Our brand speaks to the world’s largest pet audience.

Our multi-platform network engages 10+ million verified pet parents each month. Leverage our massive reach, brand endorsement, and market knowledge to achieve your brand’s key goals.
Campaign Recommendations
iHeartDogs Direct Email

Dedicated Email Delivered to iHeartdogs’ 652,000+ Most-Engaged Email Subscribers

• Opportunity to A/B test creative and subject lines.
• 100% SOV client facing
• Only one partner email sent to the list each week

BENCHMARKS
• Open Rate: 40-50%
• CTR: 0.6-0.8%

Ollie Fresh Dog Food

ASPCA
iHeartDogs Direct
Email, Reserve List

Dedicated Email Delivered to iHeartdogs’ 270,000+
Most-Engaged Email Subscribers

• Opportunity to A/B test creative and subject lines.
• 100% SOV client facing
• Only one partner email sent to the list each week

BENCHMARKS
• Open Rate: 40-50%
• CTR: 1.3-1.7%
Birthday Club Direct Email

Exclusive Sponsorship Reaching 200,000 Email Subscribers Interested in Special Offers

• EXCLUSIVE! Limited emails sent per month
• Includes one direct email with a “gift” offer from your brand

Birthday Club Signup Page

BENCHMARKS
• Open Rate: 32-40%
• CTR: 0.3%-0.5%
iHeartDogs Health Direct Email

Dedicated Email to 245,000+ ‘iHeartDogs Health’ Newsletter Subscribers and Past Buyers Interested in Health-Specific Content

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

BENCHMARKS

- Open Rate: 24-28%
- CTR 0.15-0.25%
Senior Dogs Direct Email

Your Message Sent to 103,500+ Engaged Subscribers Looking for Content Related to Aging Dogs

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

BENCHMARKS
- Open Rate: 20-22%
- CTR 0.5-0.7%

Native Pet
Cannanine Direct Email

Exclusive Email Delivered to 100,000 Active Past Purchaser Email Subscribers

• A/B test available
• 100% SOV with our header
• Only one partner email sent per month

BENCHMARKS
• Open Rate: 45-50%
• CTR: 1.5-2%
In-Content Marketing Email Banner

Your Banner Promoted in iHeartDogs Marketing Emails Sent to 300,000+ Most-Active Subscribers

- Includes large thumbnail image, description and product offer linking to client’s landing or purchase page.
WAYS TO ENGAGE

CUSTOM CONTENT
The SCOOP Video Product Review

Custom video content created by iHeartDogs team, promoting your product line

- Professional review hosted by iHeartDogs’ will feature product highlights, benefits and outcomes.
- You own the content. Receive custom :30 and :60 edits for use across all other platforms.
- Gain valuable validation and education from a well-recognized brand & influencer in the pet space.
The SCOOP Promotions

Video review will be promoted across our channels including all or some of the following -

- Dedicated Direct Email
- Blog-Wide Native Video Ads
- Facebook Boosted Posts
- Instagram Boost Posts + Stories
- SMS Text Message
- theFeed Native Placement
- Custom Blog Post
- Newsletter Ads
Native Advertising Post Promoted on iHeartdogs

Sponsored Content Featured Across the iHeartdogs Blog

- Sponsored ads run across the blog to drive traffic to the article landing page to drive active engagement
- 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
Contextual Ad Targeting
Online Targeted Across Specific Blog Categories

• Online placements run in multiple positions for great exposure across the blog.
• Target by specific related to your product and/or service (ex: health, pet food, supplements, toy, treats and more)
Organic Blog Post
Sponsored Content Written by iHeartDogs Staff, and Featured on Our Blog

• Educate customers about a specific product, service, or brand.
• Editorial will team assist in writing copy to match the voice of the brand.
• Article lives on the blog indefinitely to drive SEO and brand awareness
• Includes co-branded endorsement to build trust

Example Blog Post
WAYS TO ENGAGE
ONSITE PROMOTIONS
theFEED Exclusive Feature

Exclusive Social-Style Post Featured in iHeartdogs Product Feed

• theFeed placement receives an average of 300,000 impressions each month – featured as part of the navigation, and after every piece of content

• Sponsorship includes featured placement on THE FEED for 30 days – limited placements!

• Includes custom headline, images, and link directing to your site

Visit theFEED

BENCHMARKS

1st: 0.40 – 0.7% CTR
2nd: 0.25 – 0.40% CTR
Home Page

Featured Slider

Large, High-Impact Ad Atop the iHeartDogs Home Page

• The iHeartDogs Home Page receives an average of 20,000 – 30,000 impressions each month – the ad is prominently featured on the page to be the first thing ever visitor sees!

• Sponsorship includes featured placement in one of the rotating features atop the page.

• Includes custom image, description and link directing to your site

Visit the Home Page
Rich-Media Expandable Video Ad

High-Impact Rich Media Placement at the Top of the Blog Page

- Boost engagement through expandable video
- User-initiated audio plays on top of auto-play video
- Entire ad links to landing page or site of choice
- Target ads by region, device or blog section

Live Example

Media Bundle
Rich-Media Social Ad

High-Impact Rich Media Placement Displayed Within Blog Content

• Display top-performing social posts from your brand’s Instagram, Facebook, or TikTok accounts
• Entire ad links to landing page or site of choice
• Target ads by region, device, or blog section

Live Example

Scan QR code to view preview in mobile
Parallax Rich Media Ads

Scrolling Rich Media Ad Served in Articles Across 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

BENCHMARKS
- CTR: 0.4-0.9%
Interstitial “Pop-up” Ads

High-Impact Placement That Displays on Top of All Content for 100% Viewability

- Can include a two-step process to boost reader buy-in and commitment
- Displays after the reader has been on the page for a certain amount of time
- Allows for lead generation through email capture
- Target ads by region or device
- Option to rotate multiple ads throughout the month
- 100% Viewability
- User-generated close
- 800K viewable impressions a month
Product Sampling

Full or Sample-Size Product
Samples included in Purchases
Orders to Qualified Pet Parents

- Sample added to purchase boxes as a free gift, average of 20,000 packages sent each month, and 30-40,000 in Q4.
- Target packages based on purchase type or location to maximize spend.
- Marketing team can assist in designing creative and printing your printed insert
- Include a QR or discount code to allow for immediate conversion tracking
Insert Cards in eCommerce Orders

4x6 double sided insert card to be included in all iHeartDogs orders

• Target packages based on purchase type or location to maximize spend.
• Marketing team can assist in designing creative and printing your printed insert
• Include a QR or discount code to allow for immediate conversion tracking
WAYS TO ENGAGE

NEWSLETTER FEATURE
Newsletter Editorial Mention

Your Content Promoted to 600,000+ Active Weekly Newsletter Subscribers

• Includes thumbnail image and subject line, redirects to clients landing page or the iHeartDogs blog post.

BENCHMARKS
• 0.25% CTR, Partner Content

Sample Email Newsletter
Newsletter Featured Product

Your Product Promoted to 600,000+ Active Weekly Newsletter Subscribers

• Includes large thumbnail image, description and product offer linking to client’s landing or purchase page.

Newsletter Sample

BENCHMARKS

• 0.11% Click Rate
WAYS TO ENGAGE

SOCIAL MEDIA
iHeartdogs Facebook Post

Sponsored Social Media Post Promoted to 4.9 MM iHeartdogs Followers

- Educate customers about a specific product, service or brand
- Client can be tagged on post for an opportunity to boost.

BENCHMARKS
- Average Boosted Reach: 100,000 - 150,000
- 1-2% CTR

Our Facebook Page

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Media Bundle
Facebook Audience Lease

Your Co-branded Facebook Ad Promoted to iHeartDogs Consumers and Look-a-Like Audiences

- Target confirmed pet-owners and consumers who have purchased on our e-commerce site, via a Facebook digital ad promotion.
- Reach 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.
- Unlimited access to post, dark post via iHeartDogs branding
Instagram Social Post

Branded Post to iHeartdogs’ 540,000+ Instagram Followers

- Educate customers about a specific product, service or brand
- Your sponsored content is 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

Our Instagram Page
WAYS TO ENGAGE

TEXT MESSAGE
iHeartDogs SMS Text Message

100% SOV SMS Message to 40,000 Text Subscribers Interested in Content and Products

• Extremely high-impact, reserved for only certain partners
• 100% SOV client facing
• Includes link to offer or product

BENCHMARKS
• 1.5-2% CTR
Birthday Club SMS Text Message

100% SOV SMS Message to 60,000+ Text Subscribers Interested in Special Offers

• Extremely high-impact, reserved for certain partners
• 100% SOV client facing
• Includes link to offer or product

BENCHMARKS
• 80% open rate
• 1.7% CTR
WAYS TO ENGAGE

PHYSICAL MAIL
Direct Mail
Printed 6”x 9” Co-Branded Promotional Postcard Mailed to Qualified Pet Parents

- Target iHeartDogs customers based on region, product category or spend, up to 1,000,000 addresses available
- Marketing team can assist in designing creative
- Include a custom QR code for detailed tracking
- Opportunity to email those who scanned your QR code for follow up
- Includes high-quality two-sided color printing, mailing and postage costs
Social Giveaway

Social-Only Co-Branded Giveaway Promoted Across iHeartdogs’ Instagram and Facebook Pages

• Great branding opportunity to drive engagement and new social followers
• Includes the following promotion:
  o Four (4) Facebook social posts, video optional
  o Four (4) Instagram posts, 1 per week
  o Two (2) Instagram stories
• Consumers will be asked to follow brand page and engage by tagging friends in comments and sharing to their story.
• Brand is tagged on post for boosting opportunities

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


https://www.instagram.com/p/B0TymNdBDp5/
Lead Generation Giveaway
Co-Branded Giveaway Promoted Across iHeartdogs

• Drive lead generation and brand awareness through giveaway promotions and sign-ups over two weeks.

• Includes custom entry form and landing page on iHeartdogs including 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. Customers gain additional entries for sharing the page or liking social media pages.

• Giveaway promoted throughout the month across Facebook, onsite promotions and direct email and newsletters.

BENCHMARKS

• Average > 1,000 – 3,000 entries

• Average 1,000+ new social media follows
Pre-roll and mid-roll video content

Video ads in run in the center of iHeartDogs Blog on mobile and pop-up on the right-hand side on desktop with a clear X button to close

BENCHMARKS

Pre-roll, in content only, 30 days, U.S. = 500K impressions
Average CTR% is about 0.1%
Thanks!

CONTACT: ERICA PRESLEY

Erica@homelifemedia.com