

I ♥ Dogs



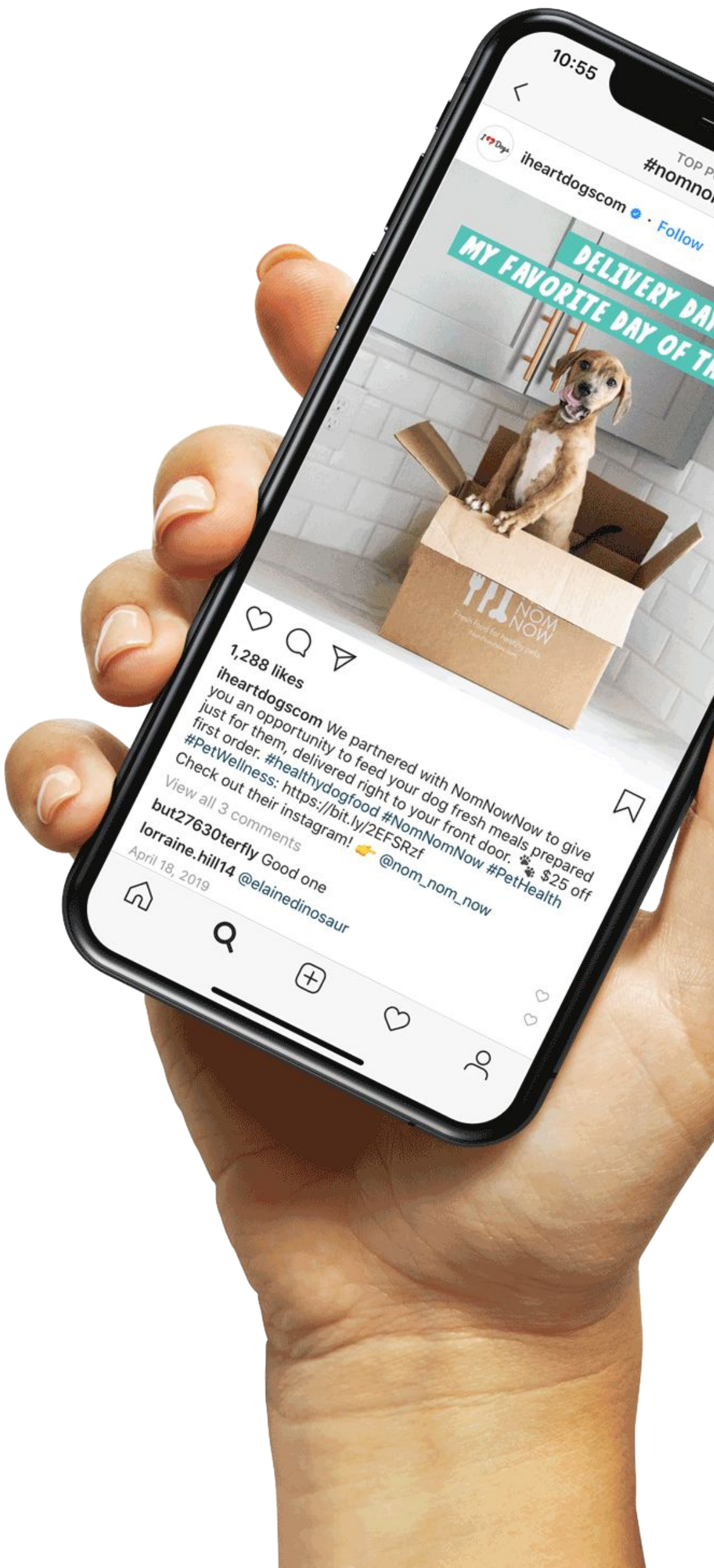
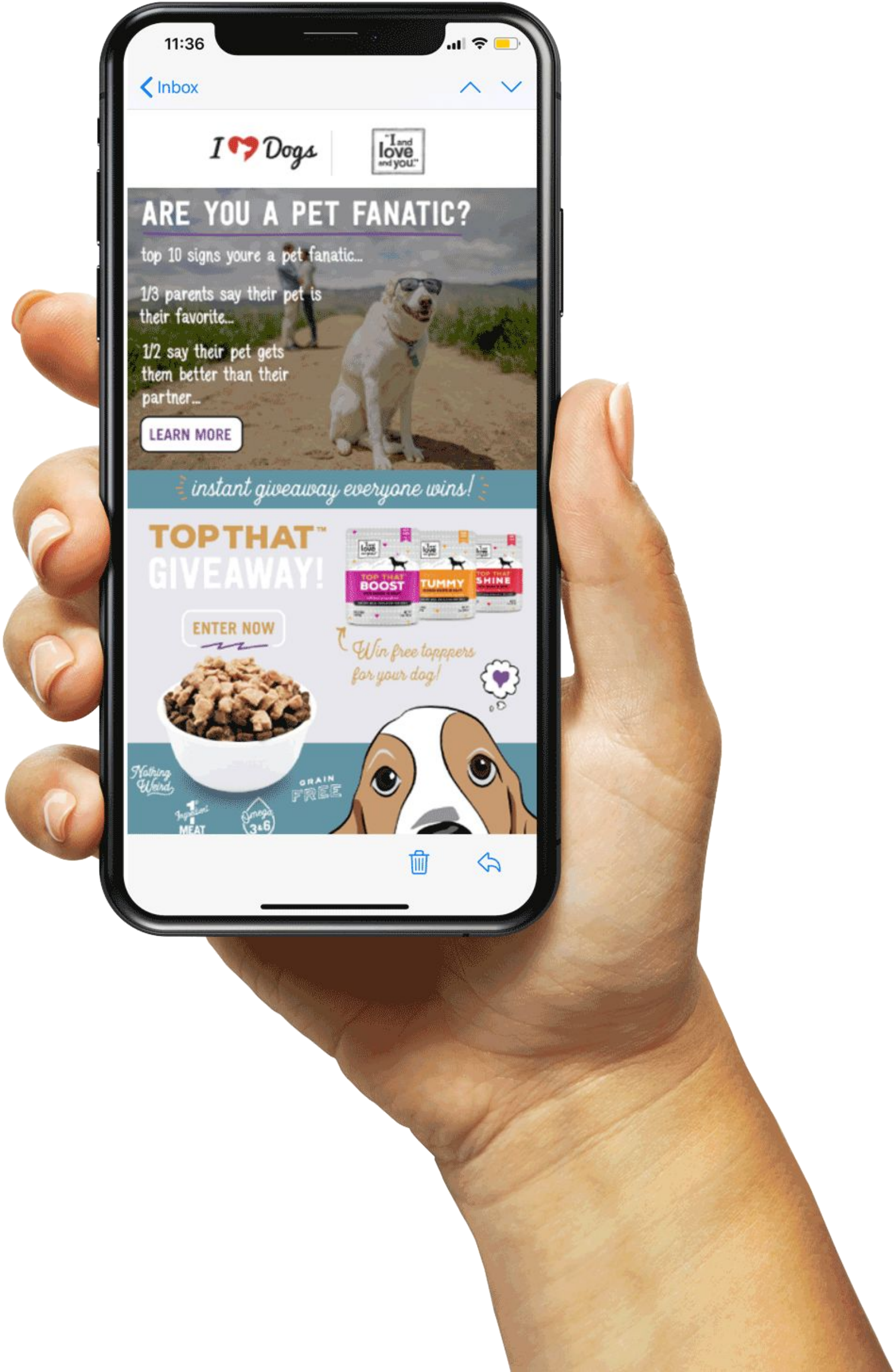


WHAT WE DO

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

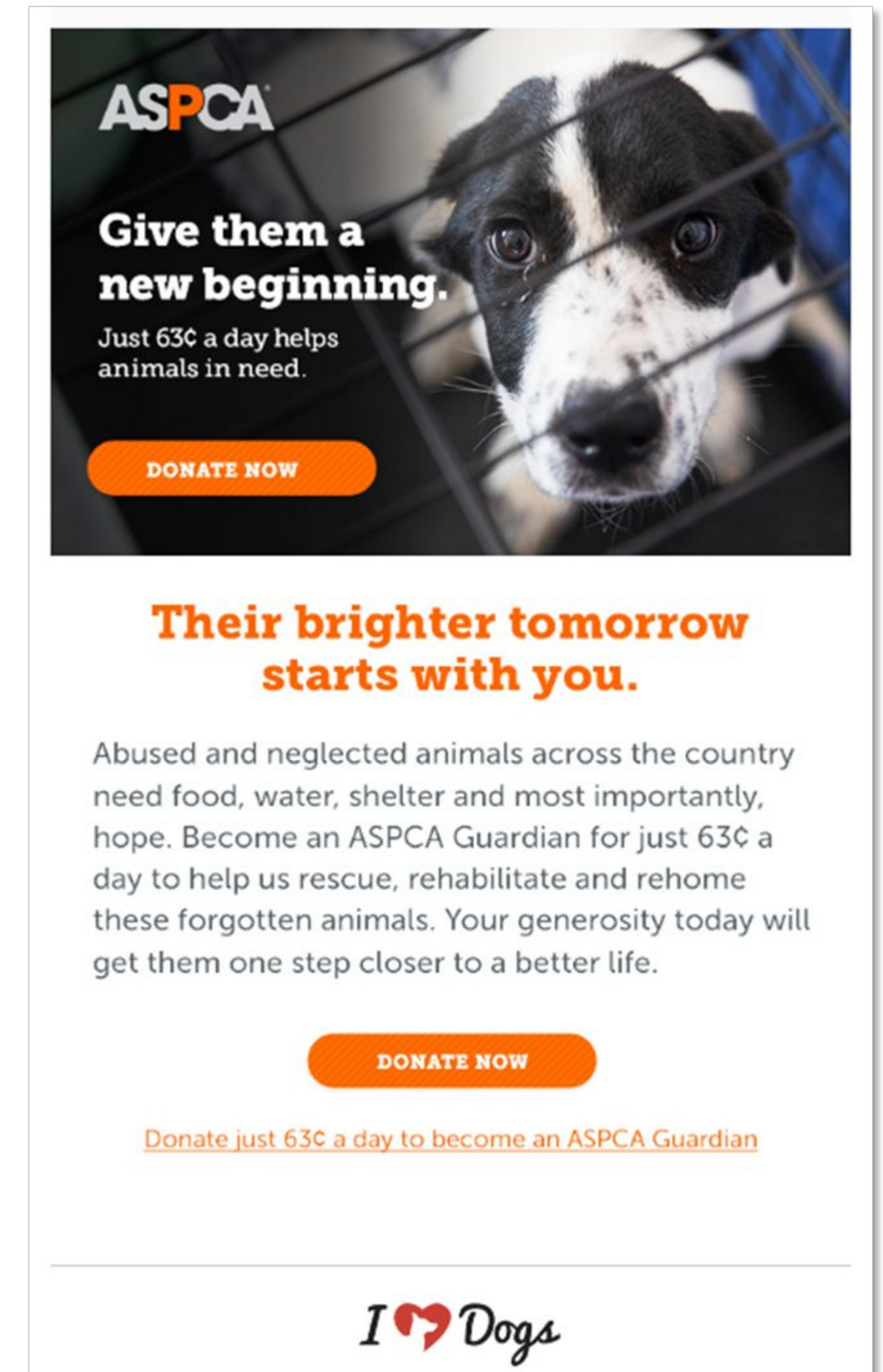
- Opportunity to A/B test creative and subject lines.
- 100% SOV client facing
- Only one partner email sent to the list each week

BENCHMARKS

- Open Rate: 45%
- 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%
- CTR: 1.3-1.7%



[Ollie Fresh Dog Food](#)

An advertisement for the ASPCA. At the top, the ASPCA logo is displayed. Below it, the text reads "Give them a new beginning." and "Just 63¢ a day helps animals in need." in a bold font. Underneath, there is a red button that says "DONATE NOW". The central image shows a black and white dog looking through a wire fence. Below the image, the text says "Their brighter tomorrow starts with you." and "Abused and neglected animals across the country need food, water, shelter and most importantly, hope. Become an ASPCA Guardian for just 63¢ a day to help us rescue, rehabilitate and rehome these forgotten animals. Your generosity today will get them one step closer to a better life." At the bottom, there is another red button that says "DONATE NOW" and a link that says "Donate just 63¢ a day to become an ASPCA Guardian". The bottom of the ad features the "I ♥ Dogs" logo.

[ASPCA](#)

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.

Example

BENCHMARKS

- Open Rate: 24-28%
- CTR 0.15-0.25%



No one likes waiting in line for prescriptions, especially when we could be playing with our pups! Help save time and money with Chewy's online prescription fill service. Enjoy 20% off your first order, and get everything your dog needs delivered to your door for no-hassle prescription fills.

Whether your furry friend needs heartworm medicine, flea and tick prevention, or any other meds requiring a prescription, they'll have you covered.



Get your dog's medication prescriptions online at Chewy Pharmacy in three easy steps.

1. Visit your vet for a prescription or submit an existing prescription.
2. Add the appropriate pharmacy product to your cart.



Dr. Marty

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](#)



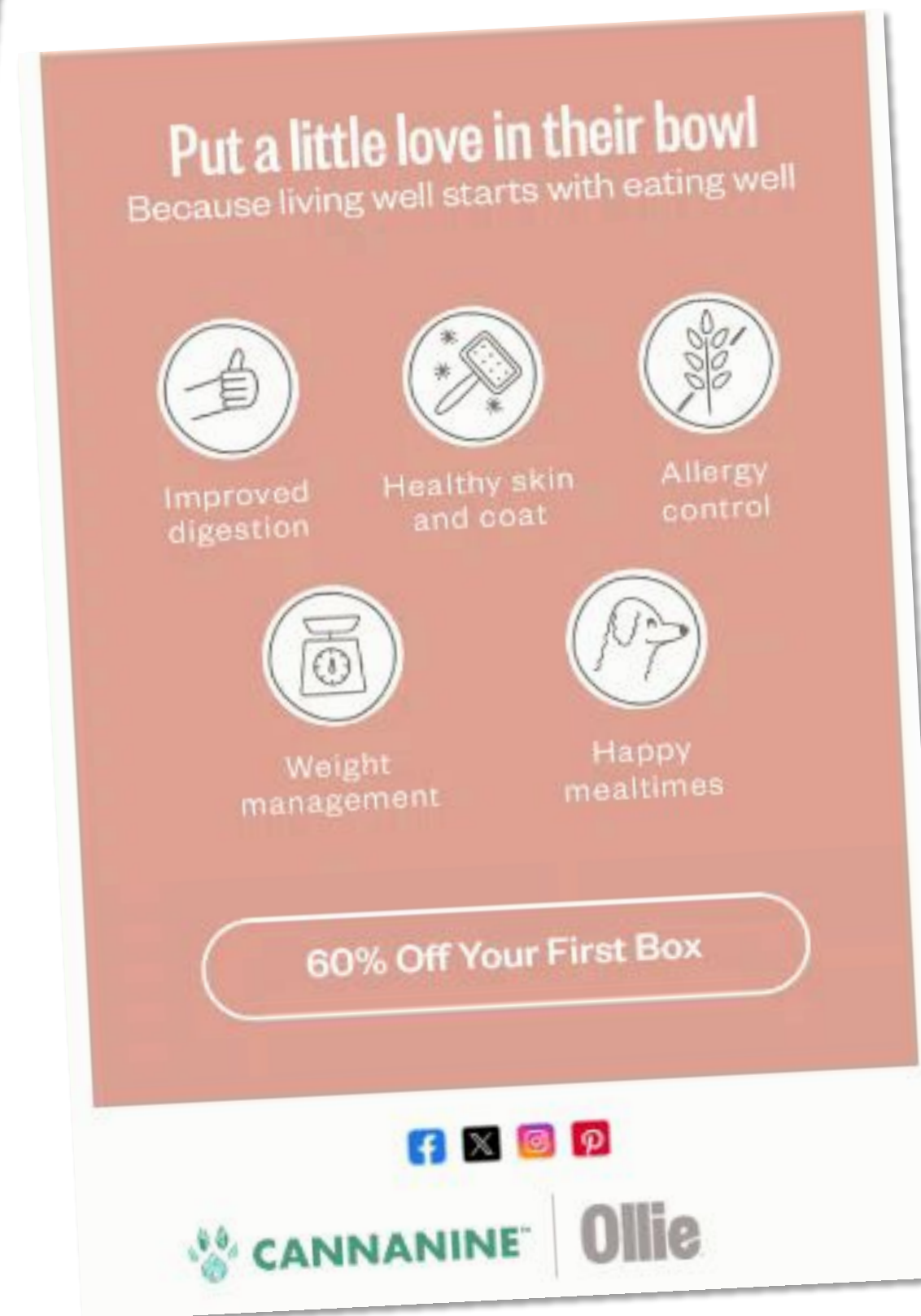
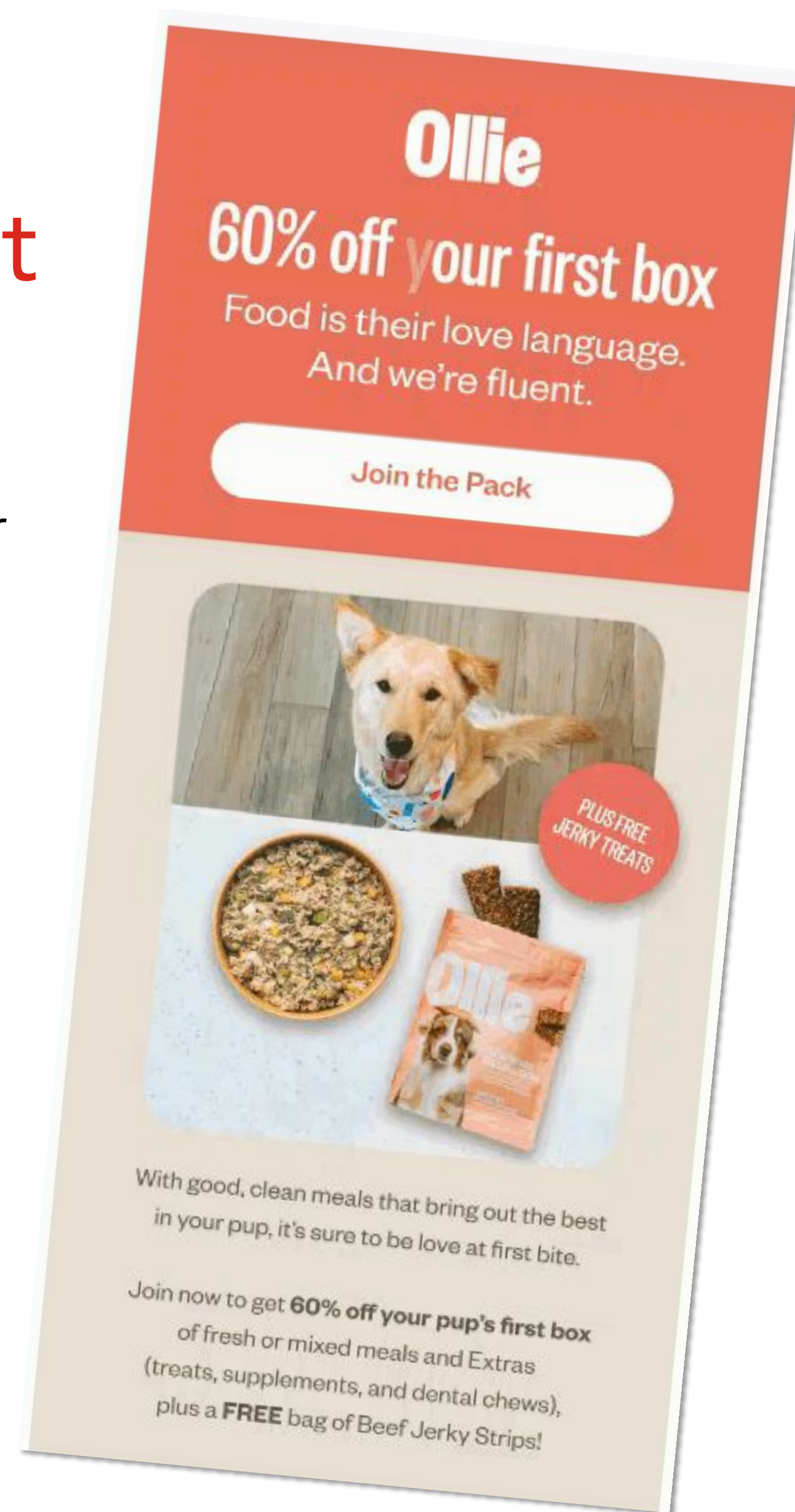
Cannanine Direct Email

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%%



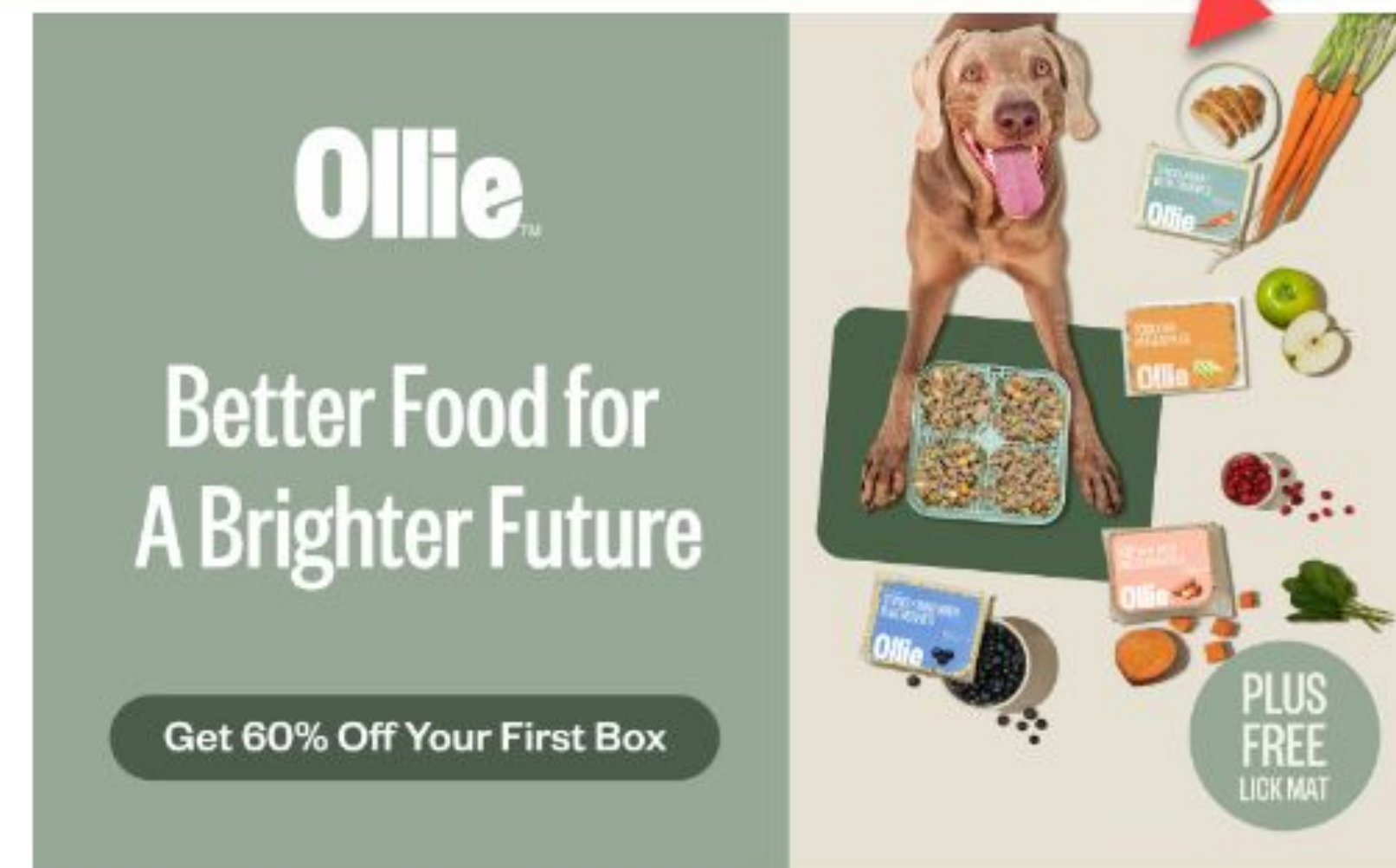
In-Content Marketing Email Banner

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.



GET BLANKET



2024 Winter Collection

Every product helps feed hungry shelter dogs.

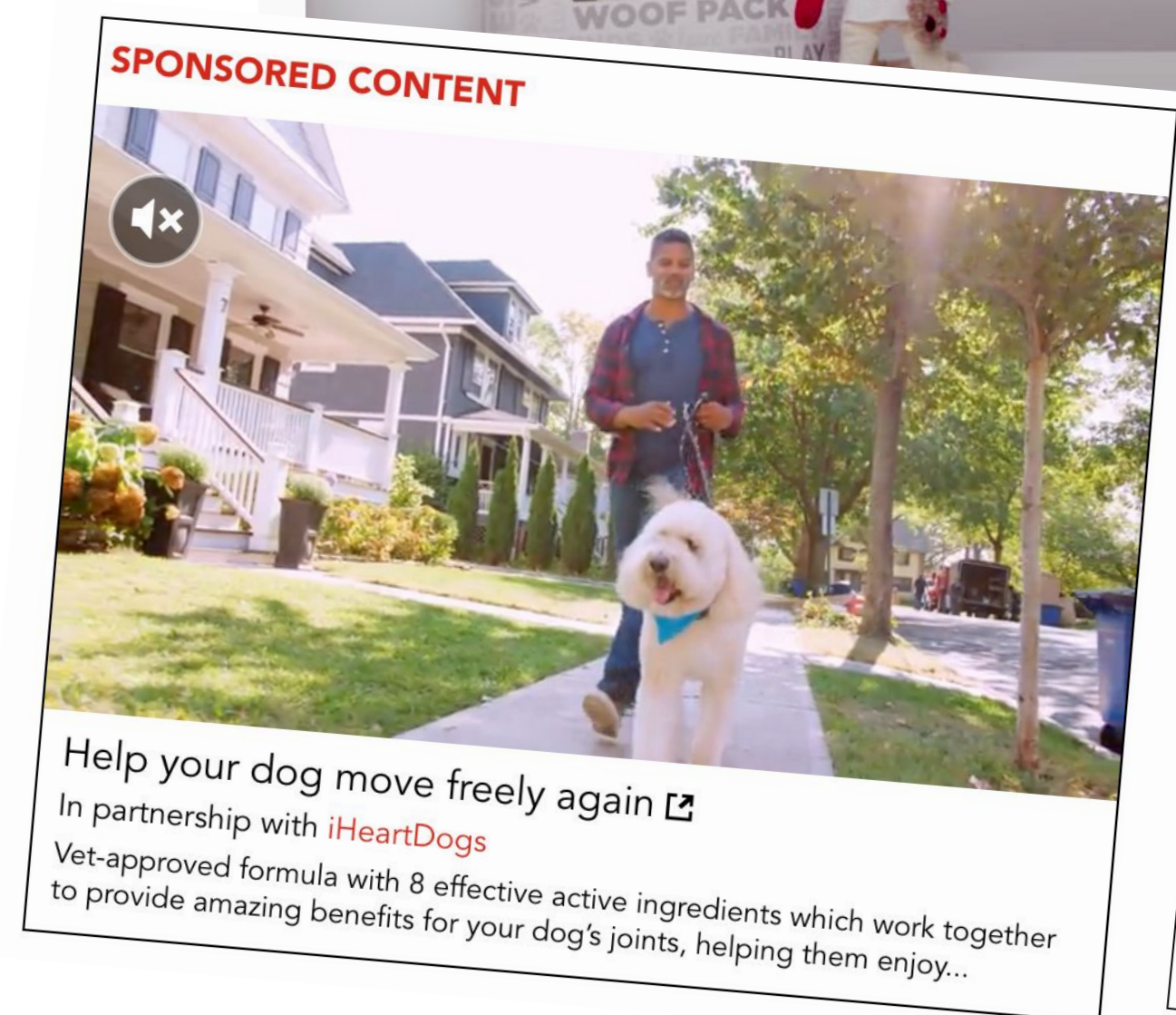


WAYS TO ENGAGE
CUSTOM CONTENT

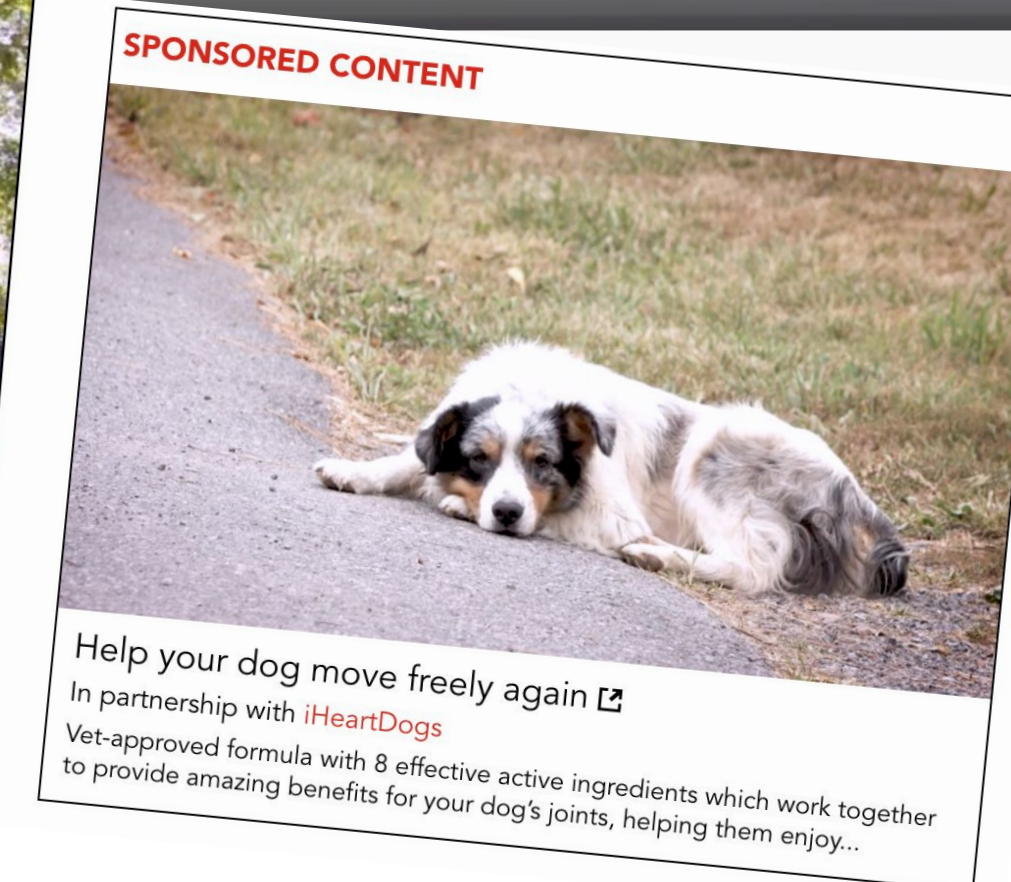
The SCOOP Video Product Review

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



Help your dog move freely again [🔗](#)
In partnership with **iHeartDogs**
Vet-approved formula with 8 effective active ingredients which work together to provide amazing benefits for your dog's joints, helping them enjoy...



Help your dog move freely again [🔗](#)
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Vet-approved formula with 8 effective active ingredients which work together to provide amazing benefits for your dog's joints, helping them enjoy...

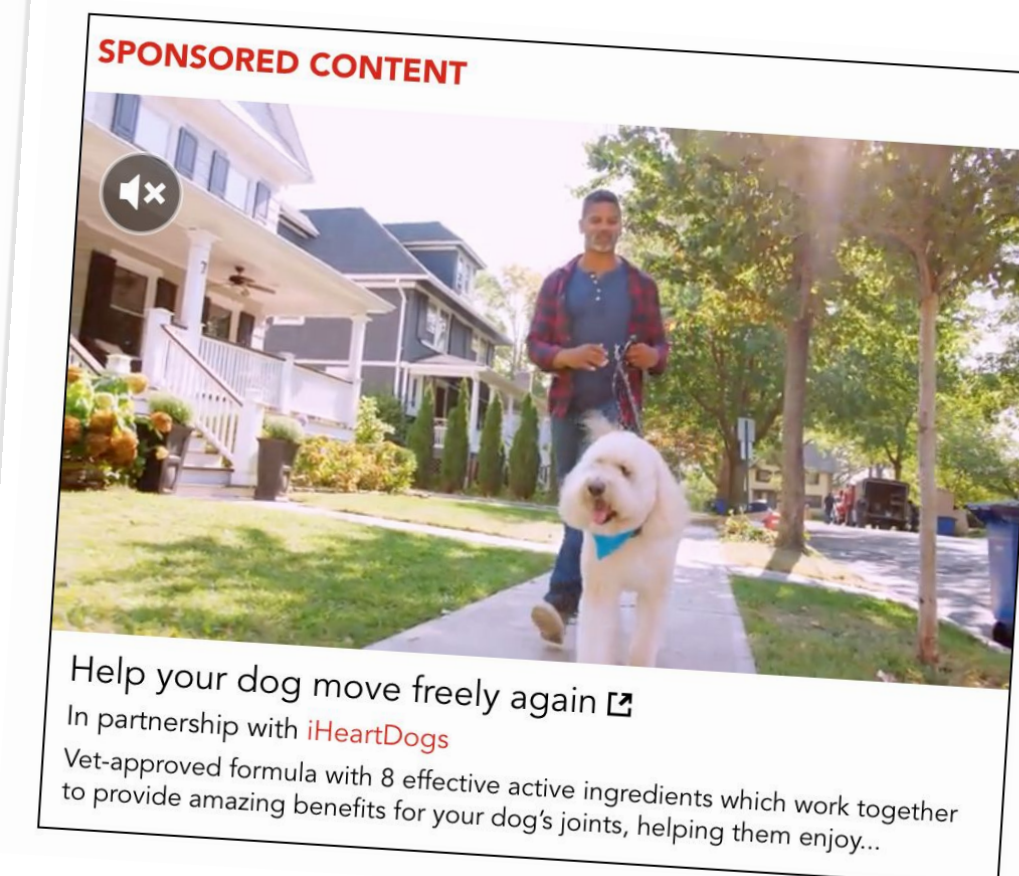
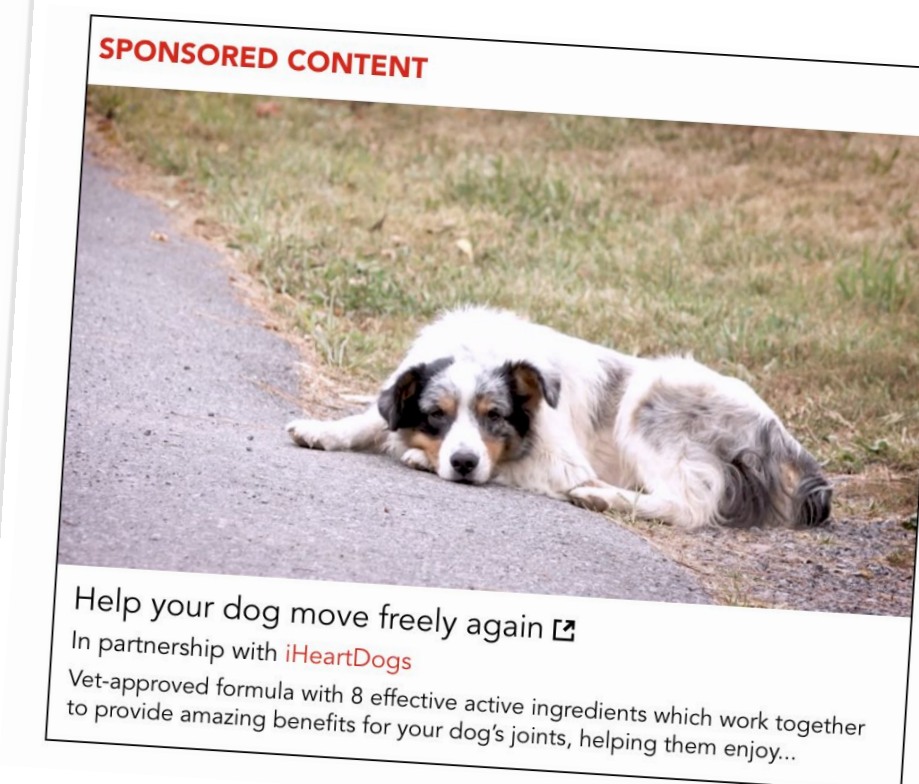
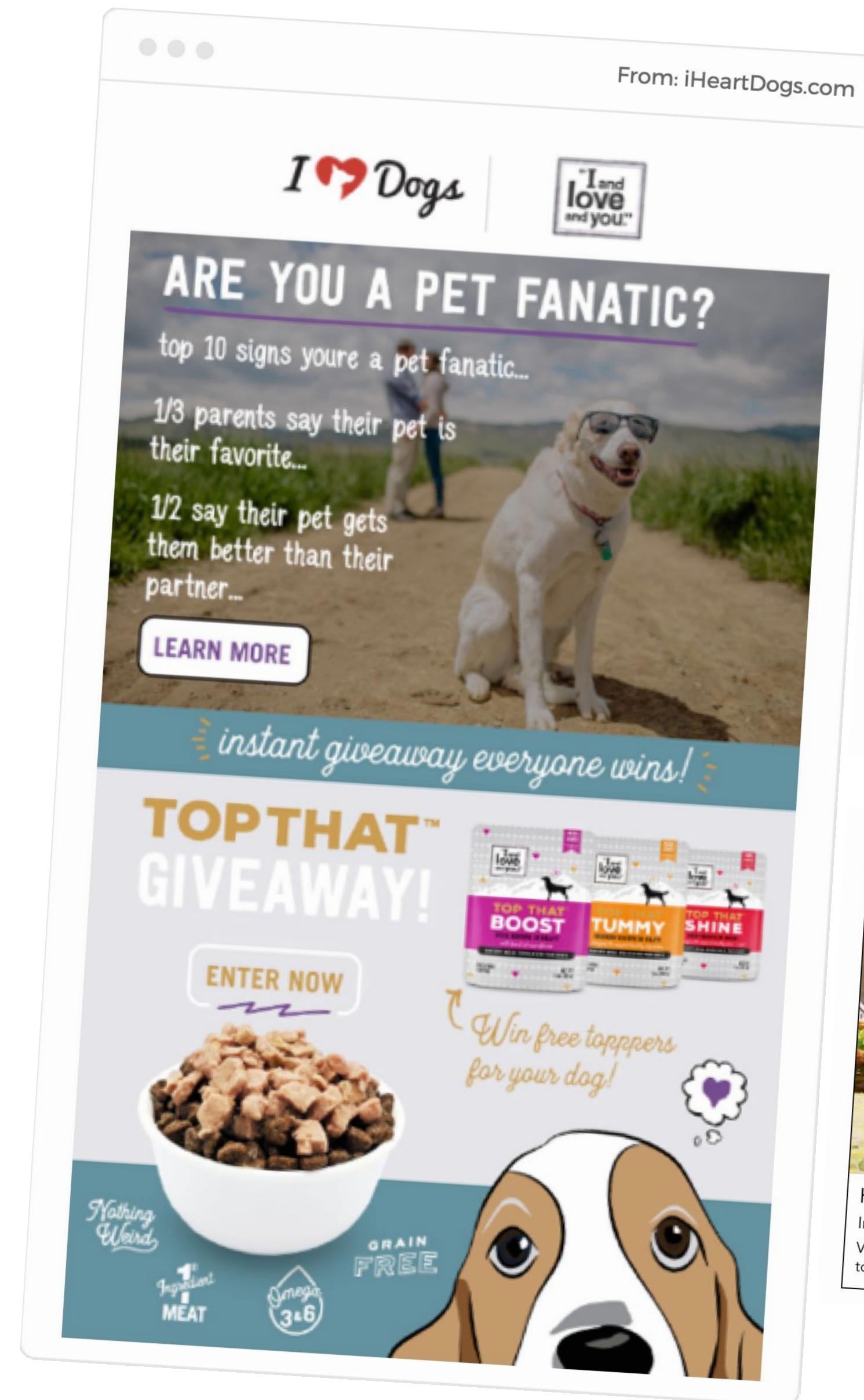
[Video Example](#)

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

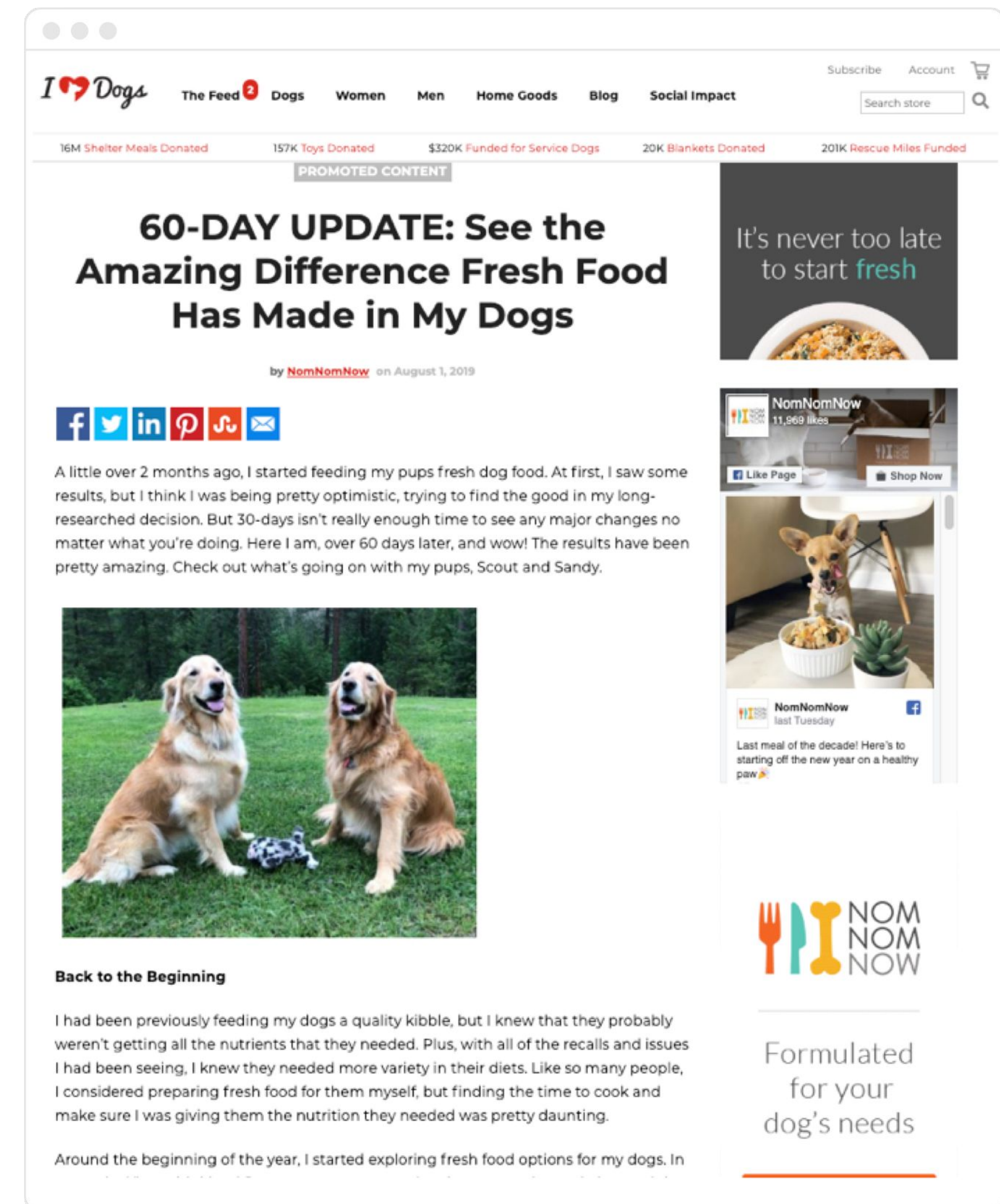
Sponsored Content Featured Across the iHeartdogs Blog

- 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](#)



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...

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)



[Deals](#)
[Discover](#)

[Subscribe](#)
[Account](#)

[Top Sellers](#)
[Dog Health](#)
[Dog Supplies](#)
[Apparel](#)
[Jewelry](#)
[Home & Garden](#)
[Blog](#)
[Our Mission](#)

I Fed My Rescue Dog Ollie For 30 Days And The Difference It Made Is Incredible

by Adriana Sandoval

As the assistant editor with iHeartDogs, I think I'm pretty well informed. I've read nearly every piece of content that has gone out on our site in the last three years. I've read almost every story, article, and recall, and have grown to love dogs more and more for the amazing, loving creatures they are.

When I made the decision to adopt, I didn't take it lightly. I knew it would be a huge responsibility, and that I would be committing not only to loving a dog, but to giving them the best care I possibly could.

This is Ziggy

Ziggy was adopted only recently from a local animal shelter. He is a two-year-old Corgi-mix and was one of the longest residents of the shelter. I fell in love the moment I saw his little face through the kennel door – we made eye contact, and I couldn't even look at the other dogs there. Ziggy was heartworm positive, he had a scab over one eye, and a messy, smelly coat. He had terrible dander, and his fur seemed to be falling out all at once. Looking over his paperwork, I saw he had been confiscated from his previous owners, and I knew I wanted to give him a better life than he had ever known.

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](#)



Media Bundle

DealsDiscover





Search

SubscribeAccount


Top SellersDog HealthDog SuppliesApparelJewelryHome & GardenBlogOur Mission

5 Pro Tips When Traveling With Your Dog

by Mariah Hammond




If traveling more is on your bucket list, why not bring your four-legged friend along for the adventure? Experiencing new cultures, seeing new sights and meeting new people are some of the most enriching things we can do. It only makes sense then that our dogs would jump at the opportunity to go with us. Here are some ways you can make the most of your traveling dreams with your dog by your side.

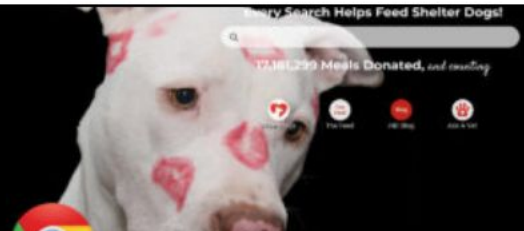


1. Pack for Safety and Comfort Outdoors


If you're an outdoor adventurer, then the **K9 Sport Sack** is the device you never knew you needed. Wearing one of these bad boys means your dog will never miss out on another breath-taking view or



Our Vet Techs Answer Your Questions About Dog Food!




Use Google Chrome? Now You Can Feed Shelter Dogs Every Time You Do an Internet Search



CBD for Pain
A Beginner's Guide

CBD for Pain Management in Dogs: A Beginner's Guide



My 12 Year Old Senior Dog Lost His Mobility. Here's Everything I Tried and What Finally Worked.

Shop Now



WAYS TO ENGAGE

ONSITE PROMOTIONS

theFEED Exclusive Feature

Exclusive Social-Style Post Featured in iHeartdogs Product Feed

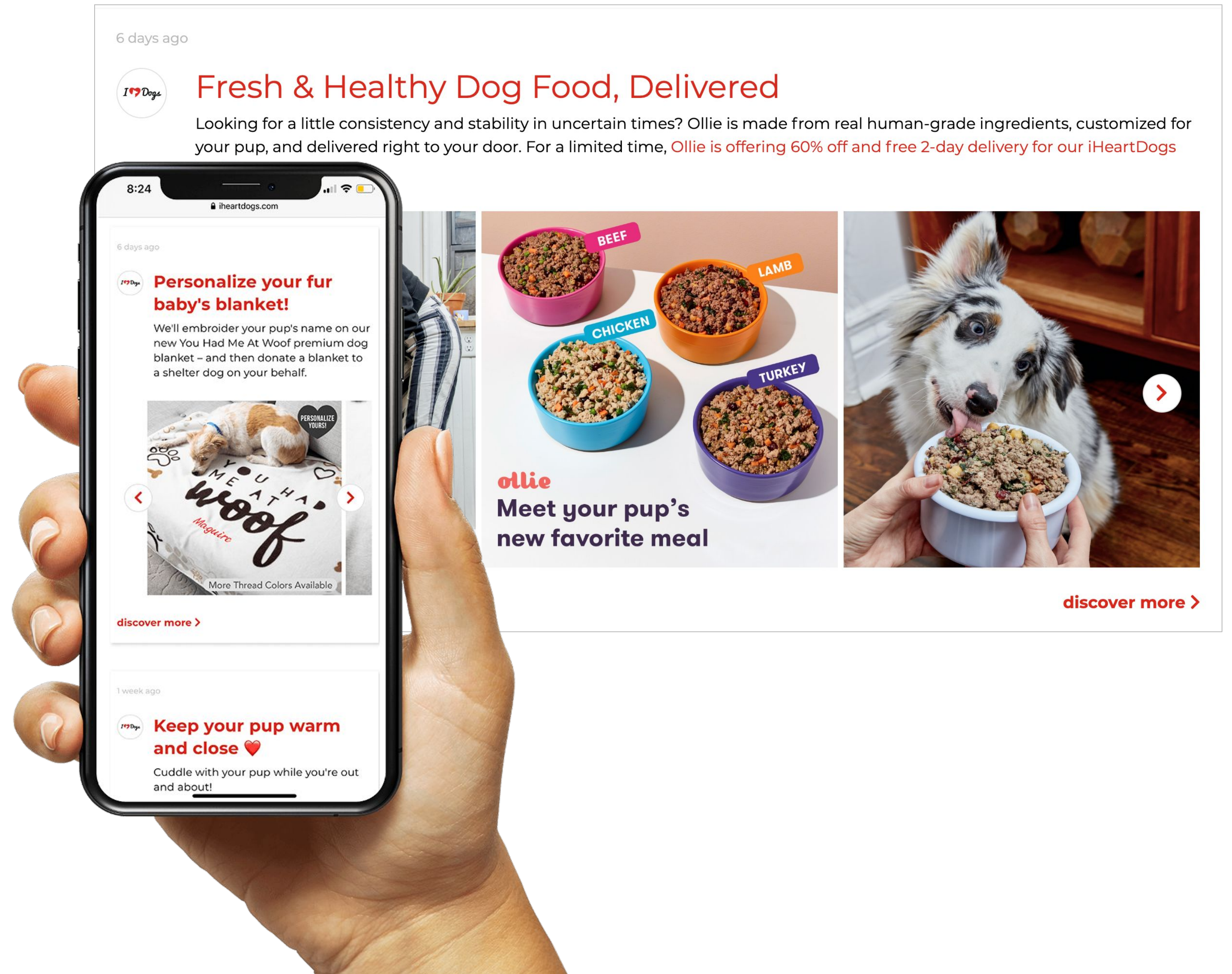
- theFeed placement receives an average of 300,000 impressions each month – featured as part of the navigation, and after every piece of content
- Sponsorship includes featured placement on THE FEED for 30 days – limited placements!
- Includes custom headline, images, and link directing to your site

[Visit theFEED](#)

BENCHMARKS

1st : 0.40 – 0.7% CTR

2nd: 0.25 – 0.40% CTR

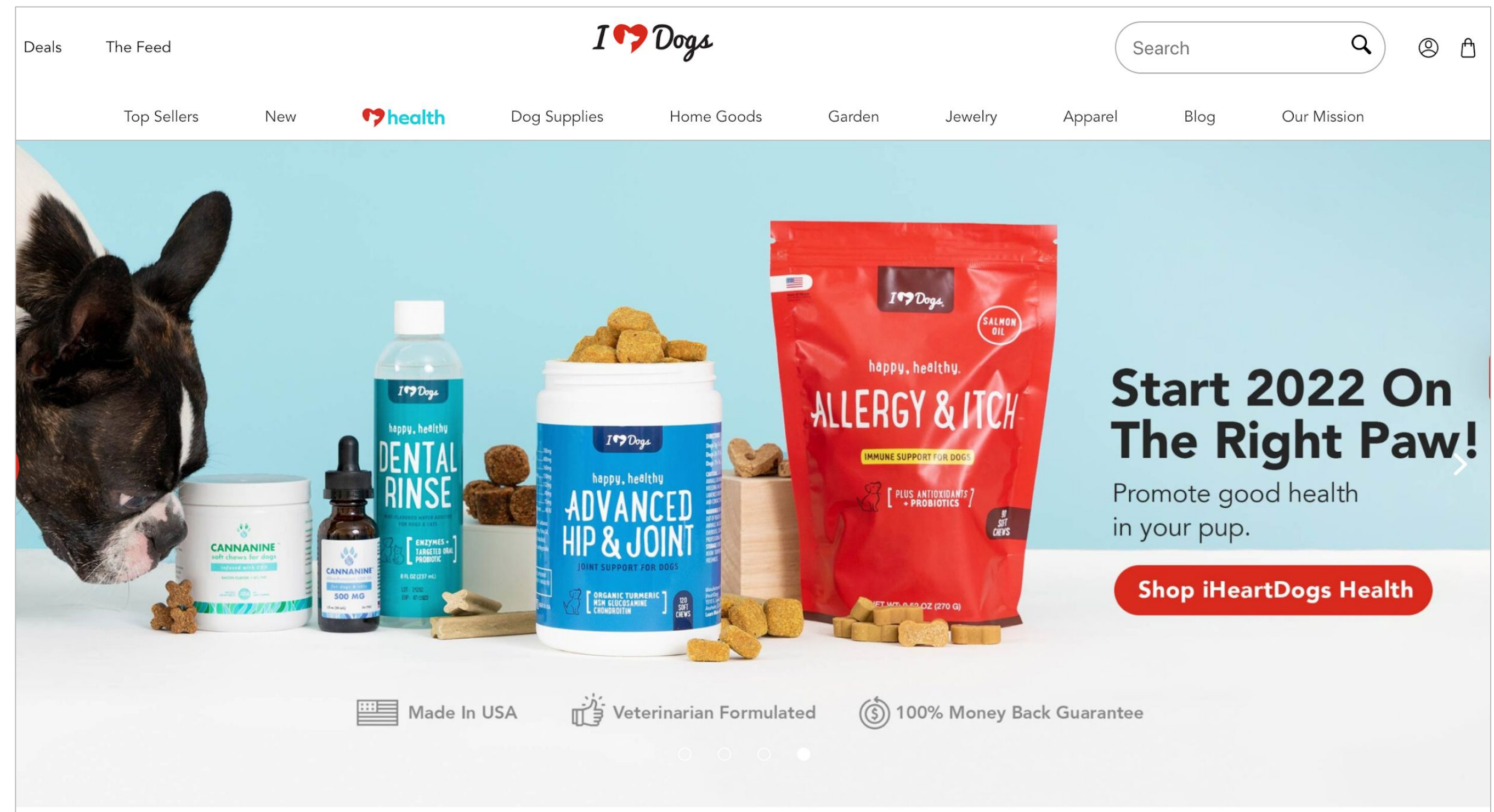


Home Page Featured Slider

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



Rich-Media Social Ad

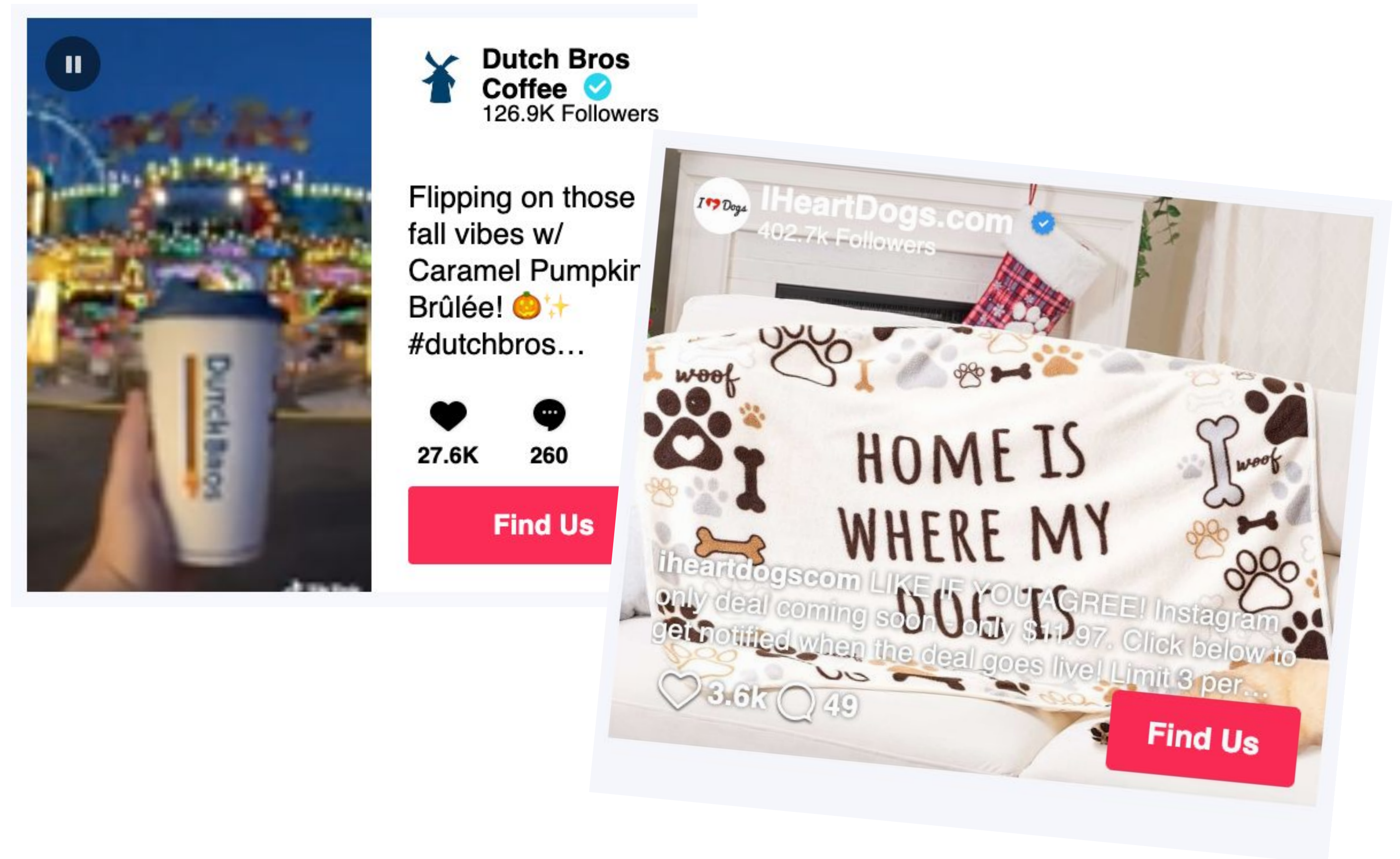
High-Impact Rich Media Placement
Displayed Within Blog Content

- 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

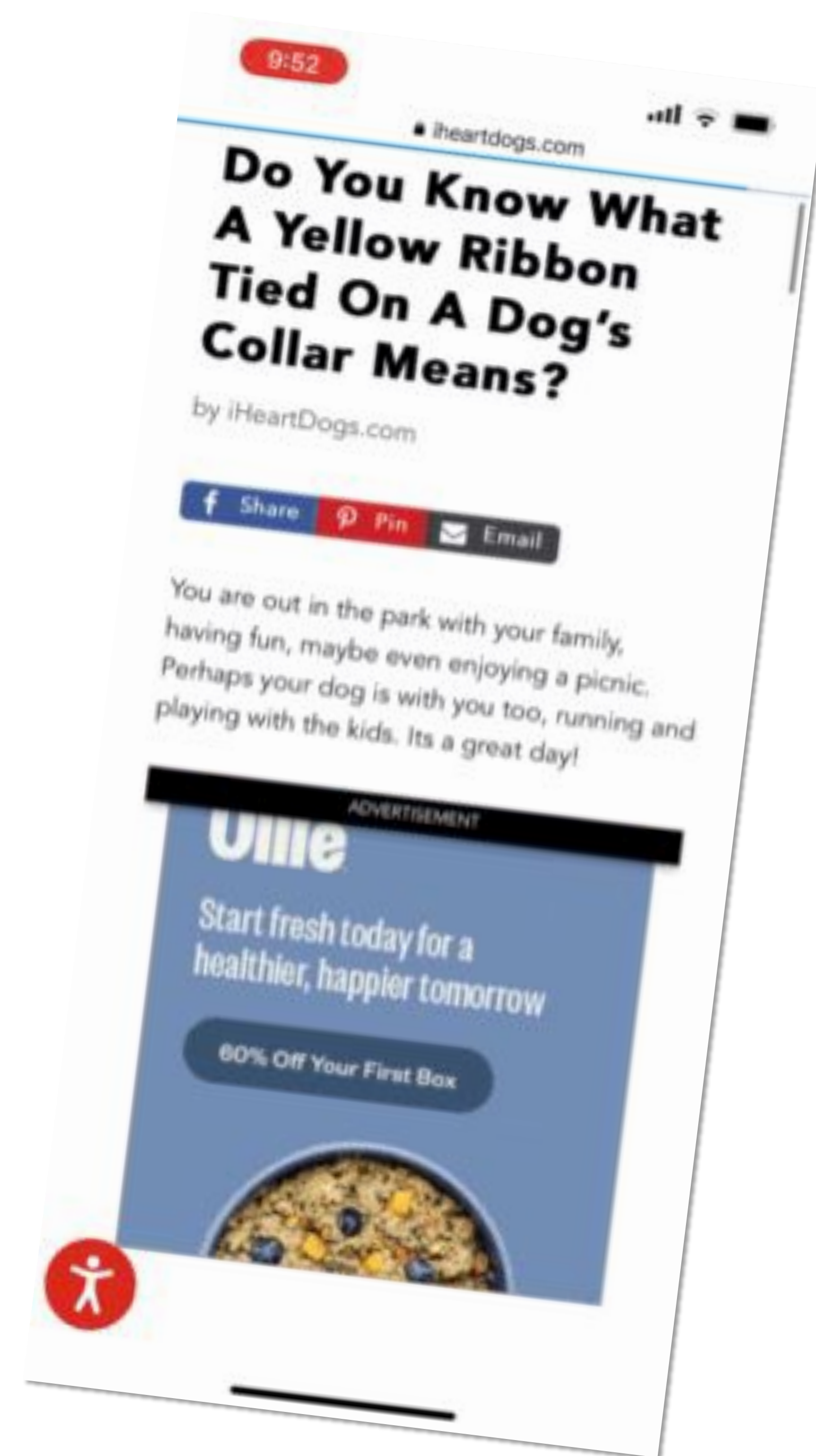
- Geo-target to specific regions: state, country or zip.
- Rotate multiple ads, including video
- Serves above the fold, improved view-ability
- Native ad serves across all content

[Rich Media Platform](#)

[Live Site Mobile](#)

BENCHMARKS

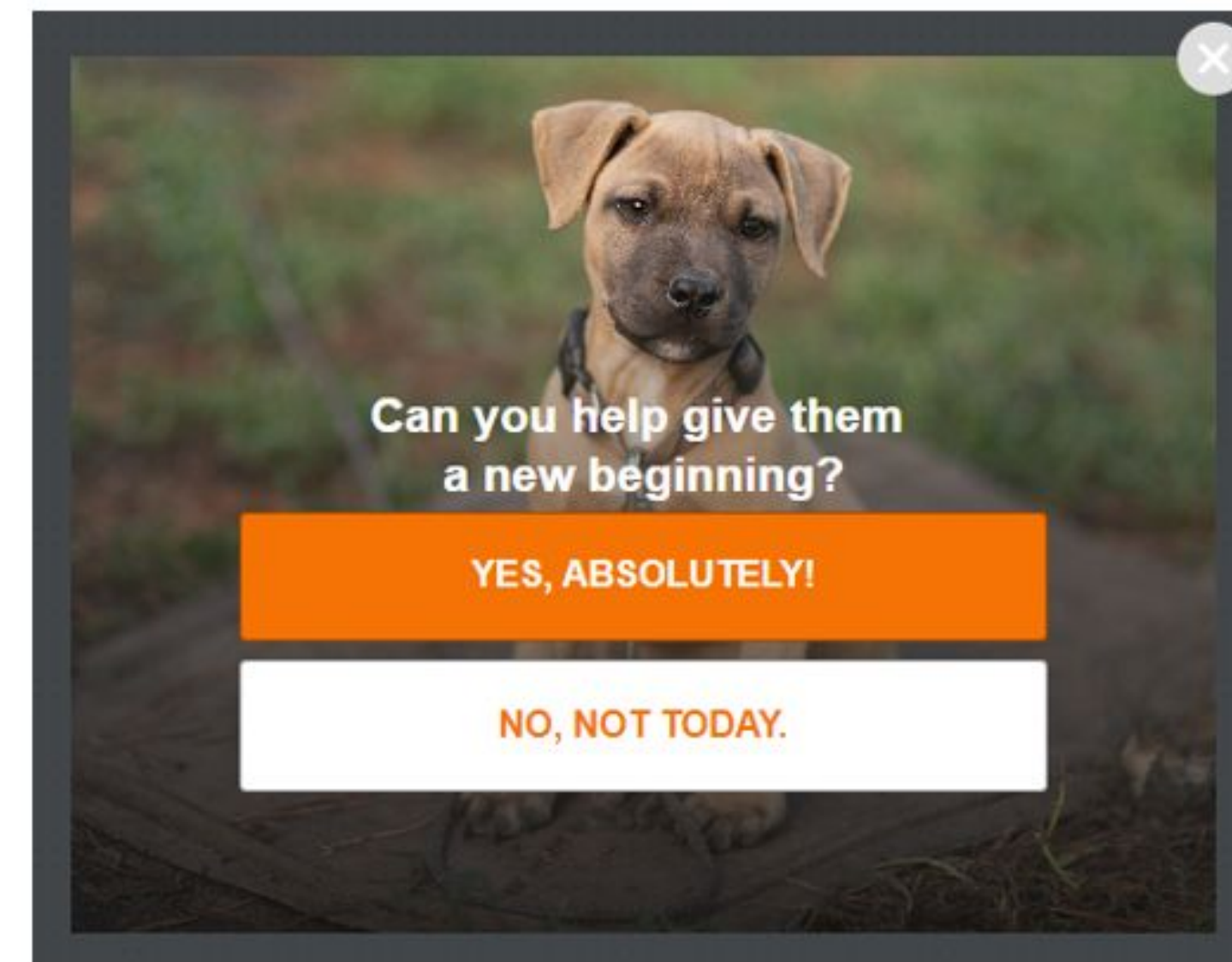
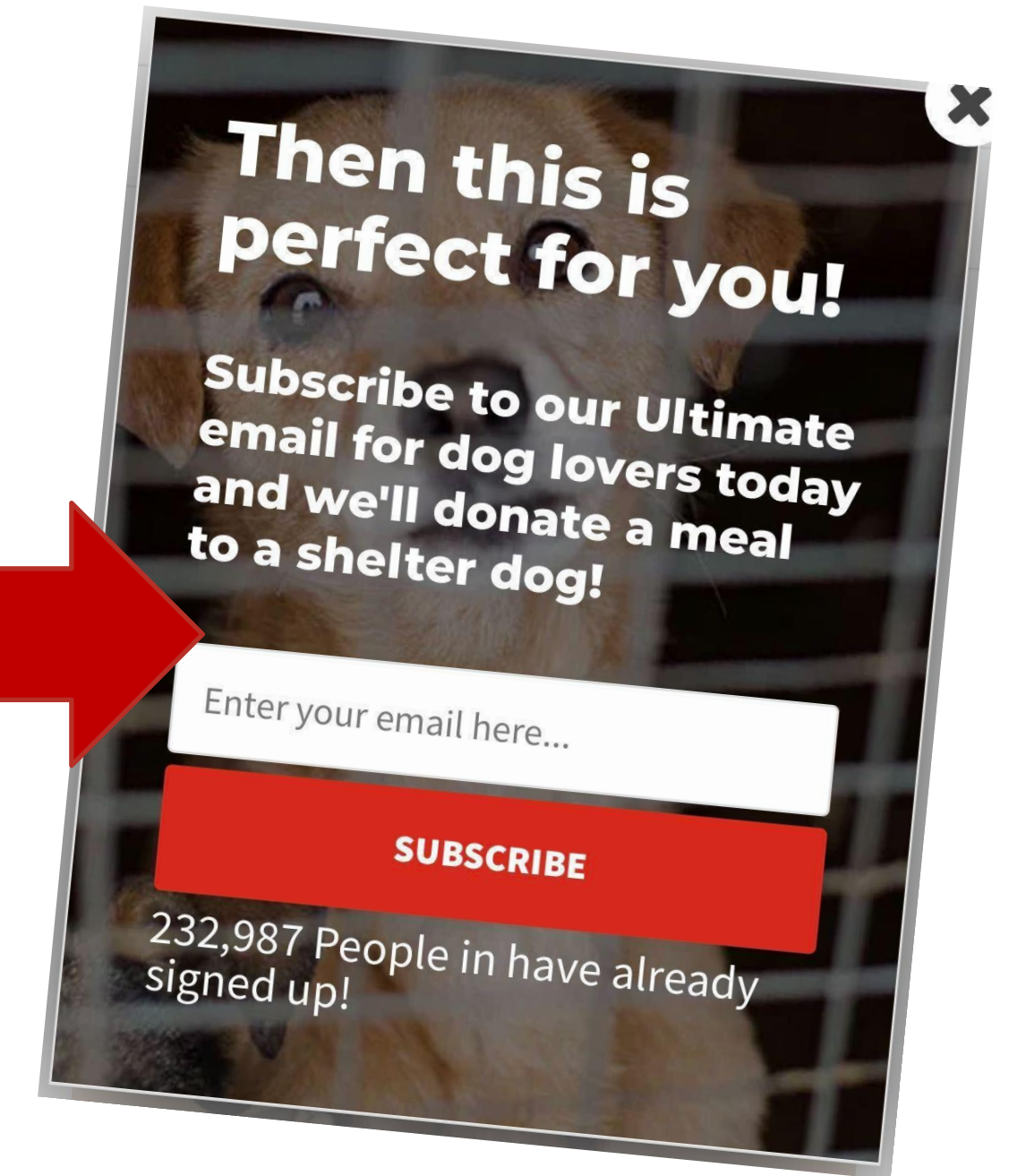
- CTR: 0.4-0.9%



PopUp Overlay 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

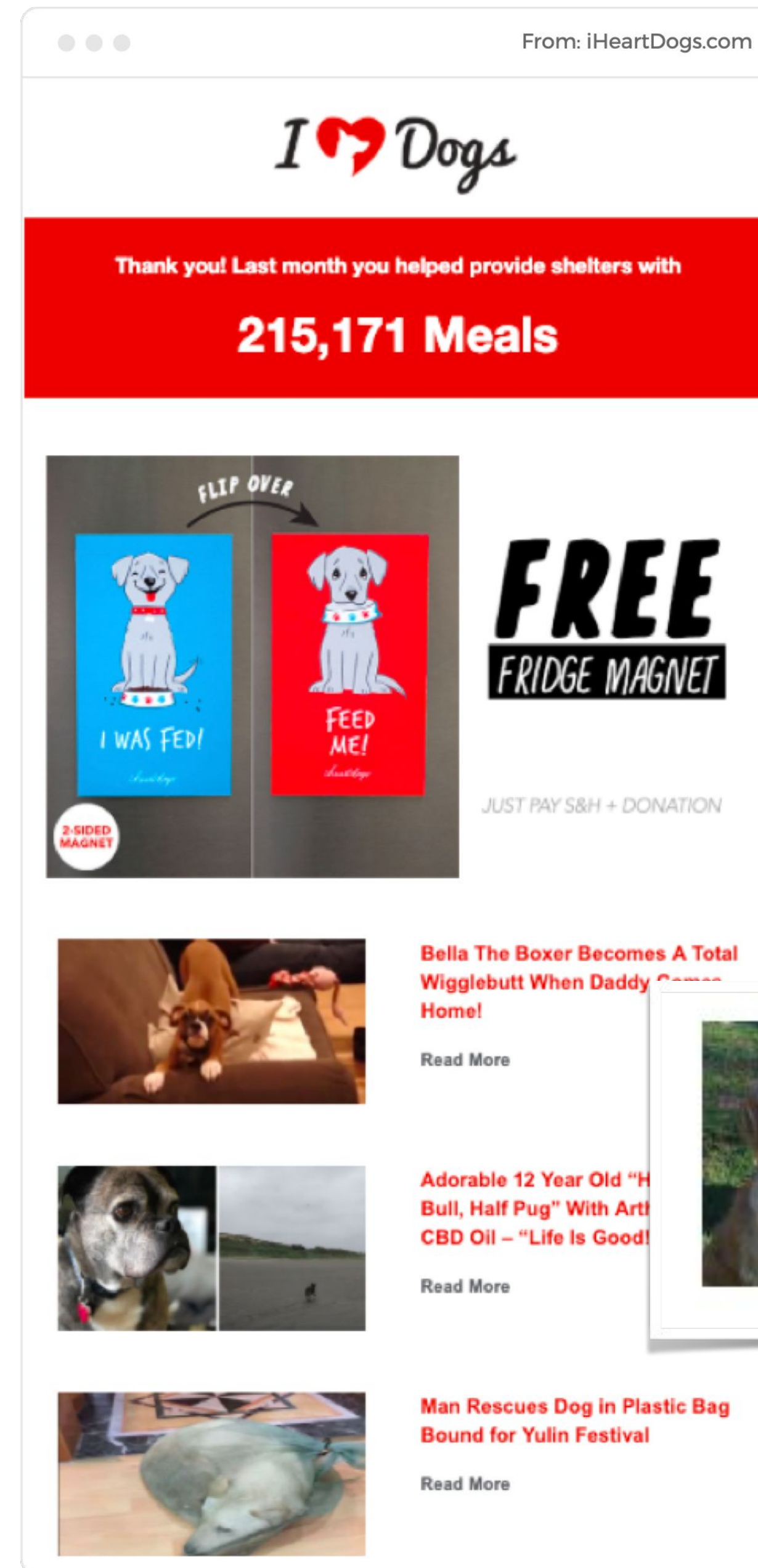
- Includes thumbnail image and subject line, redirects to clients landing page or the iHeartDogs blog post.

BENCHMARKS

- 0.25% CTR, Partner Content

[Sample Email Newsletter](#)

Media Bundle



Newsletter Featured Product

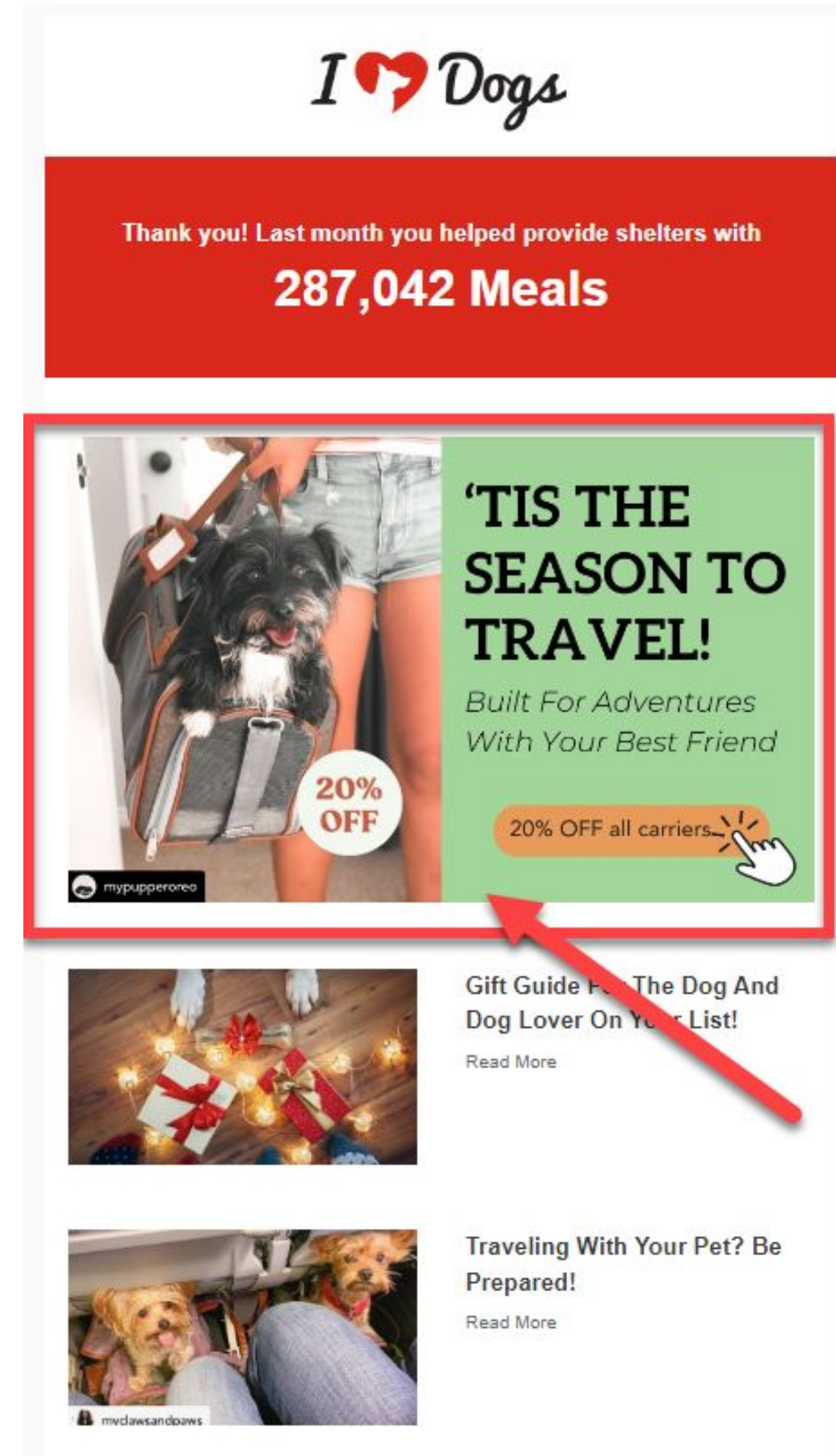
Your Product Promoted to 600,000+ Active Weekly Newsletter Subscribers

- 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

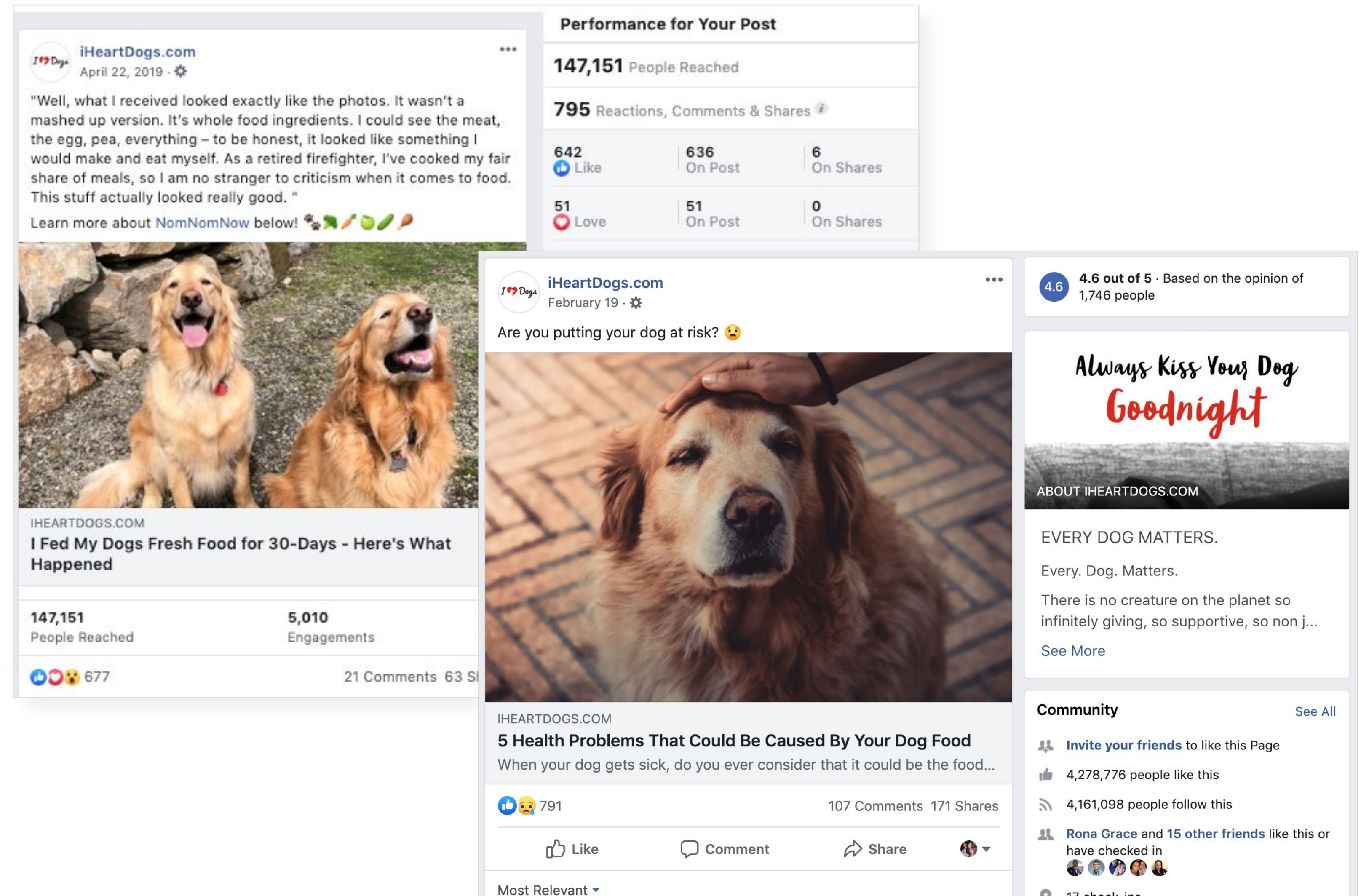
Sponsored Social Media Post
Promoted to 4.9 MM
iHeartdogs Followers

- 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



Post Example

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

 **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!

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



Media Bundle



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



Dear Hero -

When you shop the iHeartDogs Store this holiday season you'll be helping shelter dogs stay warm and have full bellies.

We've got new hot items perfect for gifting or spoiling yourself and a special pup in your life.

We're trying to raise 1 million meals over the next month! Share your love for iHeartDogs with your friends so we can reach this milestone!

Shelter dogs everywhere are thanking you!

I♥Dogs NOMNOMNOW



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:
 - Four (4) Facebook social posts, video optional
 - Four (4) Instagram posts, 1 per week
 - 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/>

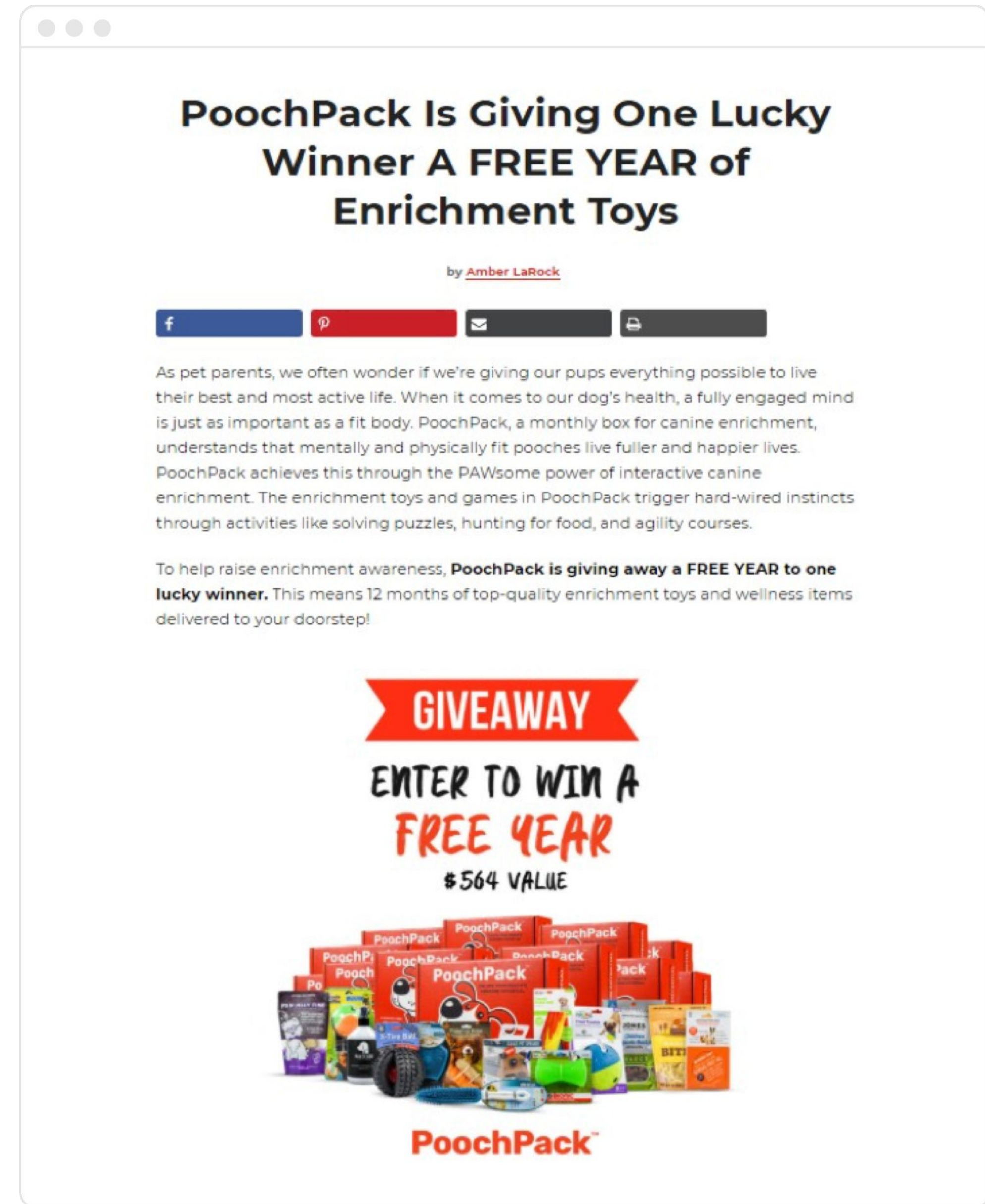
Lead Generation Giveaway

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

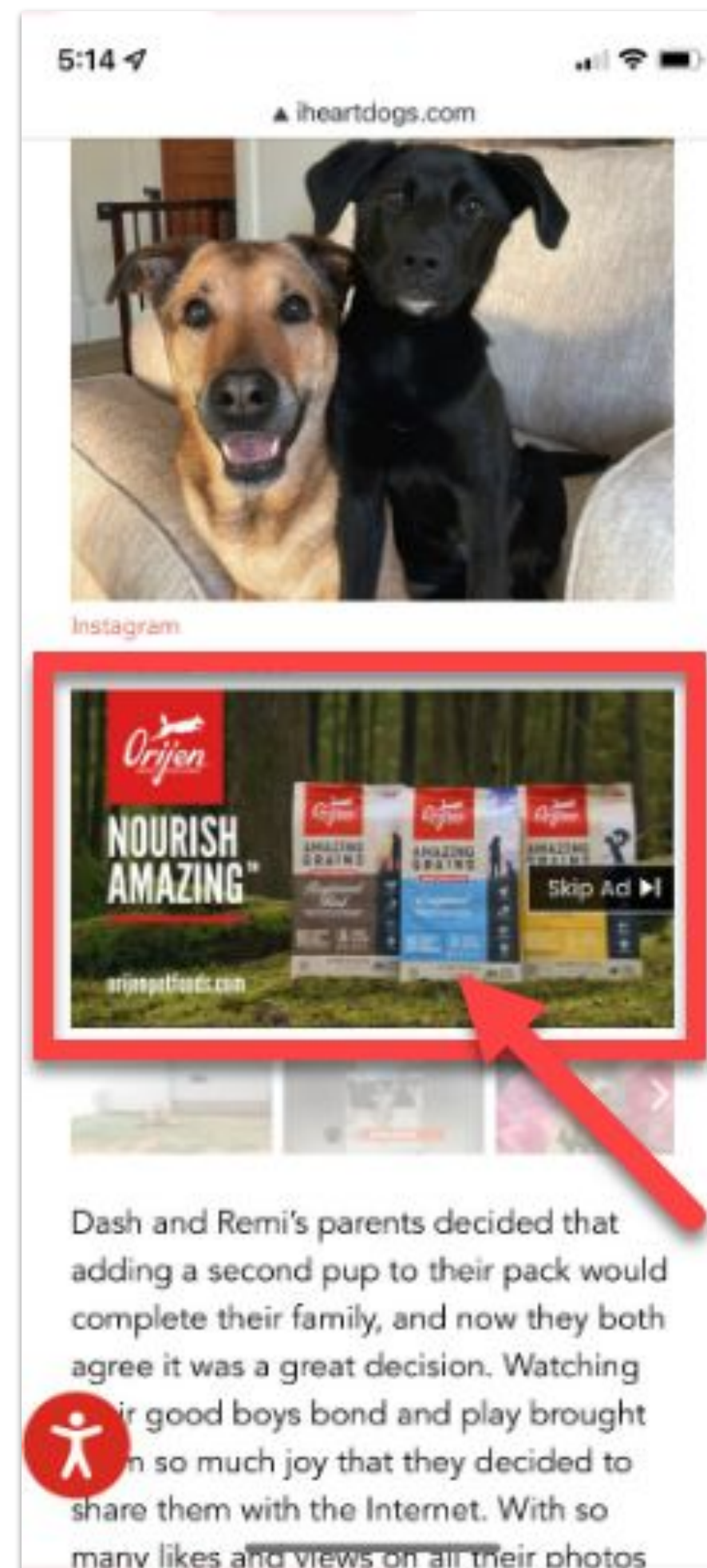
- Average > 1,000 – 3,000 entries
- Average 1,000+ new social media follows



The screenshot shows a landing page for a PoochPack giveaway. At the top, the headline reads "PoochPack Is Giving One Lucky Winner A FREE YEAR of Enrichment Toys". Below this, it says "by Amber LaRock". There are four social media sharing buttons: Facebook, Pinterest, Email, and Print. The main text describes PoochPack as a monthly box for canine enrichment, highlighting its focus on mental and physical health. It states that PoochPack achieves this through interactive canine enrichment toys and games that trigger hard-wired instincts. A bold announcement follows: "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!". Below the text is a large red banner that says "GIVEAWAY" and "ENTER TO WIN A FREE YEAR \$564 VALUE". At the bottom, there is a collection of various PoochPack enrichment toys and products, with the PoochPack logo at the very bottom.

Pre-roll and mid-roll video content

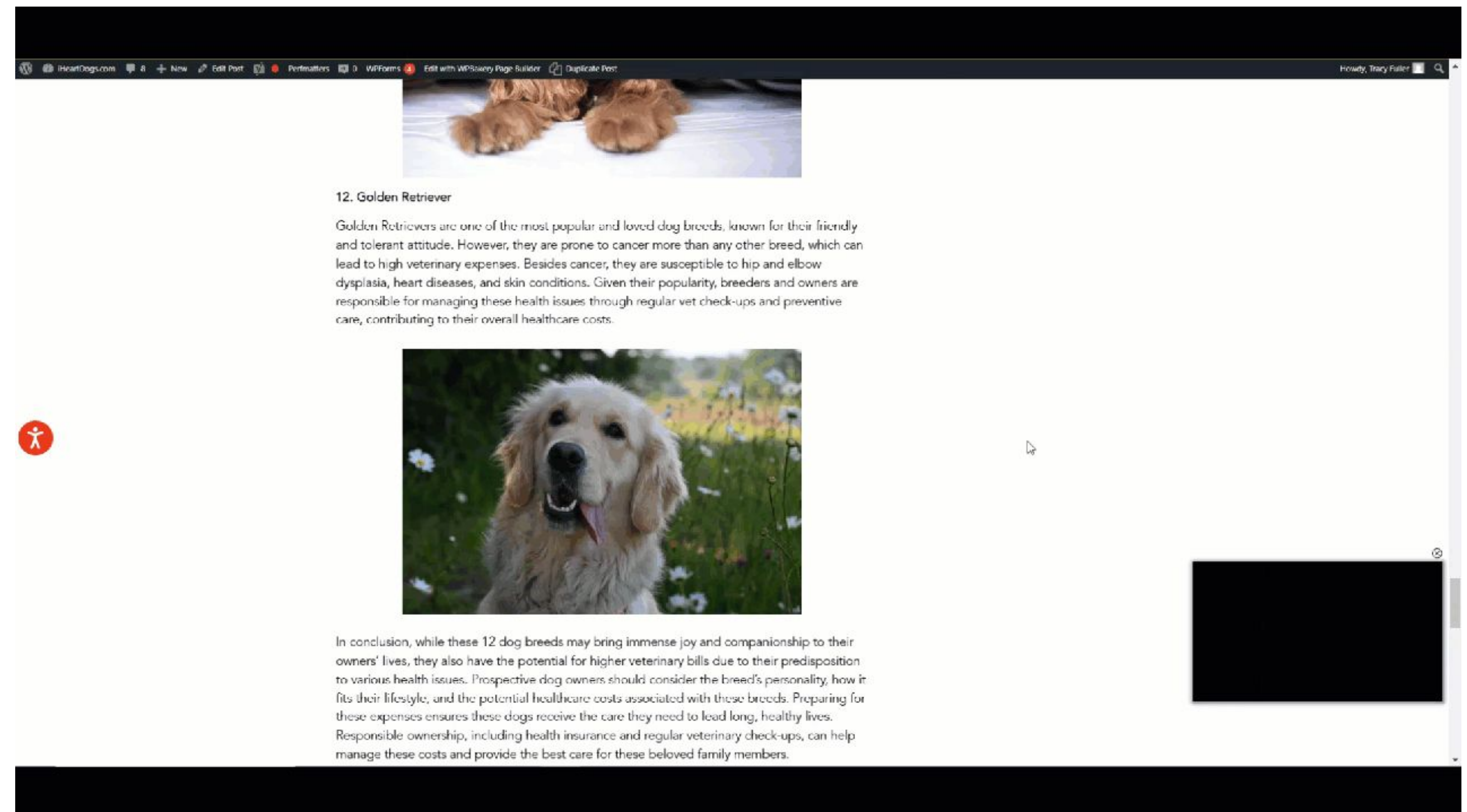
Video ads in run in the center of iHeartDogs Blog on mobile and pop-up on the right-hand side on desktop with a clear X button to close



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

THANK YOU