





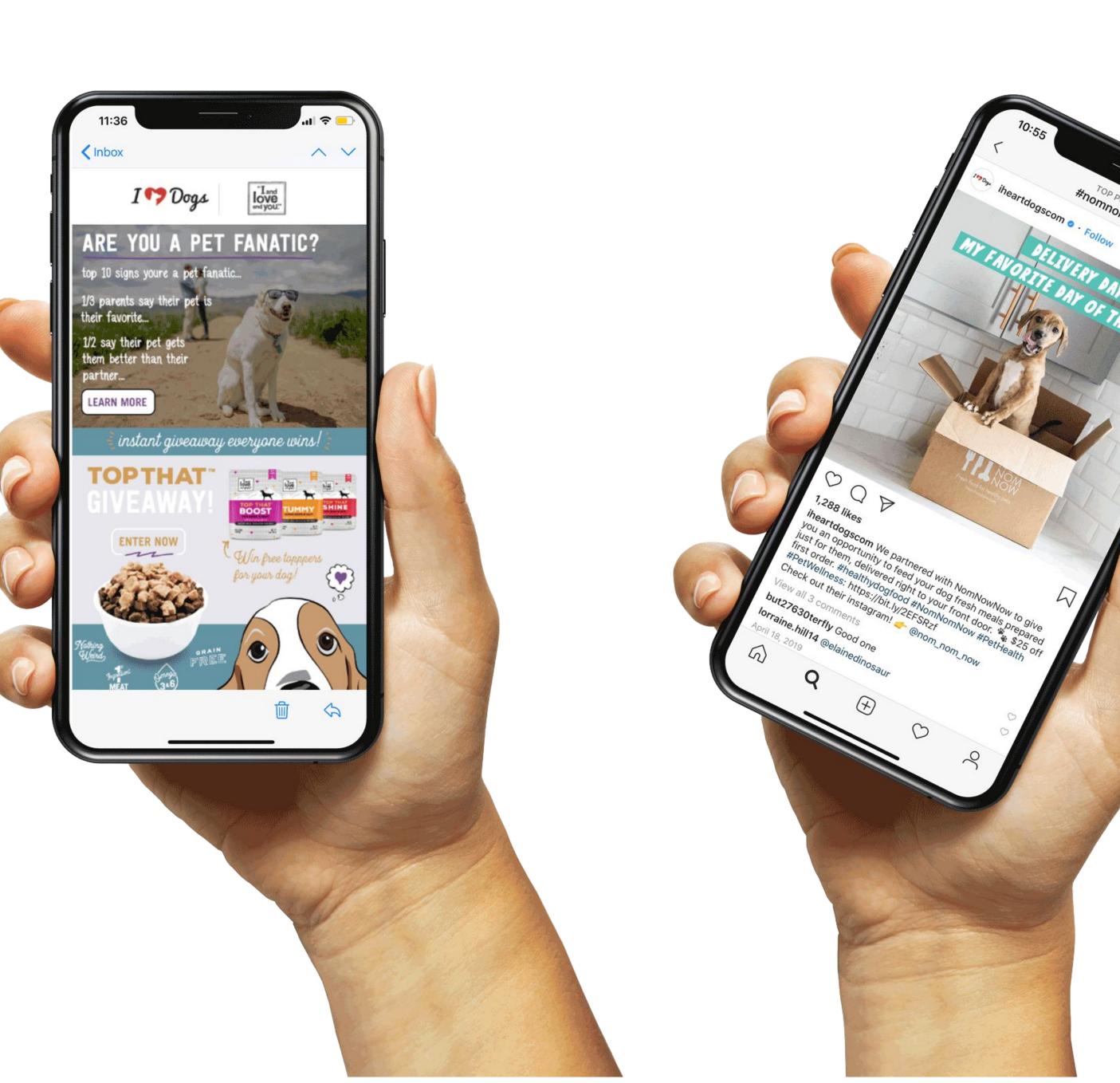
WHAT WE DO

# 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 Émail 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**

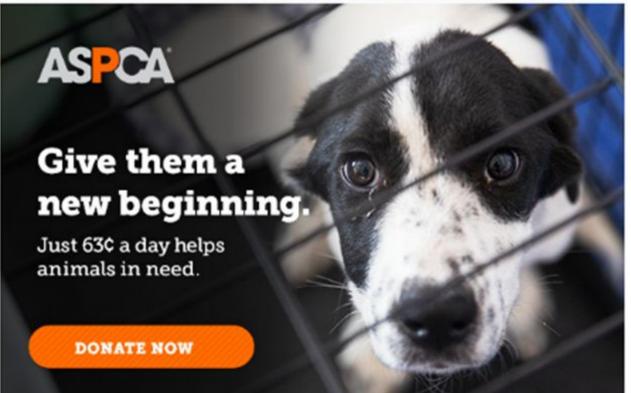
- Open Rate: 45%
- CTR: 0.6-0.8%



A longer, happier life starts with what's in your pup's bowl.



# Ollie



### **Their brighter tomorrow** starts with you.

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.

DONATE NOW

Donate just 63¢ a day to become an ASPCA Guardian







# 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%

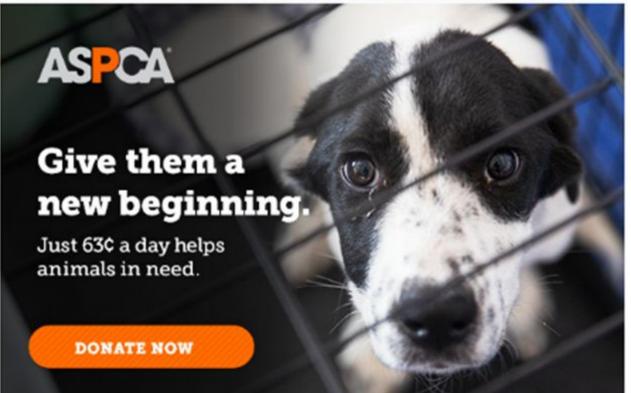




Media Bundle

# Ollie

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DONATE NOW

Donate just 63¢ a day to become an ASPCA Guardian







Shop new arrivals, best-sellers, and more during your pup's birthday month.

# 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%

Media Bundle

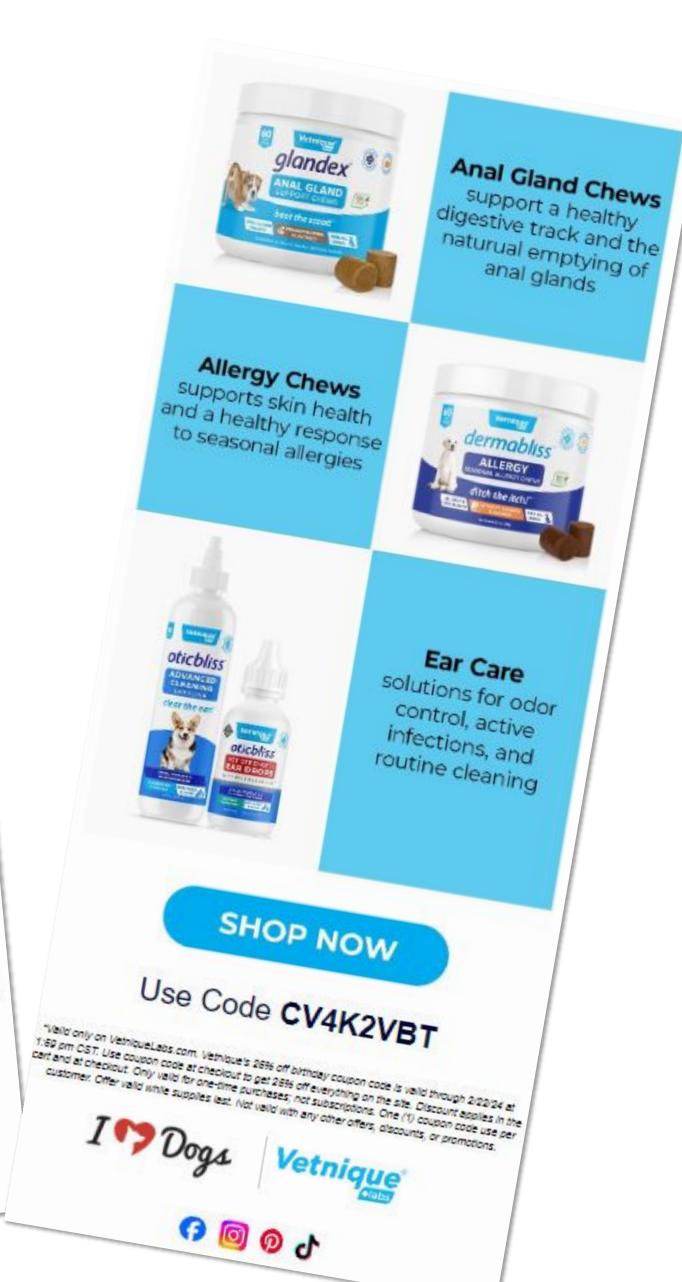




# HAPPY BIRTHDAY

Here's an **exclusive gift** just for you and your furry friend!







# iHeartDogs Health Direct Email

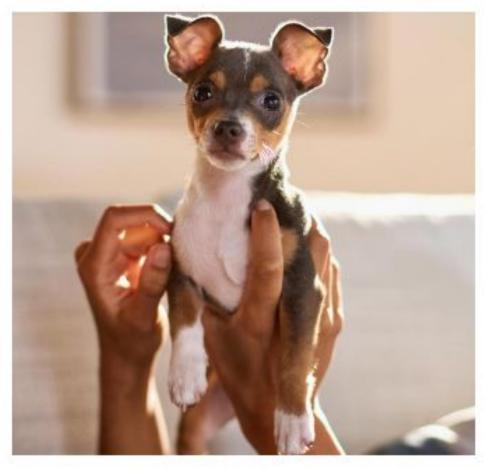
Dedicated Email to 245,000+ 'iHeartDogs Health' Newsletter Subscribers and Past Buyers Interested in Health-Specific Content

- 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

covered.



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

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

Media Bundle



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



Many people think it's normal for a dog's breath to smell bad.

But this is simply not true.

"Stinky" dog breath is actually a sign of a potentially devastating health issue.

(Which can result in thousands of dollars in veterinary bills and intense

So if your dog's breath smells even remotely unclean right now, it's imperative you watch this video and learn what to do.

Click Here To Watch This Video Right Now.





### 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%



adorable, tail-wagging lives.

### NO ADDITIVES. EVER.

doesn't love the flavor, they won't sell it.

### DOSED FOR DOGS

specifically for dogs.

Media Bundle

### ONE SERVING PER DAY. A LIFETIME OF BENEFITS.

This all-in-one supplement supports your pup through all phases of their

Every single ingredient was hand-selected to support the health of dogs. Native Pet did add just one bonus ingredient, pork, because if your pup

Endless hours of research and testing went into the formulation of this supplement. It's not only made with the right ingredients, it's dosed

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%%



Join the Pack



With good, clean meals that bring out the best in your pup, it's sure to be love at first bite.

Join now to get 60% off your pup's first box of fresh or mixed meals and Extras (treats, supplements, and dental chews), plus a FREE bag of Beef Jerky Strips!

#### Media Bundle

And we're fluent.

# Put a little love in their bowl Because living well starts with eating well



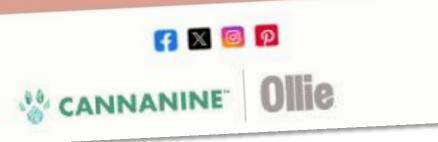
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Allergy



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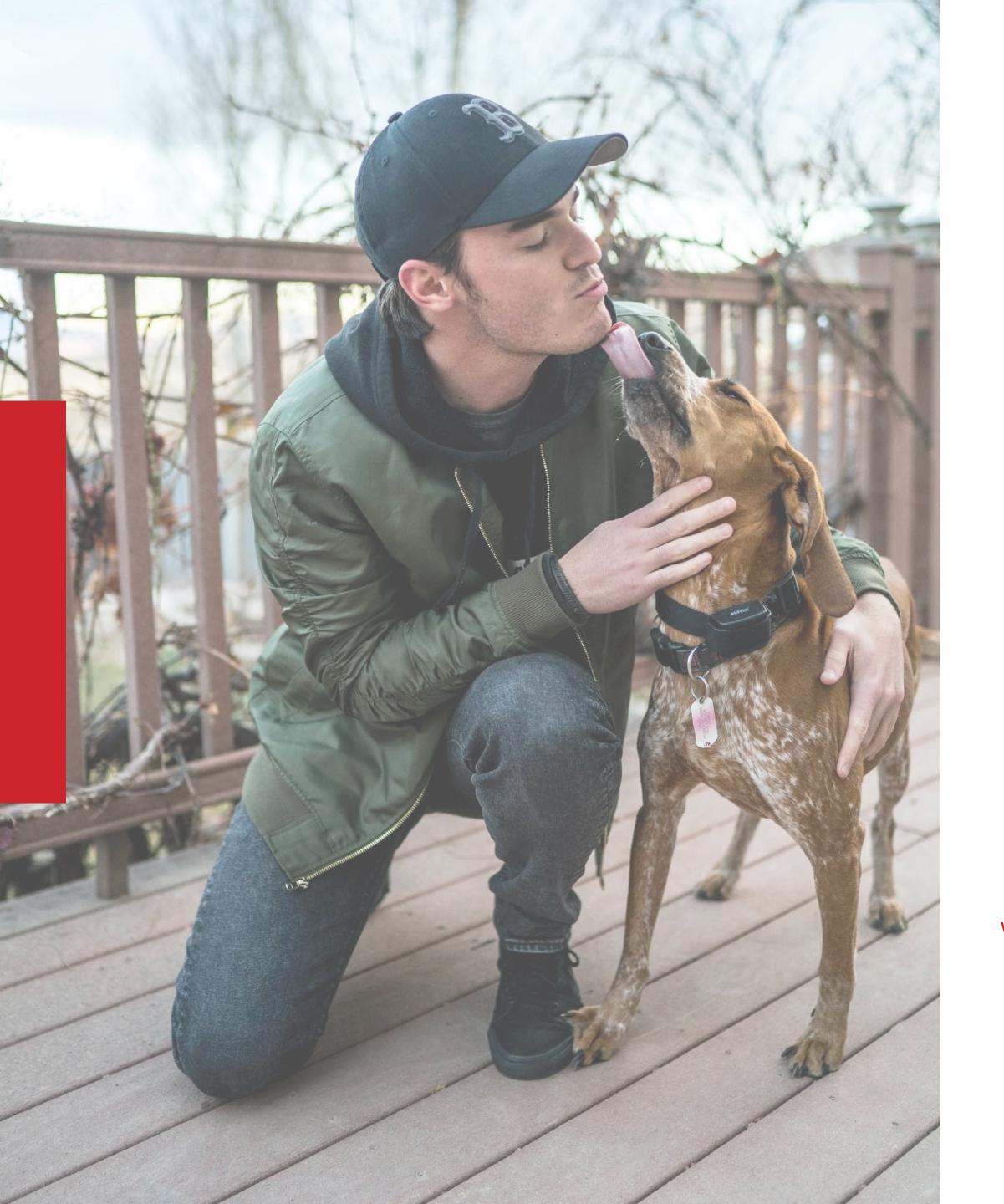
### In-Content Marketing Email Banner

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.

# DOG HAS A HOME **GET BLANKET** Ullie **Better Food for A Brighter Future** Get 60% Off Your First Box

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 🖪 And the state 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...

HIP & JOIN





### Video Example

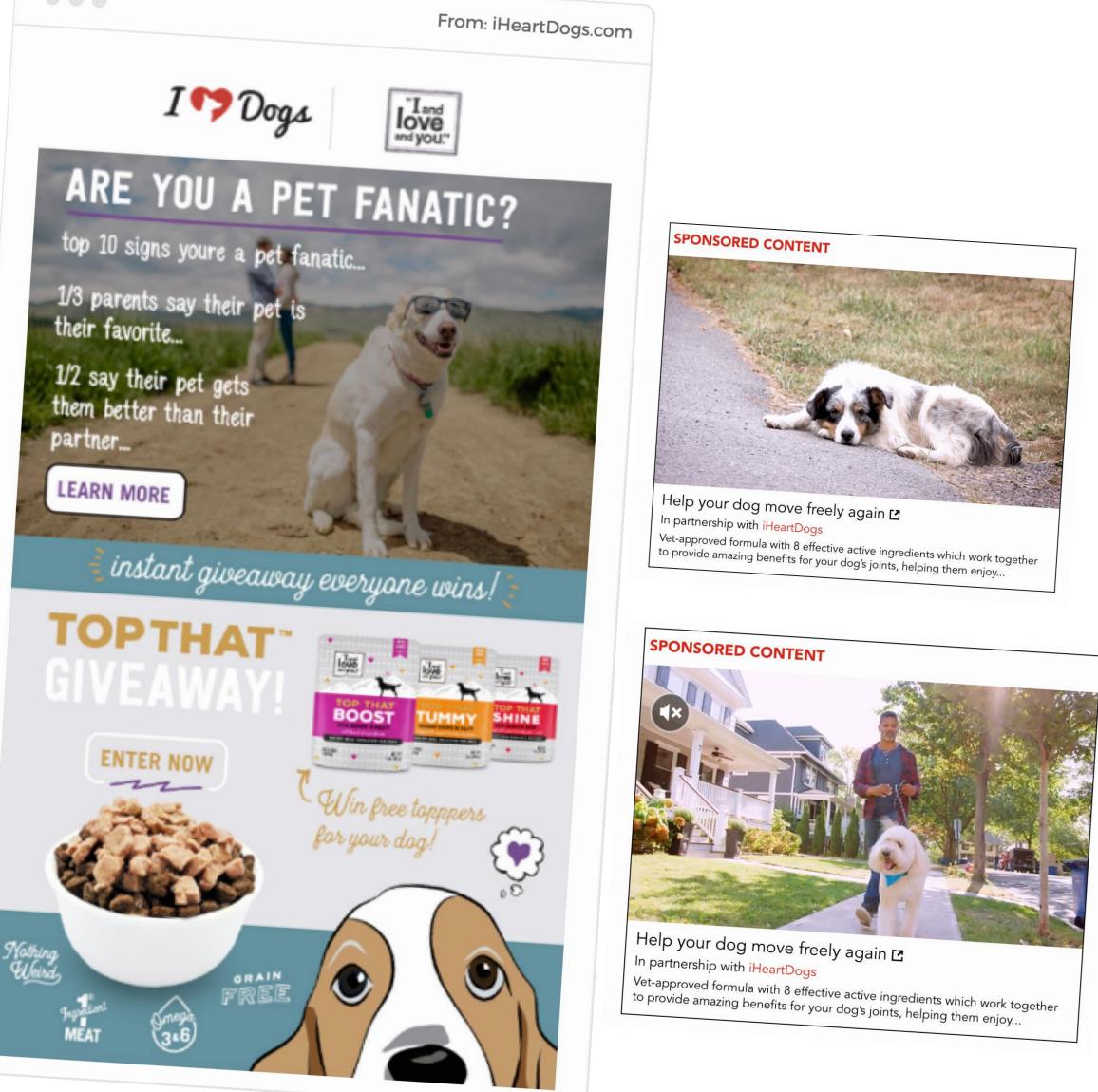
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The SCOOP Promotions

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



#### Media Bundle



## 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.

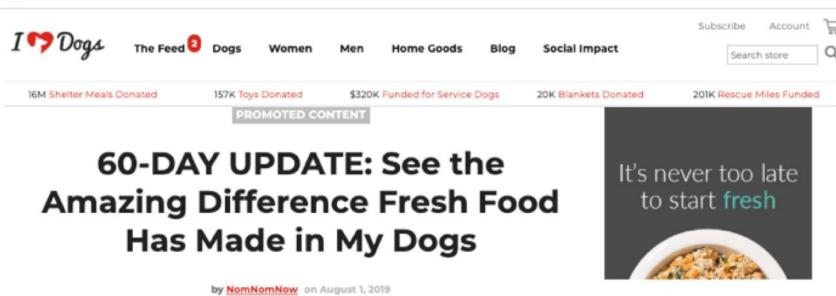
<u>Placement Example</u>

Content Example

Video Content Example

#### Promoted Content





#### f 🗾 in 🖓 🕰 🖾

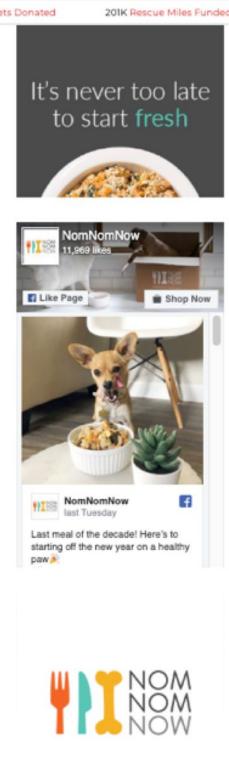
A little over 2 months ago, I started feeding my pups fresh dog food. At first, I saw some results, but I think I was being pretty optimistic, trying to find the good in my longresearched decision. But 30-days isn't really enough time to see any major changes no matter what you're doing. Here I am, over 60 days later, and wow! The results have been pretty amazing. Check out what's going on with my pups, Scout and Sandy



#### **Back to the Beginning**

I had been previously feeding my dogs a quality kibble, but I knew that they probably weren't getting all the nutrients that they needed. Plus, with all of the recalls and issues I had been seeing, I knew they needed more variety in their diets. Like so many people, I considered preparing fresh food for them myself, but finding the time to cook and make sure I was giving them the nutrition they needed was pretty daunting

Around the beginning of the year, I started exploring fresh food options for my dogs. In



Formulated for your dog's needs

#### 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...



Media Bundle

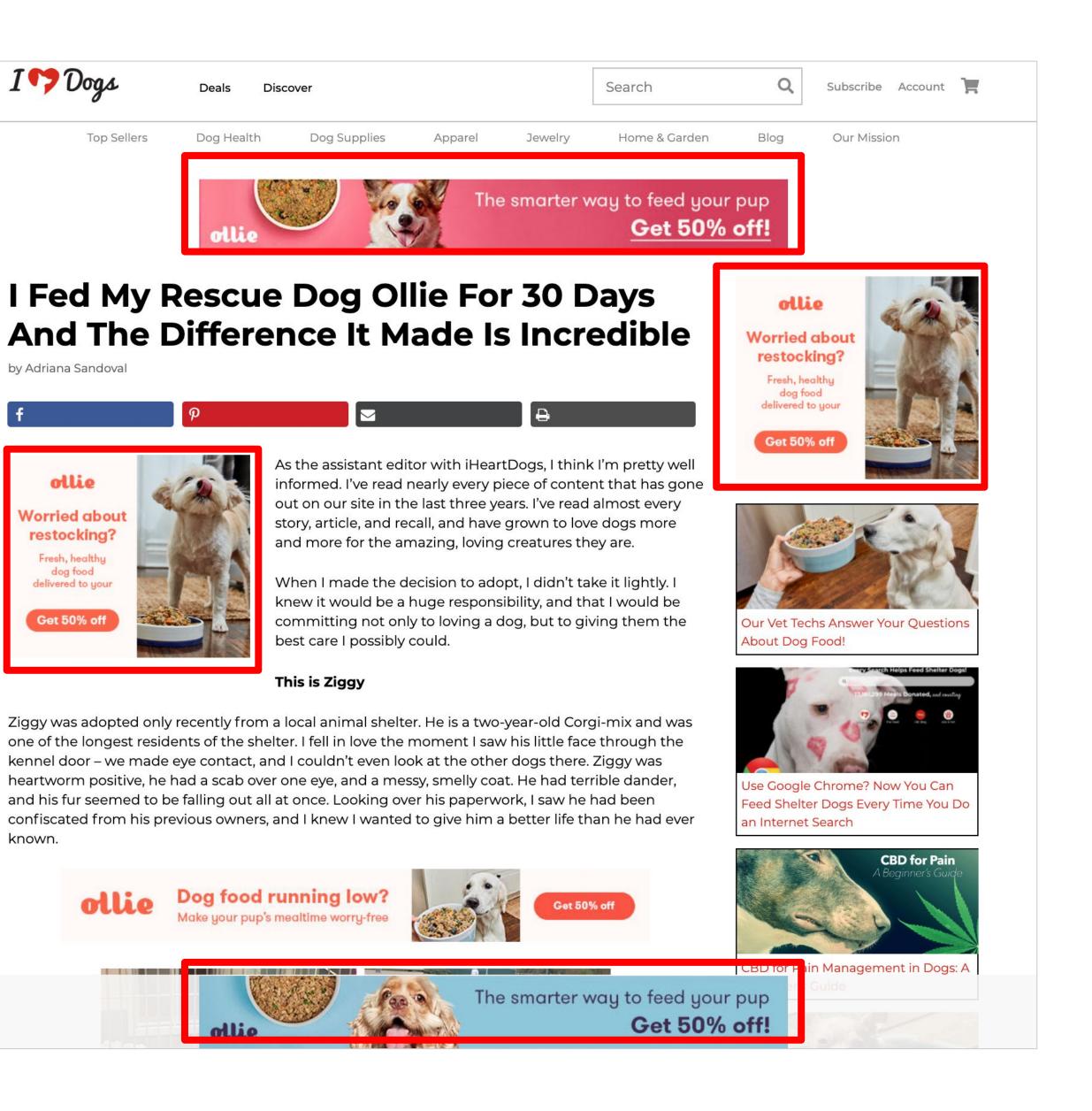
## Contextual Ad Targeting

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)



Media Bundle



# 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



	I 🍤 Dogs	Deals Discover				Search	Q
nd							
IIU	Top Sellers	Dog Health	Dog Supplies	Apparel	Jewelrv	Home & Garden	Blog

### **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.

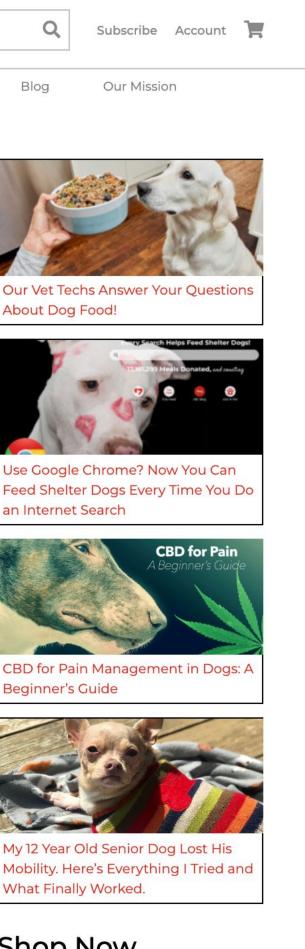


#### 1. Pack for Safety and Comfort Outdoors

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



About Dog Food!







#### Shop Now



### WAYS TO ENGAGE ONSITE PROMOTIONS

### theFEED Exclusive Feature

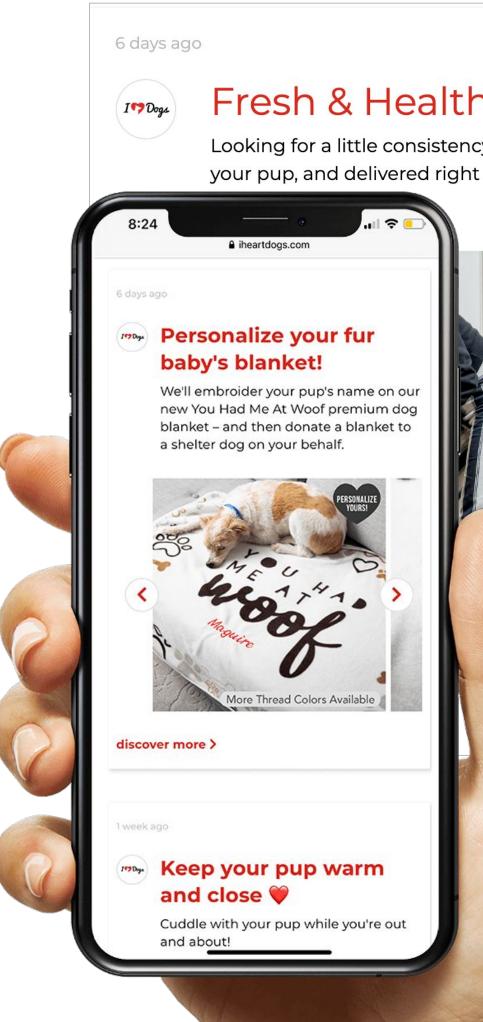
Exclusive Social-Style Post Featured in iHeartdogs Product Feed

- 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**

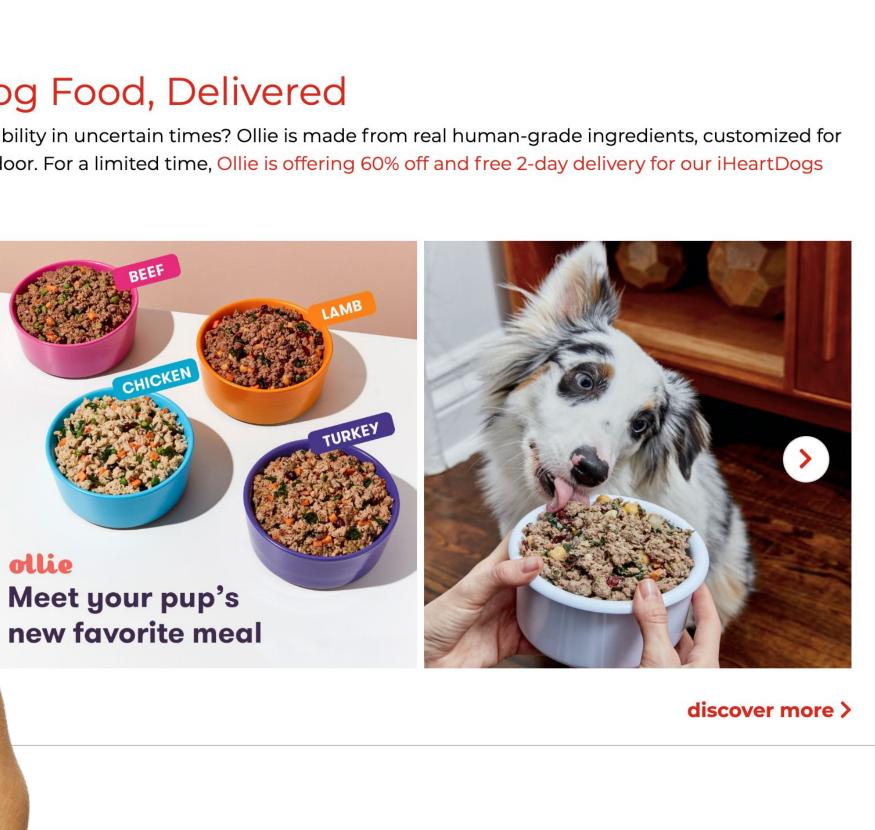
1<sup>st</sup> : 0.40 – 0.7% CTR 2<sup>nd</sup>: 0.25 – 0.40% CTR



### Fresh & Healthy Dog Food, Delivered

ollie

Looking for a little consistency and stability in uncertain times? Ollie is made from real human-grade ingredients, customized for your pup, and delivered right to your door. For a limited time, Ollie is offering 60% off and free 2-day delivery for our iHeartDogs



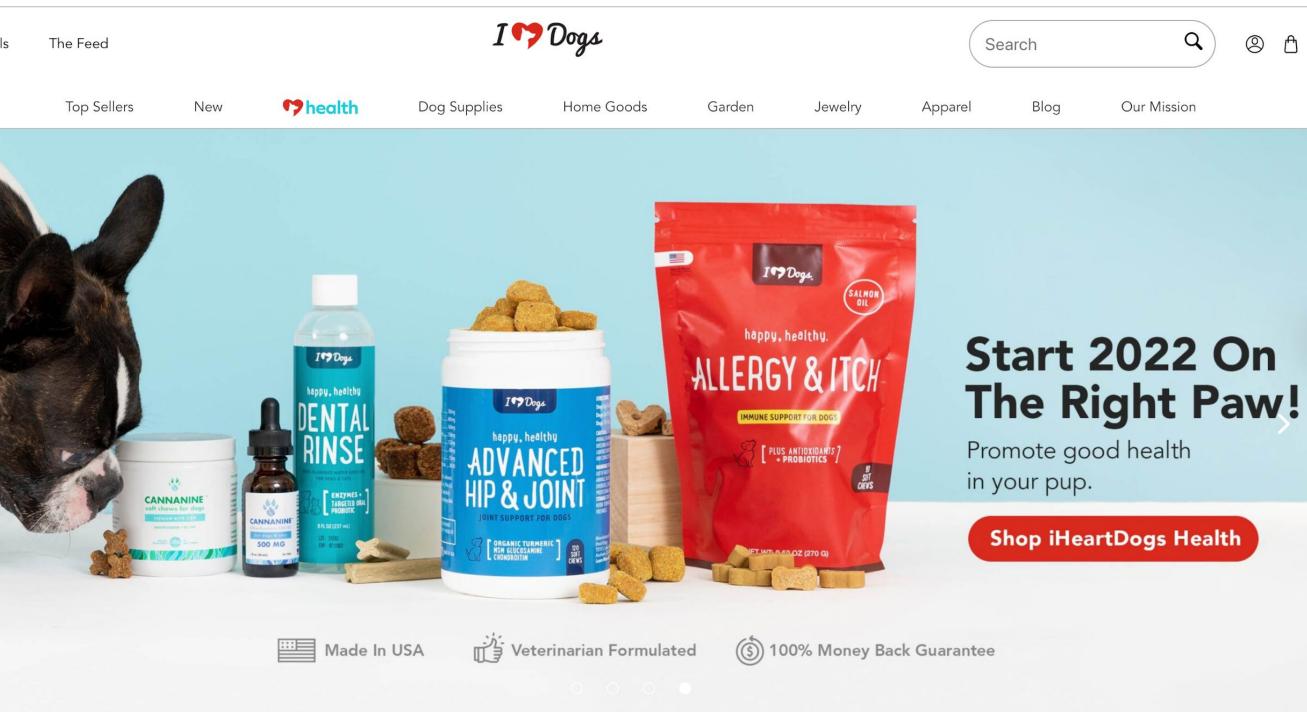
Media Bundle

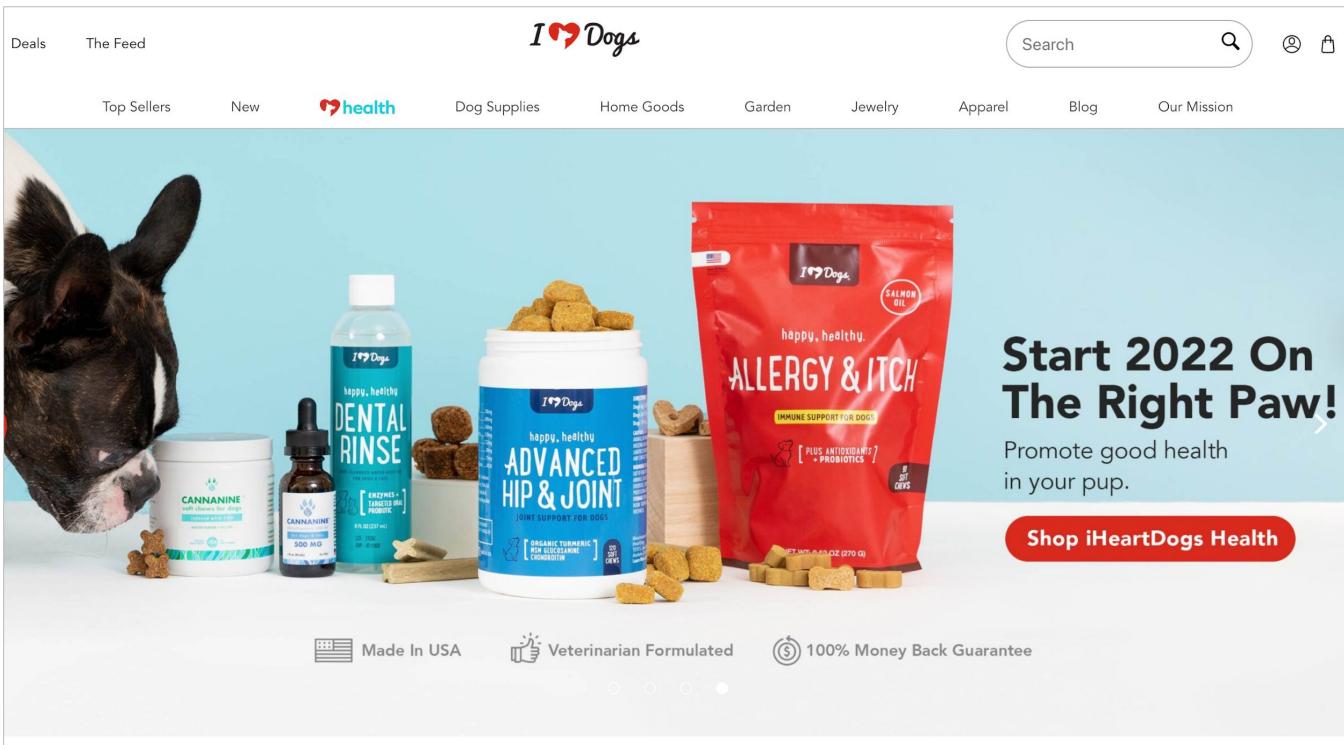
# Home Page Featured Slider

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





Media Bundle

## **Rich-Media** Expandable Video Ad

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

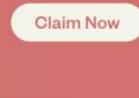
- Boost engagement through expandable video
- User-initiated audio plays on top of auto-play video
- Entire ad links to landing page or site of choice
- Target ads by region, device or blog section







Fresh Thinking on Nutrition FREE Clean, simple meals. Clean, simple serving. 60% OFF your first box Claim Now 100 like Ollie. They have fou<mark>r sin</mark>gle protei<mark>n ve</mark>t

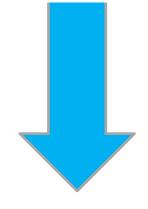


Media Bundle

### Clean, simple meals. Clean, simple serving.

60% OFF your first box + FREE bowl, scoop and puptainer





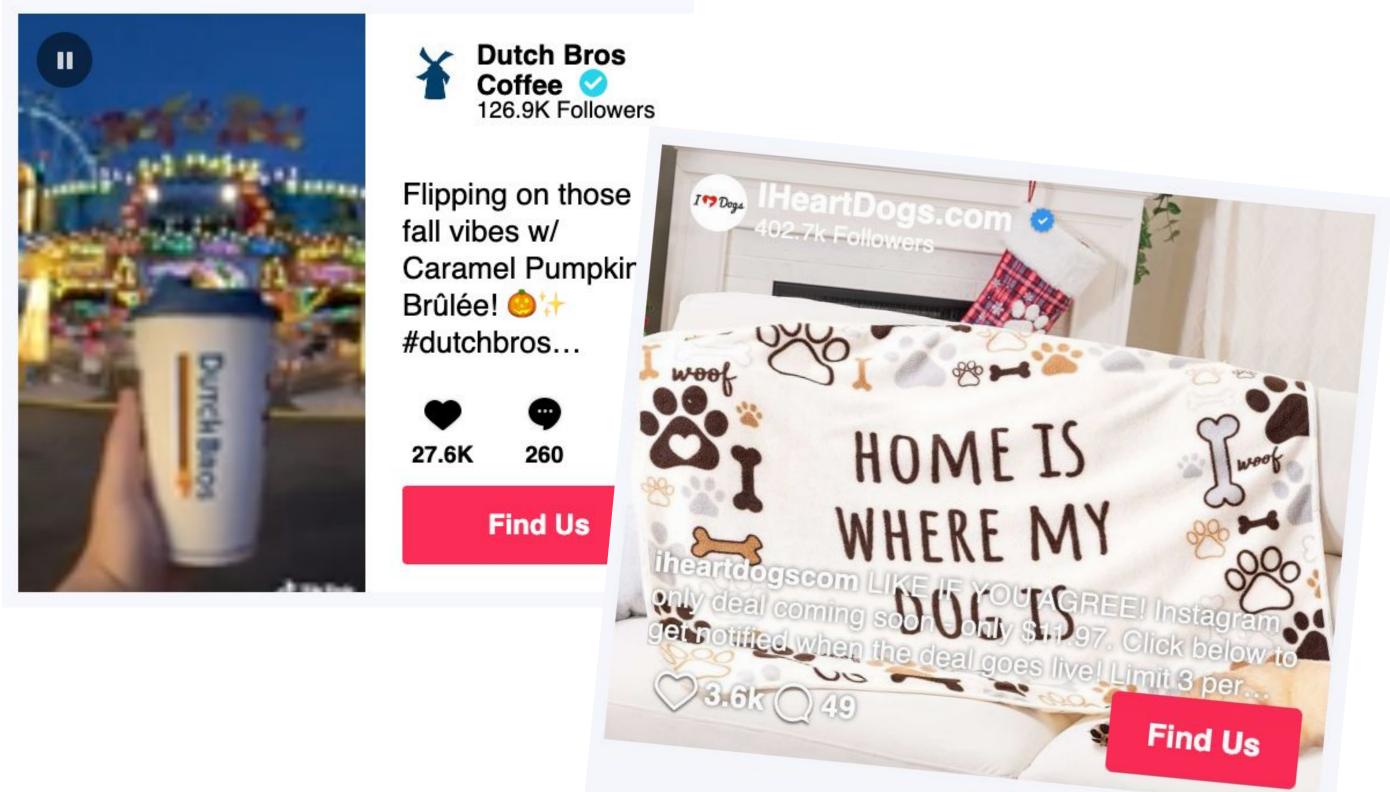




# **Rich-Media Social Ad**

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

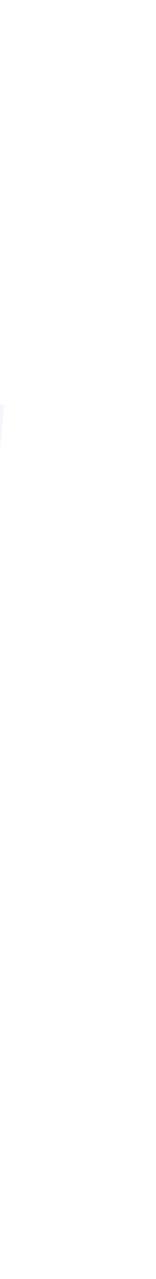


### Live Example



Scan QR code to view preview in mobile

Media Bundle



# 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

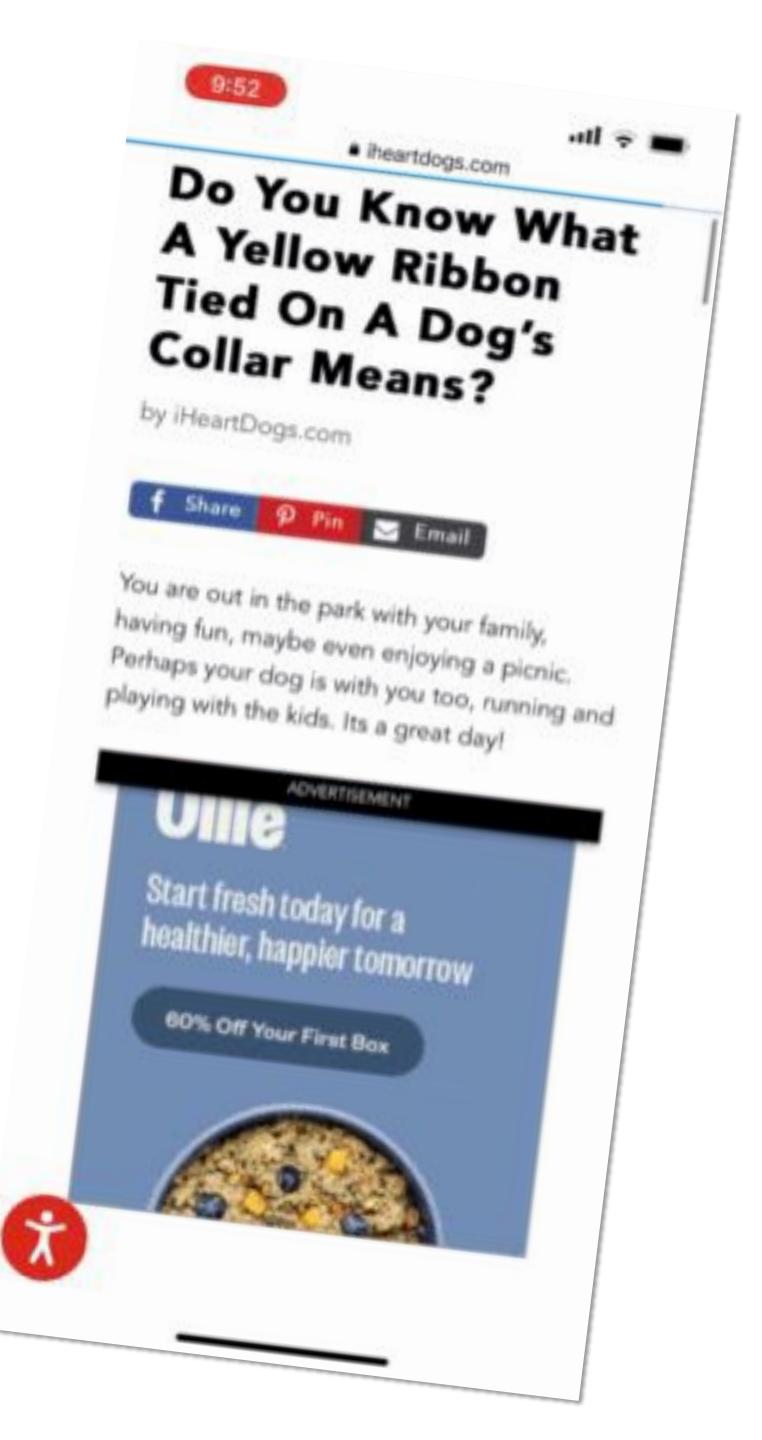
**Rich Media Platform** 

Live Site Mobile

BENCHMARKS

• CTR: 0.4-0.9%

Media Bundle



# 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

#### Media Bundle

### Do you believe every dog matters?

# Then this is perfect for you!

Subscribe to our Ultimate email for dog lovers today and we'll donate a meal to a shelter dog!

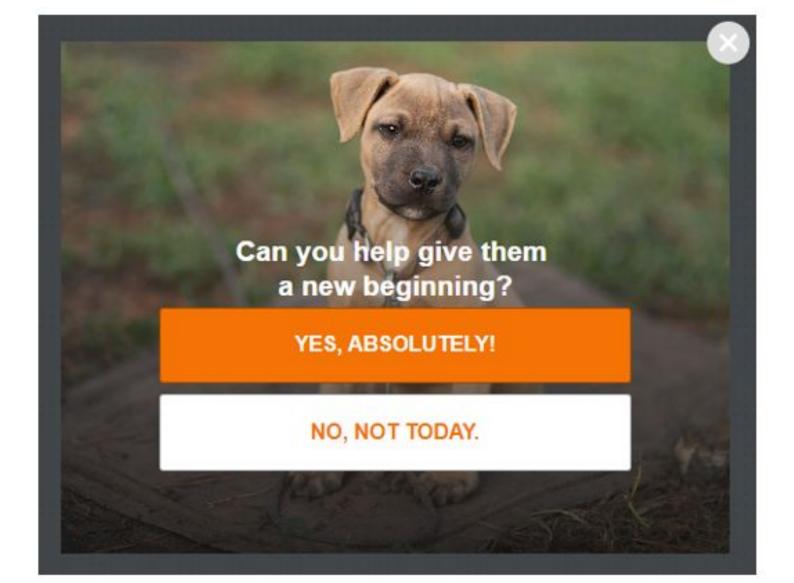
YES!

NO!

#### Enter your email here...

#### SUBSCRIBE

232,987 People in have already signed up!





# 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



Media Bundle







### 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





Media Bundle



<sup>20%</sup> off



### WAYS TO ENGAGE NEVVSLETTER 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

From: iHeartDogs.com



Thank you! Last month you helped provide shelters with

### 215,171 Meals



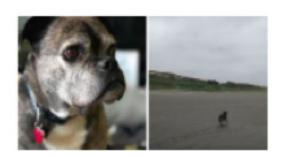


JUST PAY S&H + DONATION



Bella The Boxer Becomes A Total Wigglebutt When Daddy

Read More



Adorable 12 Year Old "H Bull, Half Pug" With Arth CBD Oil – "Life Is Good!

Read More



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

Read More



Man Rescues Dog in Plastic Bag Bound for Yulin Festival

Read More



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

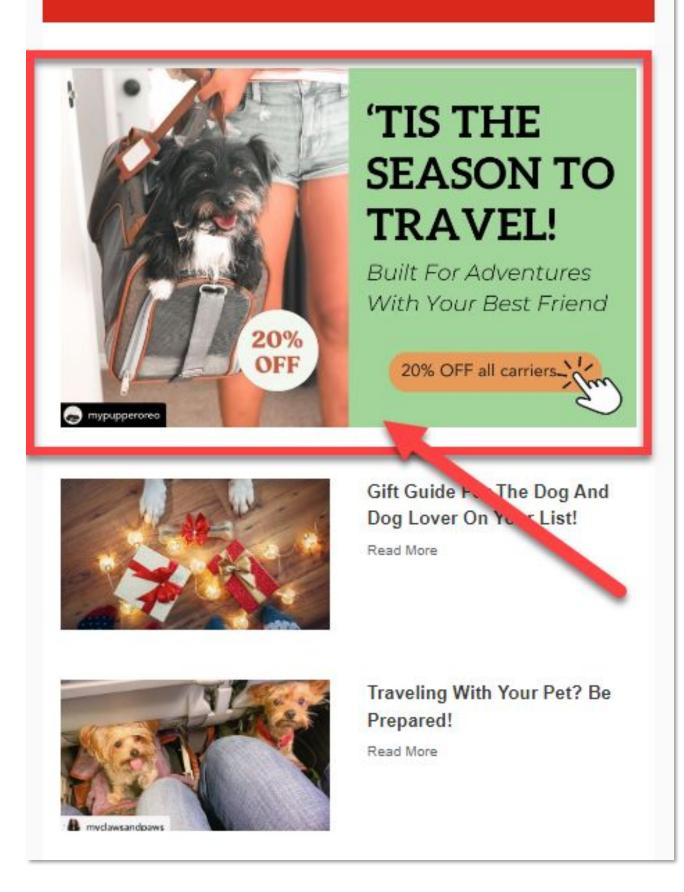
• 0.11% Click Rate

Media Bundle



Thank you! Last month you helped provide shelters with

### 287,042 Meals





### ways to engage SOCIAL MEDIA

# iHeartdogs Facebook Post

Sponsored Social Media Post Promoted to 4.9 MM iHeartdogs Followers

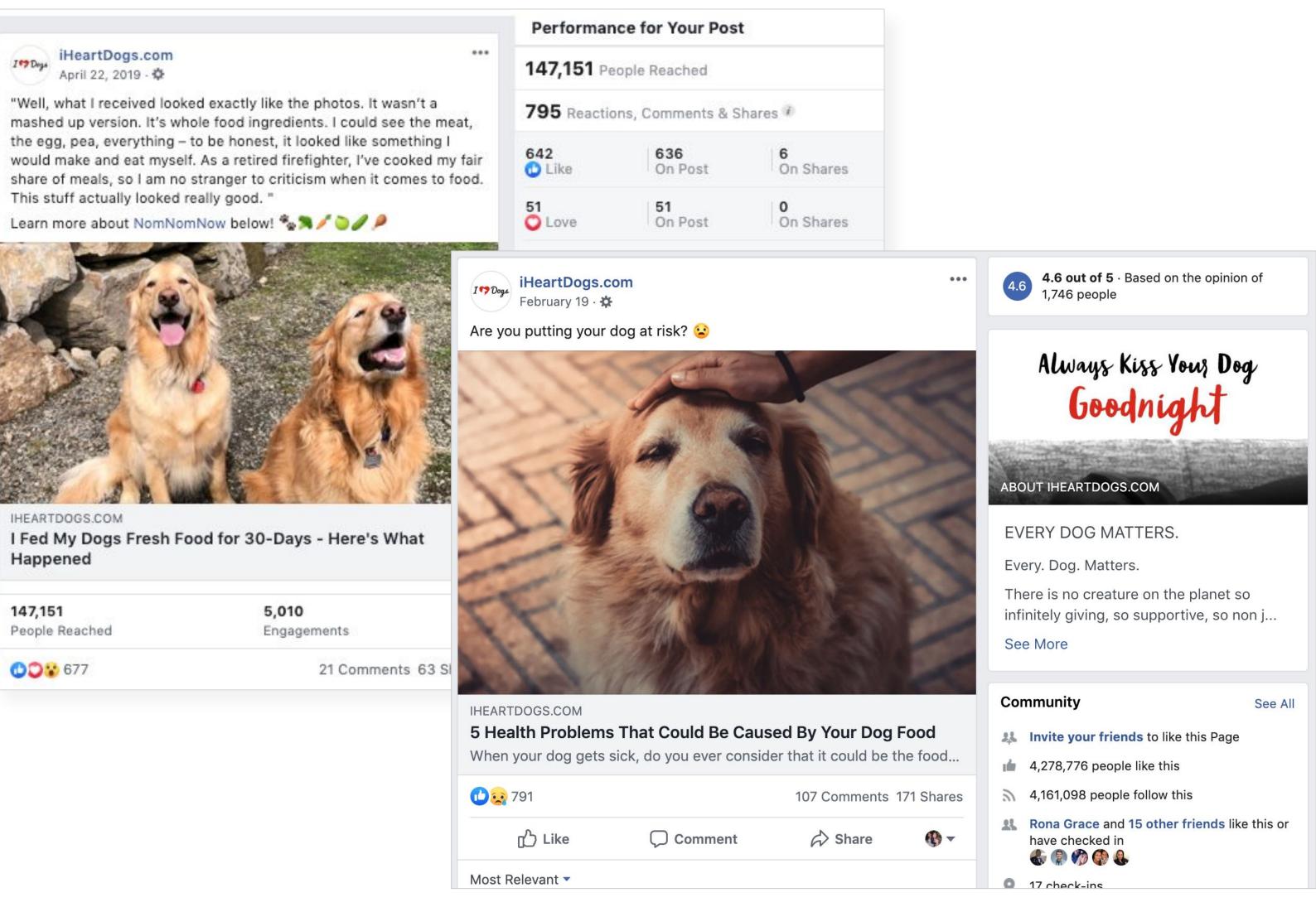
- Educate customers about a specific product, service or brand
- Client can be tagged on post for an opportunity to boost.

#### **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



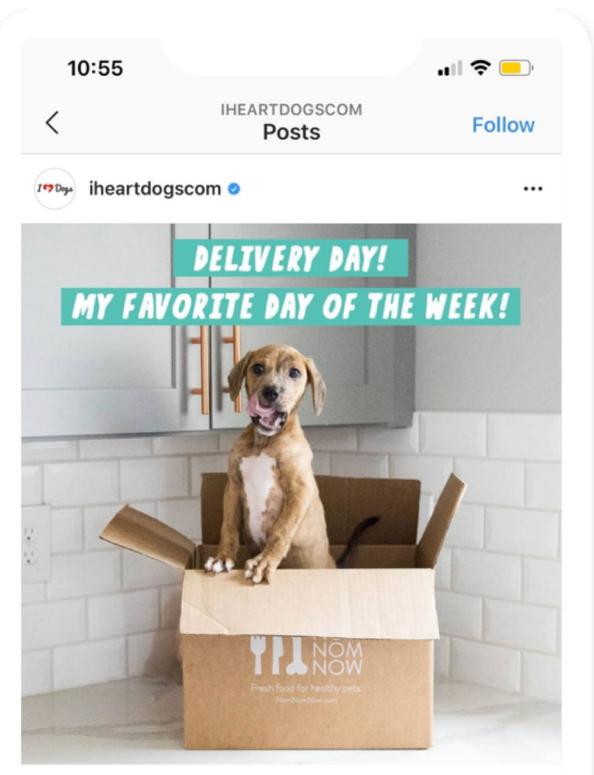
...

### 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



 $\bigcirc \bigcirc \bigcirc \land$ 

#### 1,288 likes

**iheartdogscom** We partnered with NomNowNow to give you an opportunity to feed your dog fresh meals prepared just for them, delivered right to your front door. \*\* \$25 off first order. #healthydogfood #NomNomNow #PetHealth #PetWellness: https://bit.ly/2EFSRzf

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C

Check out their instagram! *f* @nom\_nom\_now

View all 3 comments

but27630terfly Good one lorraine.hill14 @elainedinosaur

April 10, 0010







### WAYS TO ENGAGE TEXT MESSAGE

# iHeartDogs SMS Text Message

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

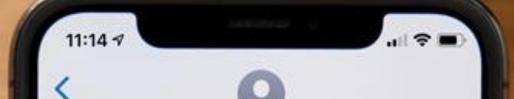
- Extremely high-impact, reserved for only certain partners
- 100% SOV client facing
- Includes link to offer or product

### BENCHMARKS

• 1.5-2% CTR



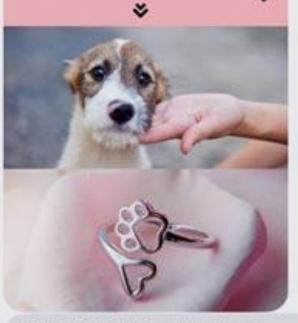
Media Bundle



+1 (714) 916-5232

Tuesday 9:40 AM

Give The Miracle Of Love To Shelter Dogs This Valentine's Day



BIG NEWS! This Valentine's day, iHeartDogs is planning something BIG with our rescue & shelter partners.

With your help, we're going to be surprising hundreds of shelter dogs with a Valentine's Date Night complete with a 5star steak dinner, treats, a





## 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

Media Bundle

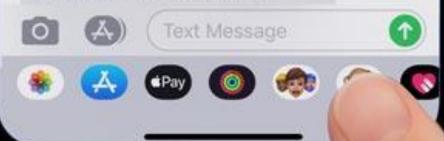


Hey Hero,

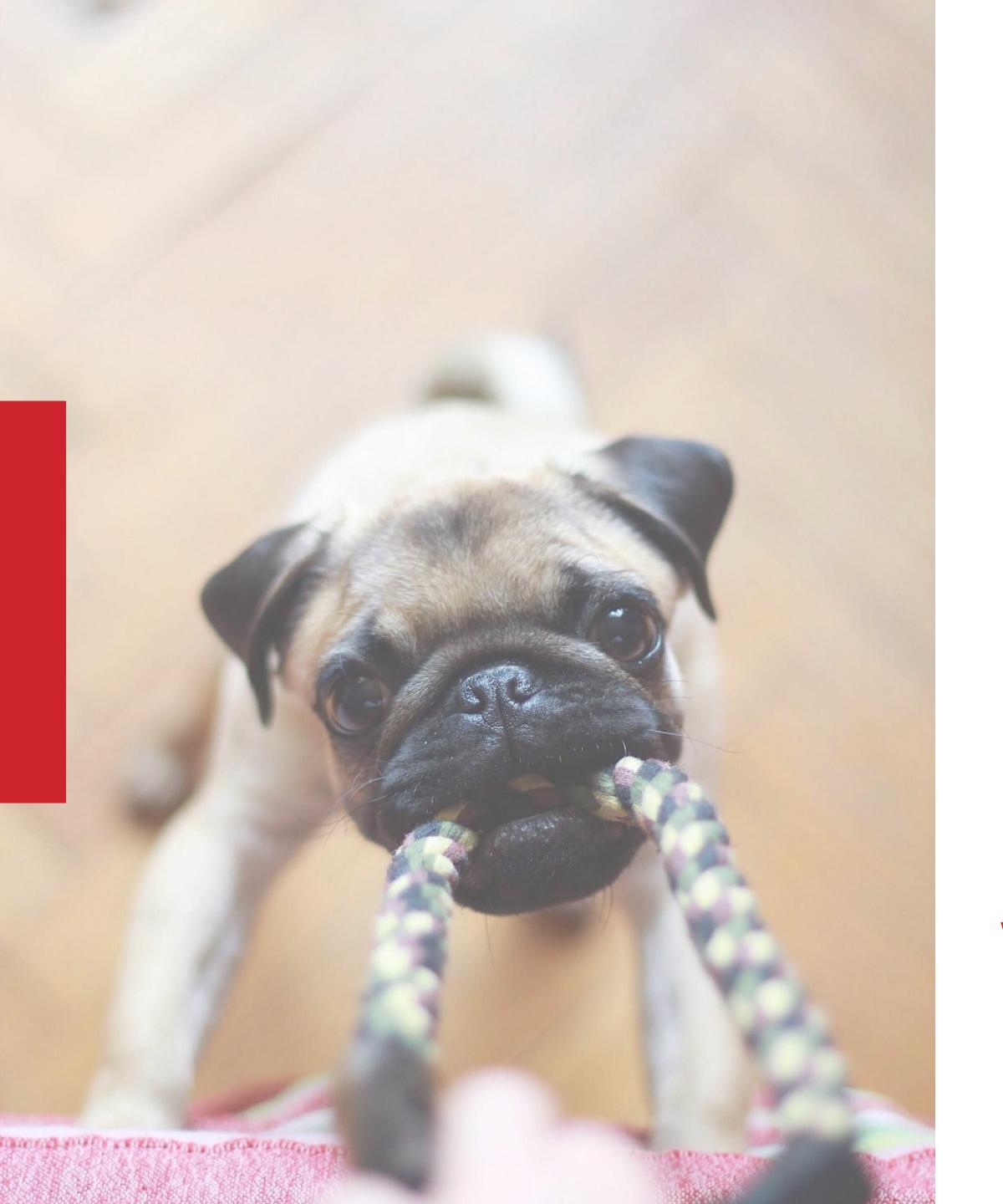
Marshall from iHeartDogs here. Hope you're doing well! I wanted to reach out to you and let you know about one of our very trusted partners, Pawp. They are our number one recommended partner for pet insurance alternatives and here's why:

You get HUGE peace of mind knowing your pup is protected at only \$19 per month. That's with 24/7 access to licensed vets AND a \$3,000 safety net for emergencies. Such relief at an affordable price. If you're interested, you can sign up now and protect your pup in less than a minute. It's SUPER easy. Sign up here: https://bit.ly/33QOLRV

#### Reply STOP to opt out







### 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

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!





Media Bundle

# 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





♥ ○ ▼
1,475 likes

JULY 24, 2019

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

#### by Amber LaRock



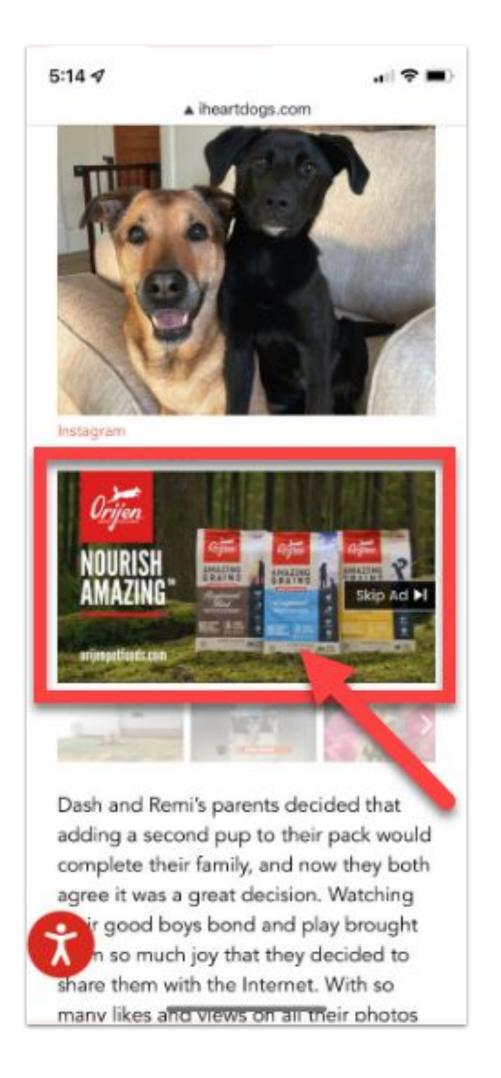
As pet parents, we often wonder if we're giving our pups everything possible to live their best and most active life. When it comes to our dog's health, a fully engaged mind is just as important as a fit body. PoochPack, a monthly box for canine enrichment, understands that mentally and physically fit 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!



# 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%



#### 12. Golden Retriever

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Golden Retrievers are one of the most popular and loved dog breeds, known for their friendly and tolerant attitude. However, they are prone to cancer more than any other breed, which can lead to high veterinary expenses. Besides cancer, they are susceptible to hip and elbow dysplasia, heart diseases, and skin conditions. Given their popularity, breeders and owners are responsible for managing these health issues through regular vet check-ups and preventive care, contributing to their overall healthcare costs.



In conclusion, while these 12 dog breeds may bring immense joy and companionship to their owners' lives, they also have the potential for higher veterinary bills due to their predisposition to various health issues. Prospective dog owners should consider the breed's personality, how it fits their lifestyle, and the potential healthcare costs associated with these breeds. Preparing for these expenses ensures these dogs receive the care they need to lead long, healthy lives. Responsible ownership, including health insurance and regular veterinary check-ups, can help manage these costs and provide the best care for these beloved family members.

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