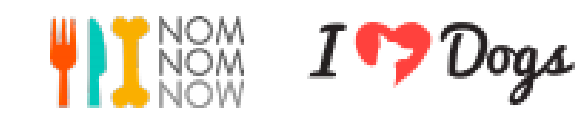
Made-to-order and truly pre-portioned meals, from their kitchen to your bowl.

NomNomNow is revolutionizing pet health, starting with the #1 contributing factor to health: what they eat. 100% wholesome ingredients, intentionally formulated by a veterinary nutritionist to give your dog everything they need and nothing they don't.

Care-grade guarantee: See the difference a fresh diet can make after 30 days of eating NomNomNow. If you don't, we will buy your pet's next diet.*

*Max value of \$40. Must show proof of receipt.

Get \$25 off your first order: NomNomNow.com/iHeartdogs



Rich Media Ad Products

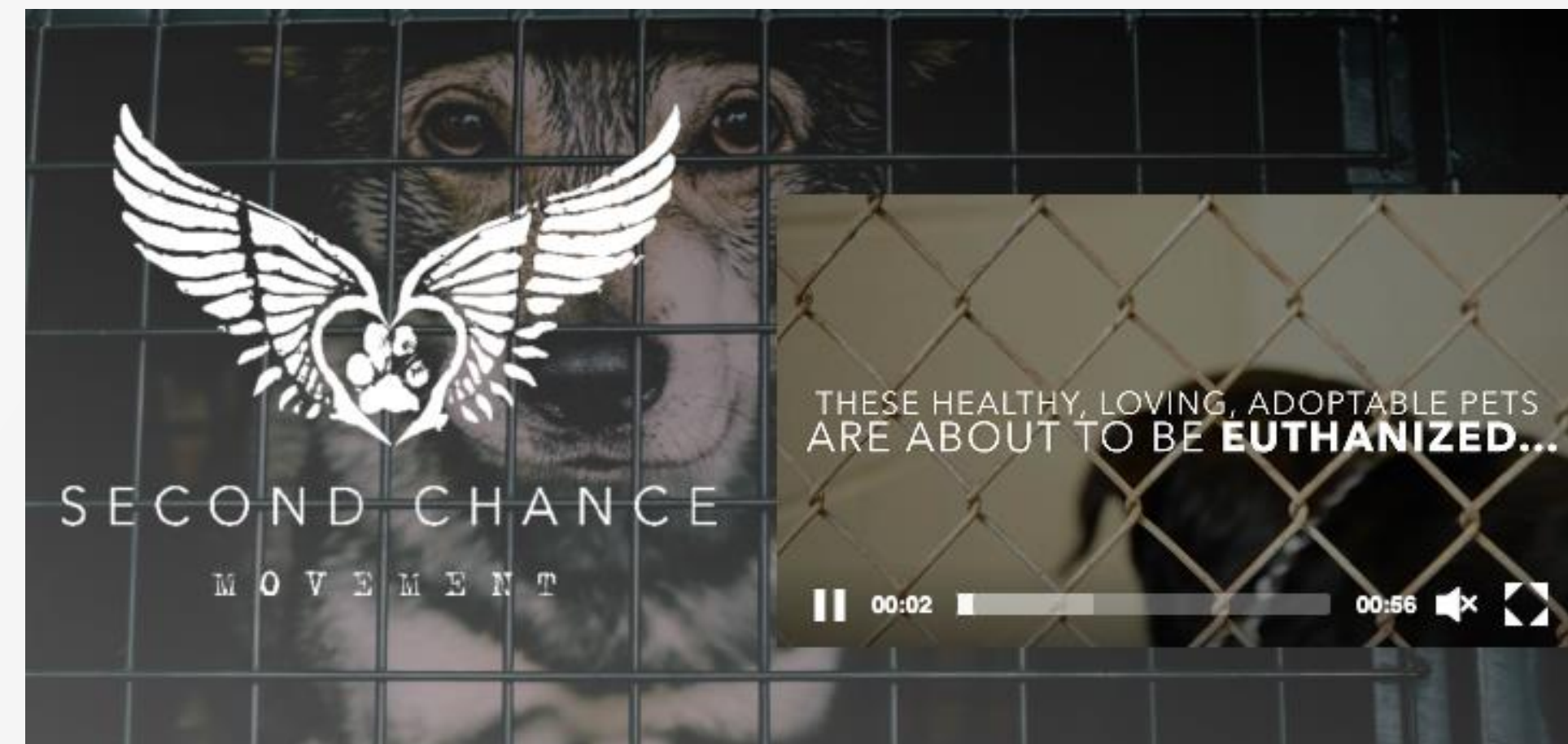
- In-Banner Video: Sizes can vary between 970x250 (Desktop only), 300x250 and 300x600 (responsive)

970x250: [In-Banner Video](#)

300x250: [In-Banner Video](#)

300x600: [In-Banner Video](#)

728x350(mobile): [In-Banner Video](#)



Parallax Rich Media Ads

Rich Media Serves in Articles on iHeartDogs Blog

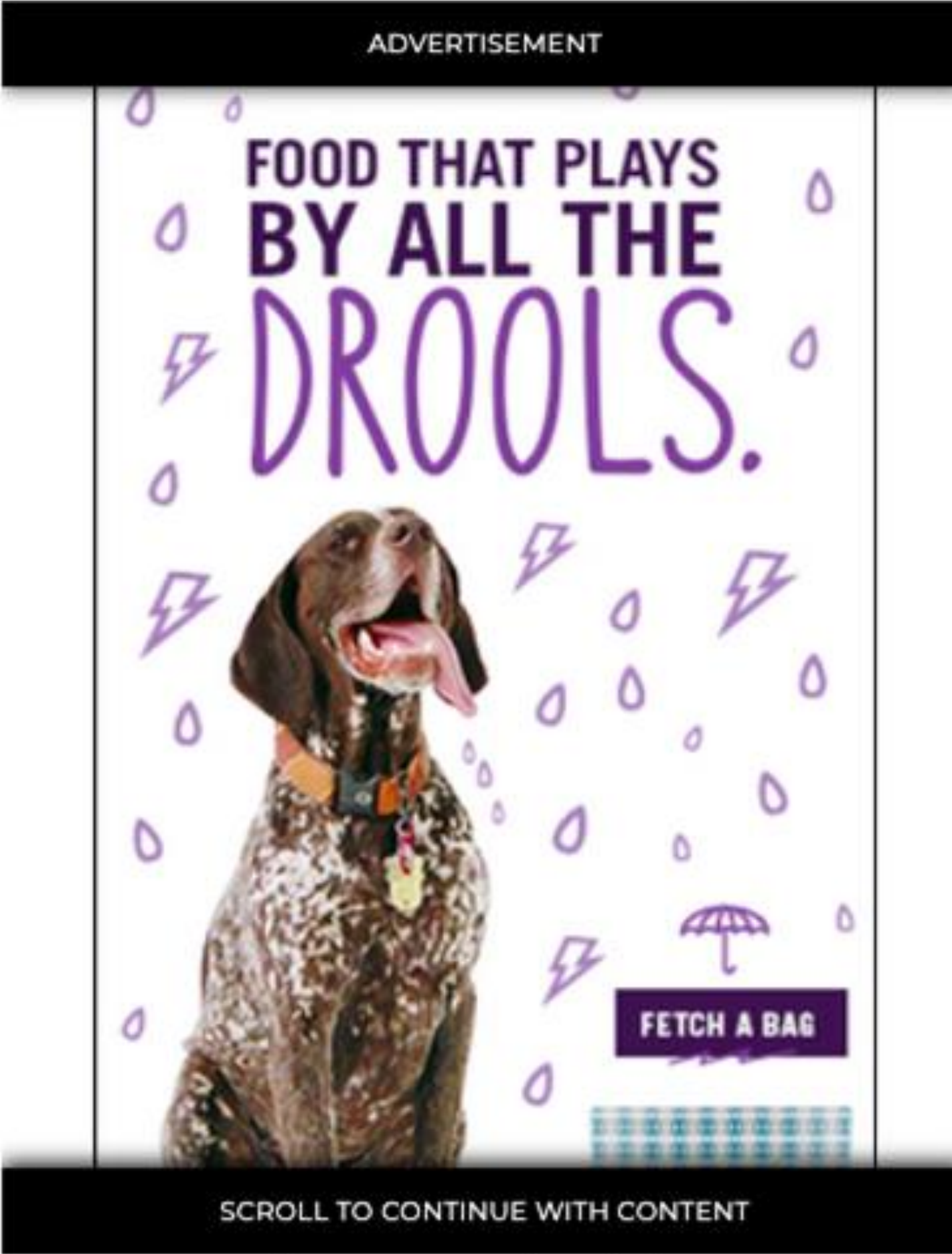
- Geo-Target to specific regions: state, country or zip.
- Rotate multiple ads, including video
- Serves above the fold, improved view-ability
- Native ad serves across all content

[Rich Media Platform](#)

[Live Site Mobile](#)

BENCHMARKS

- CTR:0.49%



ADVERTISEMENT

FOOD THAT PLAYS
BY ALL THE
DROOLS.

FETCH A BAG

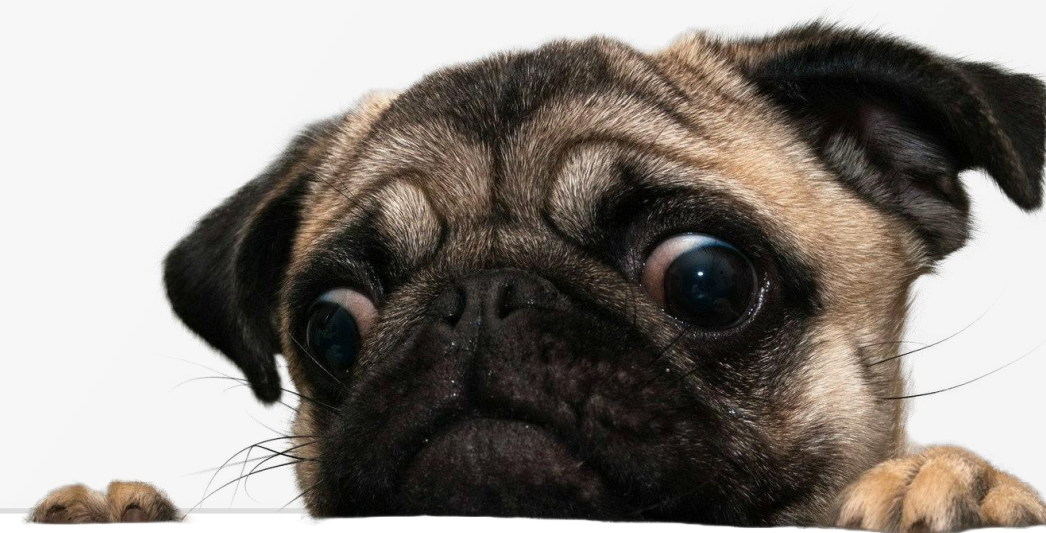
SCROLL TO CONTINUE WITH CONTENT

In a matter of moments, both lives were at stake... Scroll down the page to see what happened!!!

Fancy Feast SAVORY CENTERS DELICATE PATÉ, AN INDULGENT GRAVY CENTER new

SH

The advertisement is a vertical mobile ad. At the top, it says 'ADVERTISEMENT'. The main visual is a brown and white speckled dog sitting and looking up with its tongue out, surrounded by purple raindrops and lightning bolts. The text 'FOOD THAT PLAYS BY ALL THE DROOLS.' is written in a playful, purple font. Below the dog, there's a purple button that says 'FETCH A BAG' and a small umbrella icon. At the bottom of the ad, there's a black bar with white text that says 'SCROLL TO CONTINUE WITH CONTENT'. Below the ad, there's a text snippet: 'In a matter of moments, both lives were at stake... Scroll down the page to see what happened!!!'. At the very bottom, there's a banner for 'Fancy Feast SAVORY CENTERS DELICATE PATÉ, AN INDULGENT GRAVY CENTER' with a 'new' badge and an Amazon logo.



Video

Rich Media Serves in Articles on iHeartDogs Social and Blog Page

- Native Content In-Feed: video redirects to client landing page

[Blog Page Rich Media](#)

[Native Landing Page Rich Media](#)

[Facebook Video Post](#)

BENCHMARKS

- 1.1% CTR



The Mystery: What Does a Dog Food Facility Actually Look Like?
by **NomNomNow**

Custom Content Video

Our marketing team create an innovative custom video to promote brand product(s) and services.

We can share the file to allow you to use it with your own promotions or we can cobrand it and use it across multiple channels, such as Facebook post, blog and Native article(s).

[Primo Water Promotional Video](#)

[Fresh Food Dog Eating Challenge, from our own COO Marshall Morris](#)



Sponsored Rescue and Recipe Video Takeover

Sponsorship for video categories, such as Recipes for Dogs and or The Rescuers' DNA Series.

- 7 Second pre-roll video to serve across all series in 30-day time period, serving 100% SOV.
- 100K guaranteed impressions on pre-roll
- Roadblock the category with display ads
- Brought to you by Whistle logo and links to where to buy.

<https://iheartanimals.com/category/videos/>

<https://iheartanimals.com/videos/salmon-and-broccoli-muffins/>

The screenshot shows a web browser window displaying a sponsored video page. At the top, there is a banner for the Whistle 3 Twist & Go Collar, featuring a green and white background with a green button that says "Get \$20 Off + FREE SHIPPING". Below the banner, the video title is "We Cried Tears of Joy Watching Reunion Between Boy And Dog After Tornado". The video thumbnail shows a black dog standing in a grassy area with the text "THE RESCUERS' DNA" overlaid. Below the video, there is a caption: "A Boy and his Grandfather are searching for the Boy's two missing dogs, Dexter and Repo after they were separated during the devastating Tornado in Moore, Oklahoma." To the right of the video, there is a vertical advertisement for the Whistle 3 Pet Tracker, featuring a green and white background with a green button that says "Buy Now". Below the advertisement, there is a section titled "MOST POPULAR" with a video thumbnail for "Starving Husky Puppy Rescued by Forgotten Dogs".

Birthday Club Sponsorship

One Exclusive Partner Per Quarter!

429K+ Dogs registered

291K+ Email Subscribers

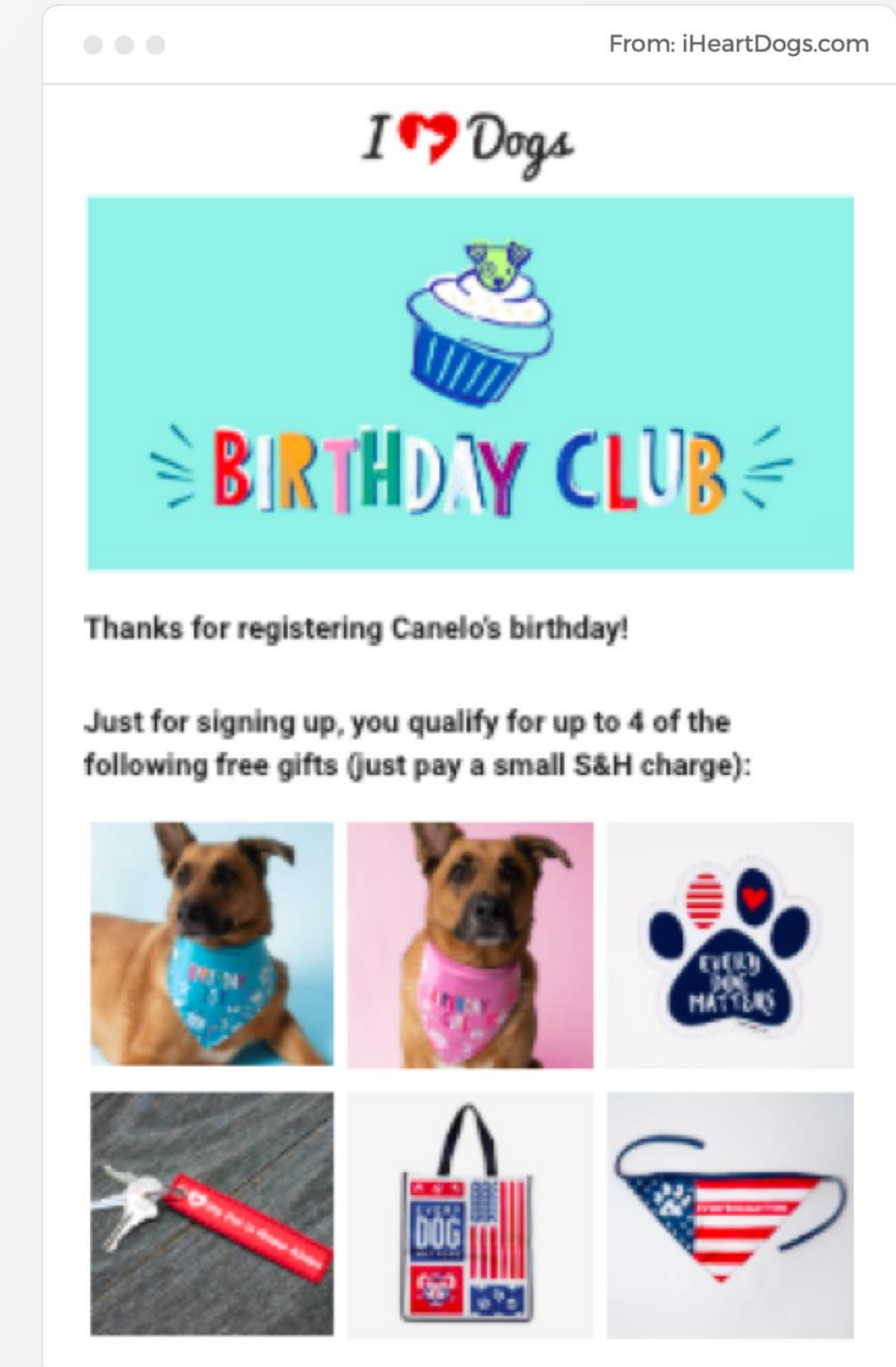
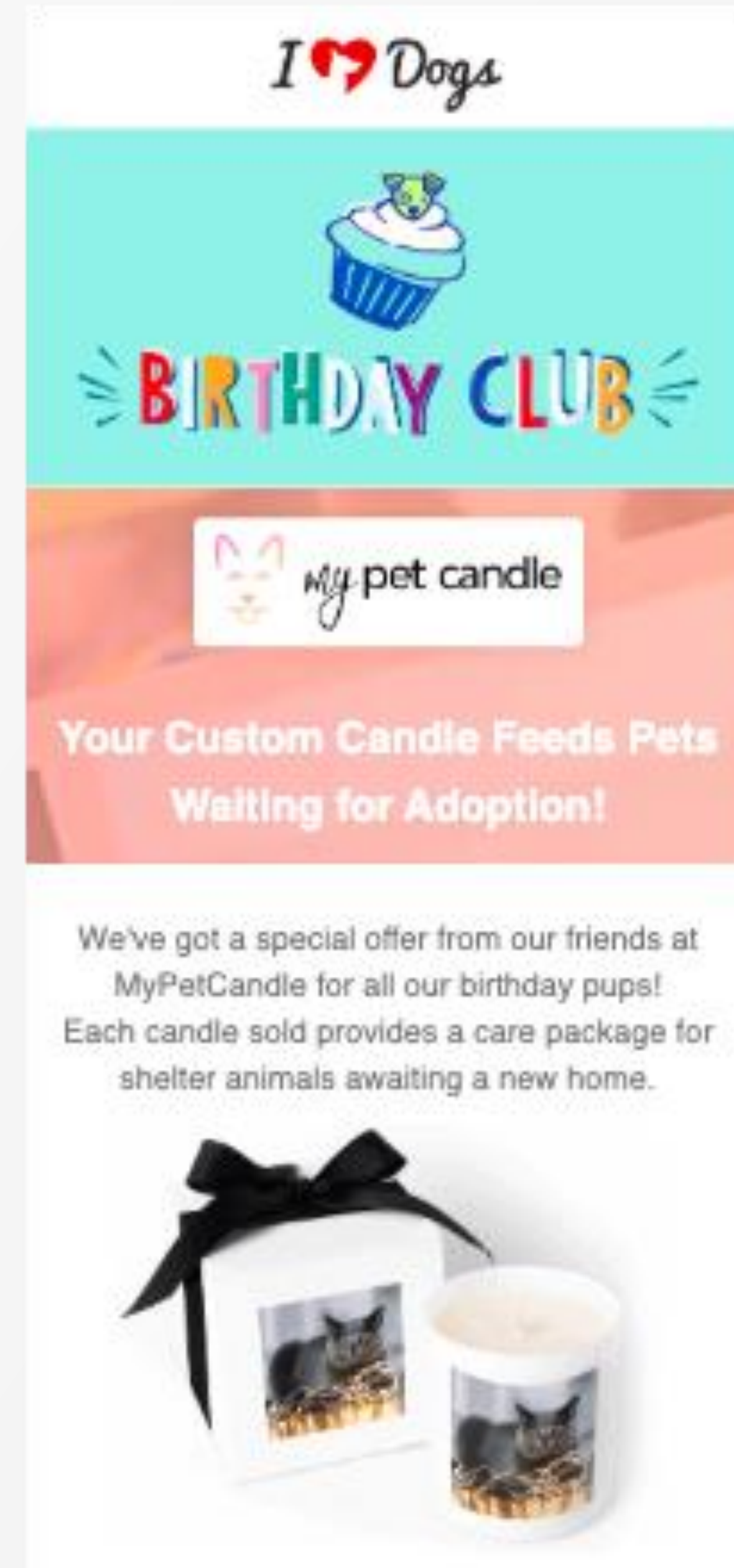
26K SMS Subscribers

- Direct email to entire list 1 (one) time per quarter with a “gift” offer.
- Direct email 4 days after new signup with a “gift” offer for every new subscriber.
- Co-branded offer on the actual dog(s) birthday.

[Birthday Club Signup Page](#)

BENCHMARKS

- 29% Client Email Open Rate
- 2.1% Client Email CTR



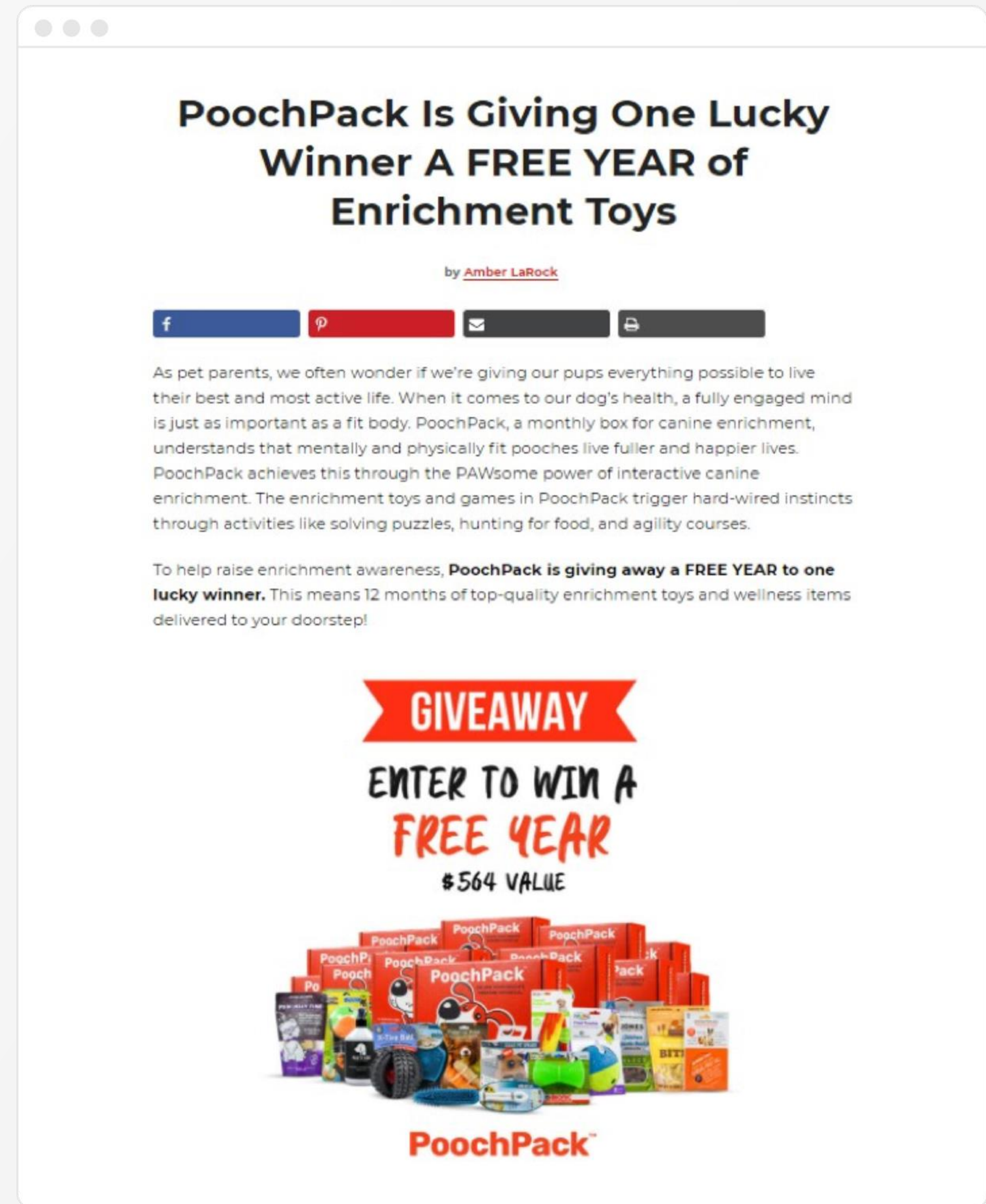
Lead Generation Giveaway

Month-Long Co-Branded Giveaway Promoted Across iHeartDogs Platforms

- Drive lead generation and brand awareness through giveaway promotions and sign-ups
- Custom entry form and landing page on iHeartdogs include product information, links and video, and promo code offer at 'Thank You' page
- Entry form captures consumer name, email address for lead generation and retargeting
- Giveaway promoted throughout the month across Facebook, onsite promotions and direct email to opt-in giveaway subscribers
- Featured in weekly newsletter

BENCHMARKS

- Average > 1,000 – 5,000 entries



PoochPack Is Giving One Lucky Winner A FREE YEAR of Enrichment Toys

by [Amber LaRock](#)

f p e print

As pet parents, we often wonder if we're giving our pups everything possible to live their best and most active life. When it comes to our dog's health, a fully engaged mind is just as important as a fit body. PoochPack, a monthly box for canine enrichment, understands that mentally and physically fit pooches live fuller and happier lives. PoochPack achieves this through the PAWsome power of interactive canine enrichment. The enrichment toys and games in PoochPack trigger hard-wired instincts through activities like solving puzzles, hunting for food, and agility courses.

To help raise enrichment awareness, **PoochPack is giving away a FREE YEAR to one lucky winner.** This means 12 months of top-quality enrichment toys and wellness items delivered to your doorstep!

GIVEAWAY
ENTER TO WIN A
FREE YEAR
\$564 VALUE

PoochPack™

Social Giveaway

Month-Long Co-Branded Social Giveaway Promoted Across iHeartDogs Instagram and Facebook

Brand opportunity to grow social engagements and followers

- Facebook (4) social post, video optional
- Brand is tagged on post for boosting opportunities
- Instagram (4) post, 1 per week
- Instagram (2) stories
- Consumers will be asked to follow brand page and engage by tagging friends in comments and sharing to their story.

BENCHMARKS

- Average Reach > 30K - 35K
- Average Engagement: 1K

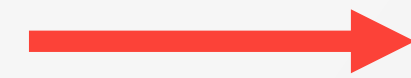


<https://www.instagram.com/p/B0TymNdBDp5/>

Mobile Slider

- Serves in in-content across the blog.
- Rotates with 5 other in-house ads.
- 20% SOV
- Serves mobile only.

[Mobile Only Link](#)



9:46 iheartdogs.com

I ♥ Dogs

ITCHY DOG?
DRY COAT?

SHOP NOW

Study Shows That YOU Are Making Your Dog Jealous

by [Amber LaRock](#)

f p e print

It's official, your dog can succumb to the green-eyed monster called jealousy. It's not in your head pup parents, your dog can experience feelings of jealousy when your world is not currently revolving around them. A new [UC San Diego study](#) on canine behavior proves that your dog not only makes you the center of their universe, but they also display jealous behaviors when you give other furry friend's attention.



Facebook Social Post

Sponsored Social Media Post

- Client can be tagged on post and opportunity to boost.
- 4.1MM Facebook Followers


BENCHMARKS

- Average Organic Reach (No boosting): 100,000
- Average Engagements: 1,200

iHeartDogs.com
April 22, 2019 · 🌐

"Well, what I received looked exactly like the photos. It wasn't a mashed up version. It's whole food ingredients. I could see the meat, the egg, pea, everything – to be honest, it looked like something I would make and eat myself. As a retired firefighter, I've cooked my fair share of meals, so I am no stranger to criticism when it comes to food. This stuff actually looked really good." 🍌🥦🥕🥦🥕

Learn more about [NomNomNow](#) below! 🍌🥦🥕🥦🥕



I Fed My Dogs Fresh Food for 30-Days - Here's What Happened

147,151 People Reached **5,010** Engagements

👍❤️😮 677 21 Comments 63 Shares

Performance for Your Post

147,151 People Reached

795 Reactions, Comments & Shares 📊

| | | |
|-------------|-------------|-------------|
| 642 Like | 636 On Post | 6 On Shares |
| 51 Love | 51 On Post | 0 On Shares |
| 6 Wow | 6 On Post | 0 On Shares |
| 29 Comments | 28 On Post | 1 On Shares |
| 67 Shares | 63 On Post | 4 On Shares |

4,215 Post Clicks

| | | |
|---------------|-------------------|--------------------|
| 0 Photo Views | 2,249 Link Clicks | 1,966 Other Clicks |
|---------------|-------------------|--------------------|

NEGATIVE FEEDBACK

80 Hide Post

0 Report as Spam


Reported stats may be delayed from what appears on posts

iHeartDogs.com
Published by Tamira Eliseo · September 26, 2019 at 1:01 PM · 🌐

We believe pets are part of the family, that is why we have partnered with I and Love and You to bring you a food that you can trust and your pup will LOVE.

MADE WITH LOVE AND NATURAL, HEALTHY, PREMIUM GRAIN-FREE INGREDIENTS.

CHECK IT OUT HERE: [https://www.iandloveandyou.com/...](https://www.iandloveandyou.com/)



I and Love and You
00:16

Become a Supporter
Support iHeartDogs.com and enjoy special benefits. [Support Now](#)

81,066 People Reached **28,697** Engagements [Boost Unavailable](#)

👍❤️😮 1K 36 Comments 157 Shares

👍 Like 💬 Comment ➦ Share

Performance for Your Post

81,066 People Reached

35,095 3-Second Video Views

1,290 Reactions, Comments & Shares 📊

| | | |
|-------------|-------------|--------------|
| 703 Like | 687 On Post | 16 On Shares |
| 280 Love | 274 On Post | 6 On Shares |
| 100 Haha | 95 On Post | 5 On Shares |
| 2 Wow | 2 On Post | 0 On Shares |
| 48 Comments | 40 On Post | 8 On Shares |
| 158 Shares | 157 On Post | 1 On Shares |

27,407 Post Clicks

| | | |
|-----------------------|---------------|------------------|
| 26,936 Clicks to Play | 7 Link Clicks | 464 Other Clicks |
|-----------------------|---------------|------------------|

NEGATIVE FEEDBACK

37 Hide Post 16 Hide All Posts

0 Report as Spam 0 Unlike Page

Reported stats may be delayed from what appears on posts

Facebook Audience Lease

Post Promoted on Client Facebook Page

Targeting consumers who have purchased on our e-commerce site, via a Facebook digital ad promotion.

- Confirmed Pet Owners.
- Customers who have engaged on our site or social media accounts in the last 30 days.
- Client creates social post and targets ads to specific niched group.

 **iHeartDogs.com** with PupSocks.
Published by Erica Presley [?] · Paid Partnership · ⚙️

Is This The Difference Between "Pet Owner" and "Pet Parent?"
It makes us feel good to know that somewhere out there, someone awesome is wearing their pet's face on their feet!
Upload your pup and we'll print them on socks just for you!
<http://bit.ly/2hFEOys>

 About This Partnership

PUT YOUR PUP...



ON SOCKS!

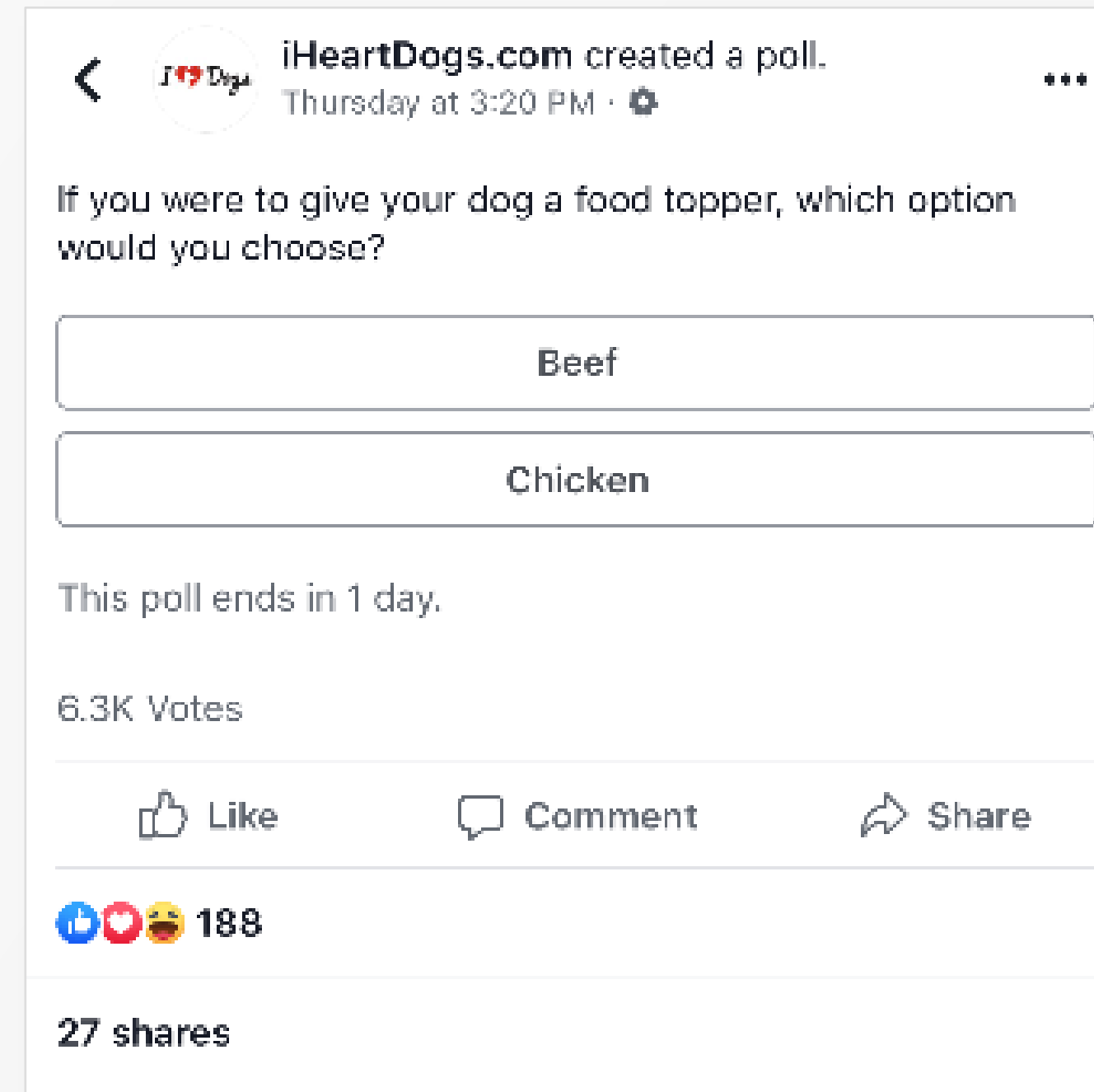
Social Poll Lead Generation

Create a custom poll to our Facebook audience related to your business

- Gain important insights into our audience – and capture their contact information for follow up
- Poll questions can be formulated by your team or our editorial staff
- We share the details with you and utilize the results to write content specifically answering customer concerns.

BENCHMARKS

- Average 5,000-30,000 response/votes, depending on topic

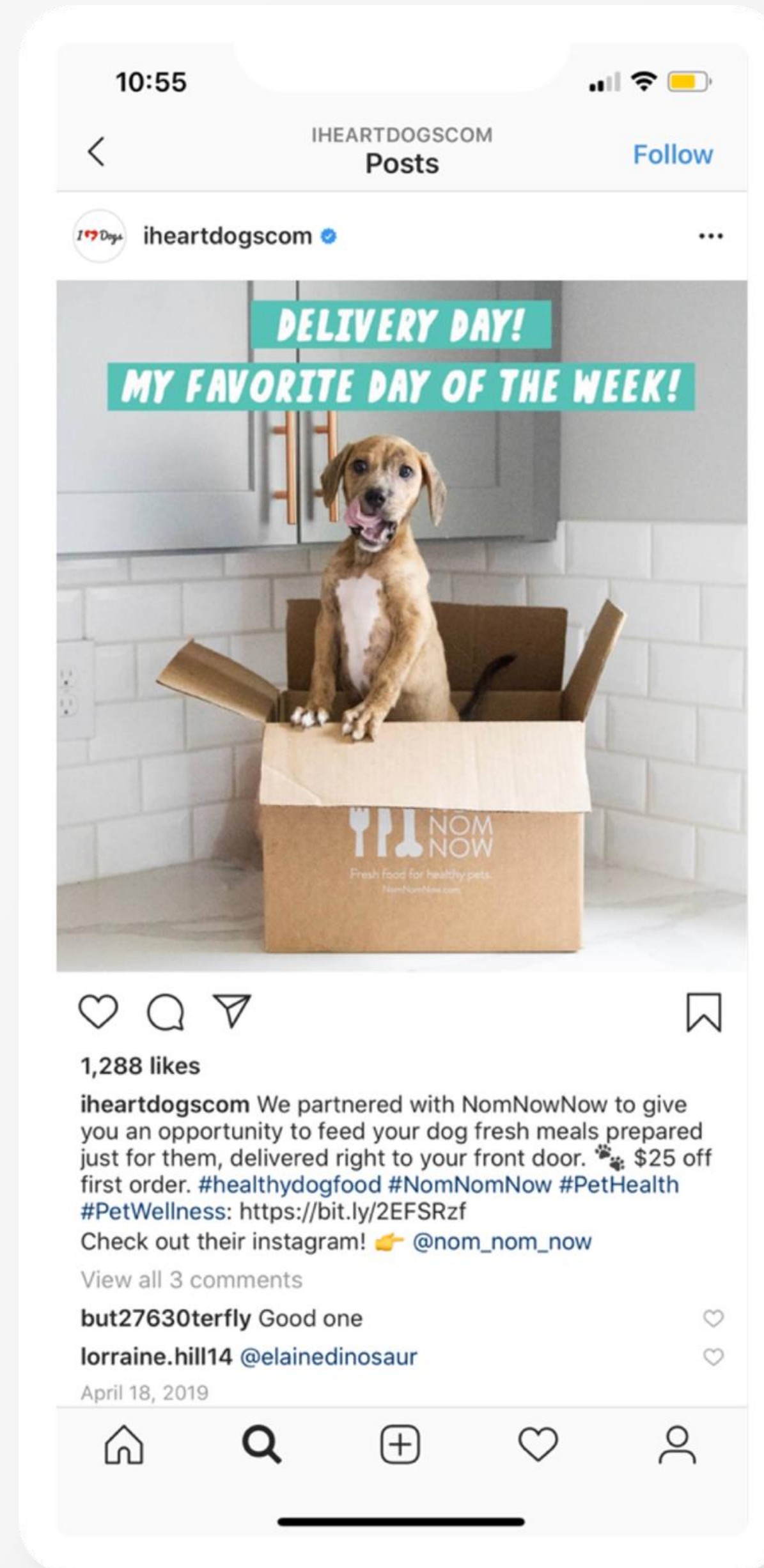


Instagram Social Post

Post Promoted on iHeartDogs Instagram Page

Goal is to educate customers about a specific product, service or brand.

- Reach our 350K+ Followers
- Your sponsored content posted to our main page and/or stories
- We encourage an offer or discount to be promoted for best results.
- Achieve endorsed brand exposure to engaged pet owners
- [iHeartDogs Instagram](#)



Banner Ads

- 300x250, 300x600, 300x50, 728x90 ad sizes available
- ROS or geo and device targeting available
- Rotate up to five sets of creatives

[Blog Page Banner Ads](#)

BENCHMARKS

- 300x250: 0.8% CTR
- 728x90: 0.6% CTR
- 320x50: 0.6% CTR
- 300x600: 0.5% CTR

The screenshot shows the I Love Dogs website with a navigation bar including 'The Feed', 'Dogs', 'Women', 'Men', 'Home Goods', 'Blog', and 'Social Impact'. A secondary navigation bar displays statistics: 14M Shelter Meals Donated, 149K Toys Donated, \$294K Funded for Service Dogs, \$35K Disaster Relief Funds Raised, and 172K Rescue Miles Funded. The main content area features a blog article titled '7 Ways Your Pup Is Secretly Telling You He's Stressed' by Scott H. The article includes a photo of a dog in a cage and a list of signs, starting with '1. They Shiver'. Several banner ads are overlaid on the page, including a 'Get this look every mealtime' ad for dog food, a 'JOIN OUR NEWSLETTER' ad with an email sign-up form, and a 'NOM NOM NOW' ad for dog food with an 'Order Now' button.

Category Roadblock Sponsorship

100% SOV

- Healthy pups
- Stories
- Lifestyle
- Behavior

OVER 25 SUBCATEGORIES

Media Bundle

The screenshot shows the I Love Dogs website interface. At the top, there is a navigation bar with the logo and menu items: The Feed, Dogs, Women, Men, Home Goods, Blog, and Social Impact. On the right, there are links for 'Subscribe' and 'Account', and a search bar labeled 'Search store'. Below the navigation, a progress bar displays statistics: 14M Shelter Meals Donated, 149K Toys Donated, \$294K Funded for Service Dogs, \$35K Disaster Relief Funds Raised, and 172K Rescue Miles Funded.

The main content area is titled 'You're browsing category: Digestion'. It features two primary article cards: 'Normal Dog Vomit or Danger Sign?' and '4 Breeds at Risk of Colitis - Learn How...'. Below these are several smaller article thumbnails with titles like 'The 5 Surprising Ways Olive Oil Benefits You', 'The NomNomNow Microbiome Testing', and 'Opinion: 70% of dog owners are making...'. Two 'EMBRACE PET INSURANCE' sponsored banners are visible, each with the text 'Let us worry about THE VET BILLS.' and a 'LEARN MORE' button.

On the right side of the page, there is a red newsletter sign-up box with the text 'JOIN OUR NEWSLETTER + Exclusive Offers + Pet News + Dog Tips & Tricks' and an 'ENTER YOUR EMAIL' field with a 'SUBSCRIBE FREE' button.



Preferred Private Market Place Deal

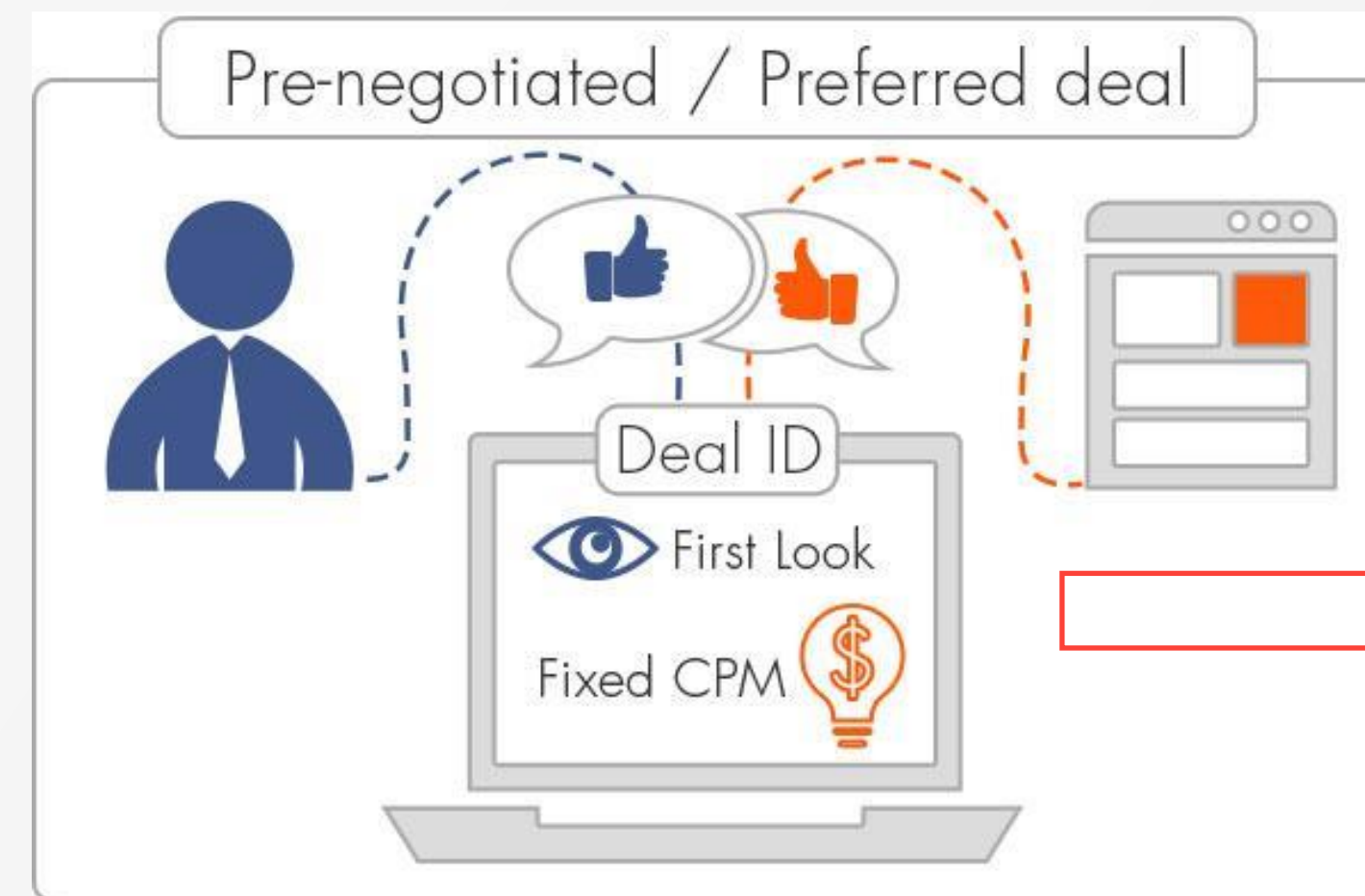
- Guaranteed online ad units across iHeartDogs.com.
- Fixed CPM and access to top performing ad units, exclusive to your brand via an ad server Deal ID.
- Preferred, above the fold, high-engaging ad units, with 60-90% viewability guaranteed.

- Minimum 1M impressions over three – four months

Sticky footer ad unit, all devices: 90% viewability.

Top ad sizes 320x50 (mobile), 728x90

- First and second in-content ad unit: 63% viewability. Top ad sizes 300x250, 728x90 and 320x50 [Example](#)
- Parallax Static image, mobile only: 69% viewability, Ad Unit: 300x600 [Example](#)



In-content ad unit X1

In-content ad unit X2

Adhesive sticky

7 Ways Pet Parents Can Help Their Dog Allergies

ASPCA

JOIN OUR NEWSLETTER

Countless animals still need you.

Shop Now

Cannanine Direct Email

- Reach 120K+ active subscribers, past purchasers
- A/B test available
- 100% SOV with our header
- Only one partner email sent per month
- [Example](#)

BENCHMARKS

- 12% Open Rate
- 0.8% CTR, average 600 clicks


From: Cannanine.com

ollie | **CANNANINE™**

Give your dog the fresh start they deserve

Ollie's fresh, vet-formulated dog food is the smartest way to feed your dog. We've partnered with Ollie to provide an exclusive offer just for the Cannanine community to get **55% off your first box**.

The smarter way to feed your pup, freshly cooked, customized and delivered.



Quality Ingredients for Quality Pup Lives

Dogs enrich our lives in so many ways, from reducing daily stress to offering companionship. Isn't it time we stepped up to the plate and returned the favor? Ollie's fresh, healthy dog food is made from the best meat, fruits, and veggies we can get our paws on — vet-


formulated for nutritional balance and pup-approved for deliciousness




Get Your Pet Direct Email

- Email 225,000 active subscribers who adopted pets through GetYourPet.com
- A/B test available
- 100% SOV with the GetYourPet header
- Very limited partner emails sent
- Geo-targeting
- Open Rate: 9.23%
- Avg. Clicks: 5,083
- CTR: 20.23%

[Email Example](#)



Together we can save lives.




Happy
**Change a
Pet's Life**
Day!

Together we can save lives.

Donate \$10 to BISSELL Pet Foundation®
and Save \$20 on orders over \$100!*

Use Code: **SAVEPETS**

SHOP NOW >>



Every Purchase Saves Pets™

BISSELL proudly supports BISSELL Pet Foundation® and its mission to help save homeless pets – helping to save over 215,000 lives since 2011 with over 4,800 shelter partners.

LEARN MORE >>

We're cleaning up pets, their messes and pet

Animal Rescue Site Direct Email

- Target the 950K active subscribers who purchased products through TheAnimalRescueSite.com
- A/B test available
- 100% SOV with the AnimalRescueSite header
- Very limited partner emails sent to keep engagement high!

[Example Email](#)

BENCHMARKS

- 12% Open Rate
- 8% CTR



A screenshot of an email advertisement for Cannanine. At the top, it says "TheAnimalRescueSite™ by GreaterGood®" with a purple paw print icon. Below that, a small line of text reads: "The following is a special message from Cannanine™. This extra reminder_email aids GreaterGood in its mission to help people, pets and the planet. Thank you for your support!". The main header features the "CANNANINE™" logo in green, accompanied by a green paw print icon. The central image shows a close-up of a dog's face with the text "CANNANINE™" and "CBD FOR PUPS" in large white letters. Below this, it says "KEEP YOUR PUP HAPPY AND HEALTHY WITH CBD." and shows two bottles of Cannanine CBD oil: one labeled "500 MG" and the other "250 MG". A promotional offer is displayed: "15% OFF + FREE SHIPPING" with the code "ARS15" and a note "**expires 11/17/19". At the bottom, there are three circular seals: "40K+ PET PARENT APPROVED SOLD", "MADE IN THE USA", and "EVERY BATCH LAB TESTED SAFE".



Animal Rescue Site Facebook

Sponsored Social Media Post

- 6.9 MM Facebook Followers
- Client can be tagged on post and opportunity to boost.
- Check out the page: [CLICK HERE](#)





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THANK YOU