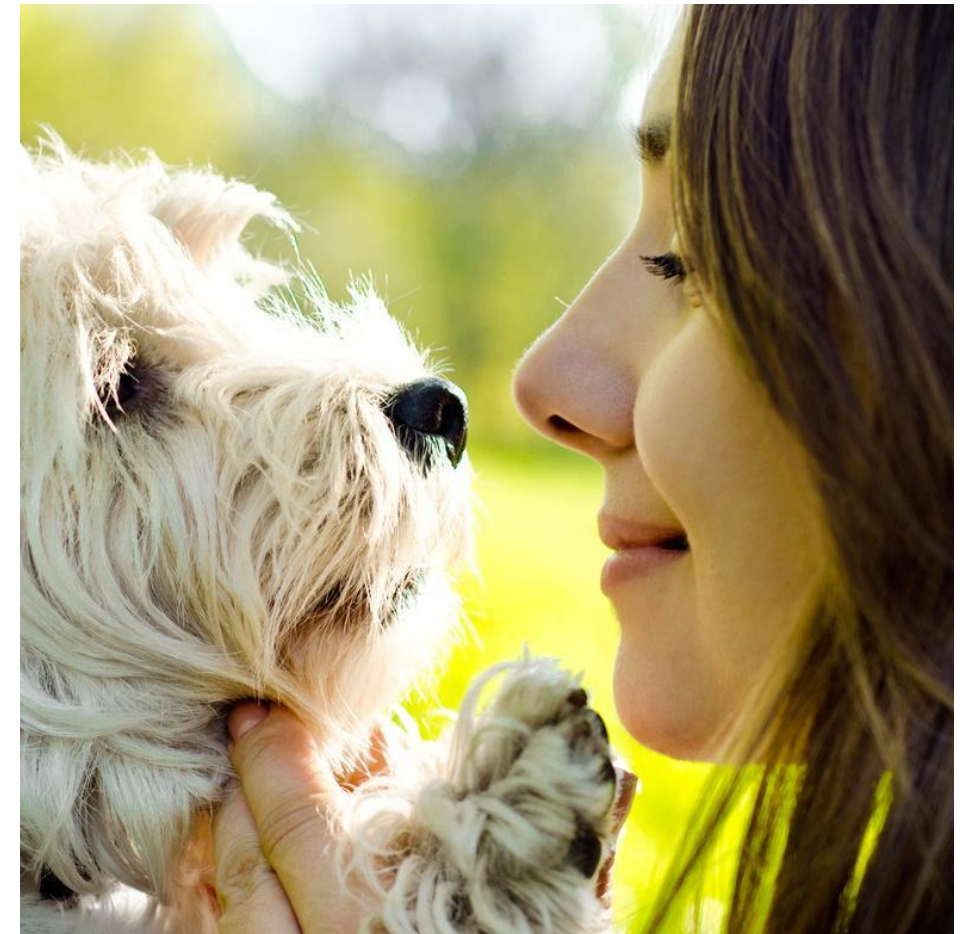
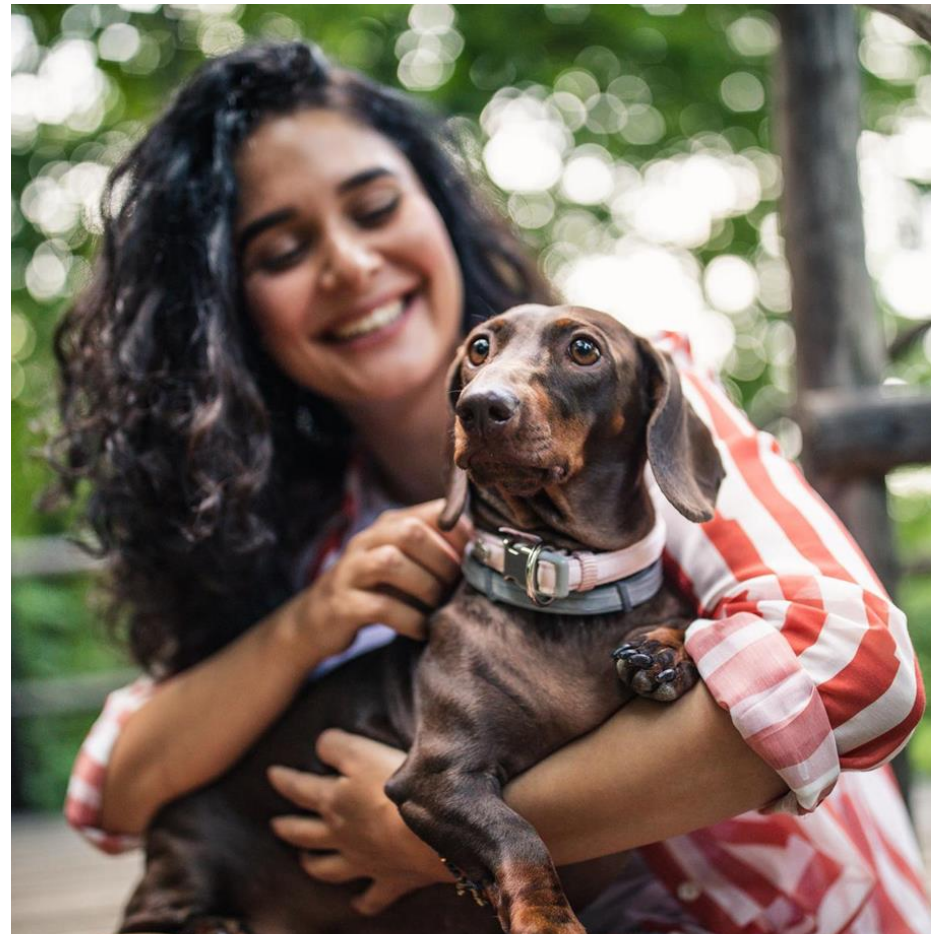


I Dogs

2025

iHeartDogs
Media Kit



OUR BRANDS SPEAK TO THE WORLD'S LARGEST PET AUDIENCE

I  *Dogs*

strā
(STRAY)

I  *Dogs* health

H  **ERO**
C O M P A N Y

I  *Cats*

 **CANNANINE™**



OUR AUDIENCE MONTHLY REACH

Mobile: 65%

Desktop: 30%

Tablet: 5%

OUR AUDIENCE

MONTHLY REACH

200MM
Total Monthly
Reach

8MM
On-Platform
Page Reviews

40MM
Social Media
Followers

35MM
Display Ad
Impressions

3MM
Newsletter
Subscribers

5MM
Editorial Video
Plays



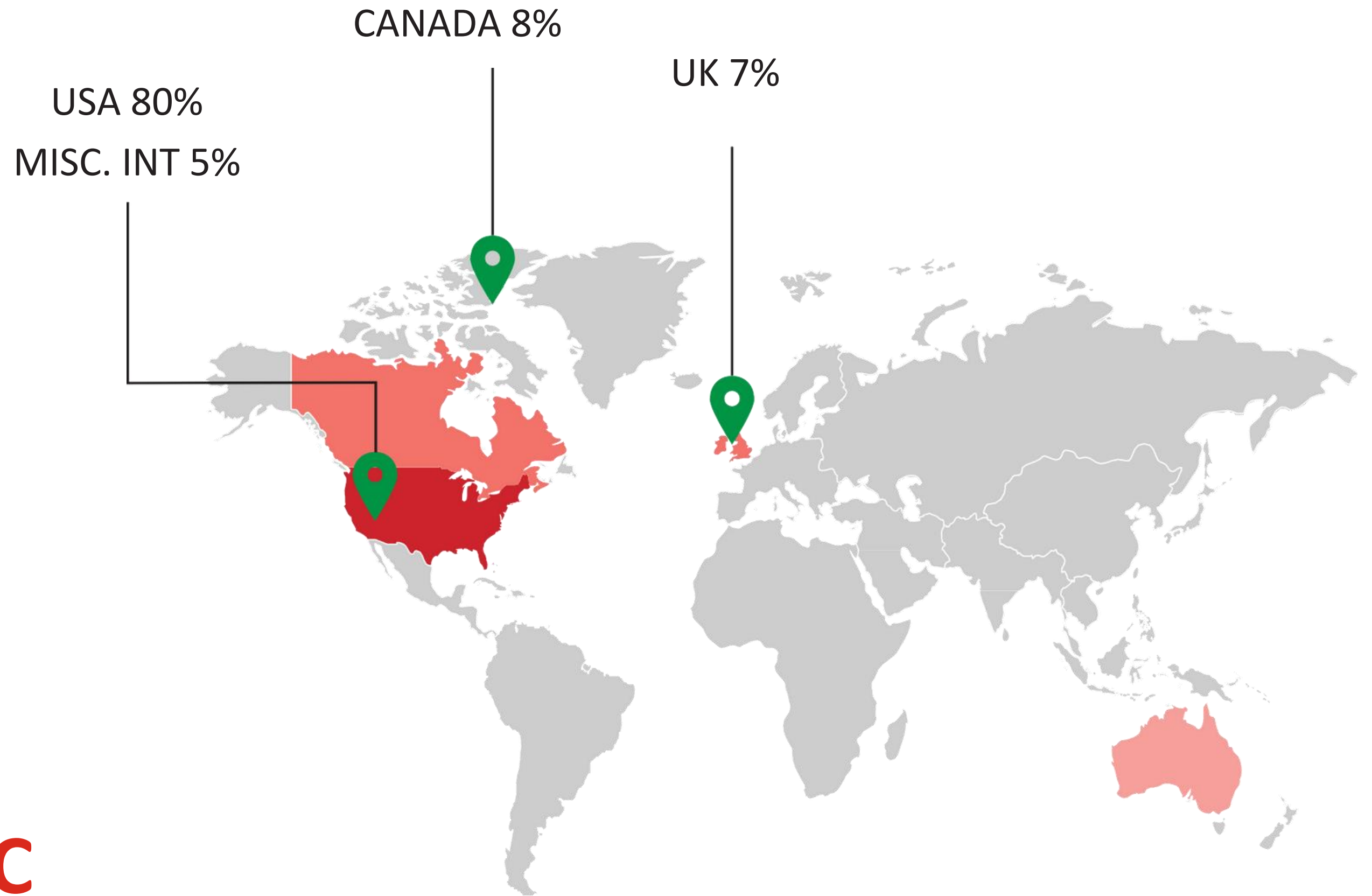
75%

Female

25%

Male

GEOGRAPHIC
DEMOGRAPHIC



DEMOGRAPHIC

Age 18-44: 22%

Age 45-64: 51%

Age 65+ 27%

60% attended college

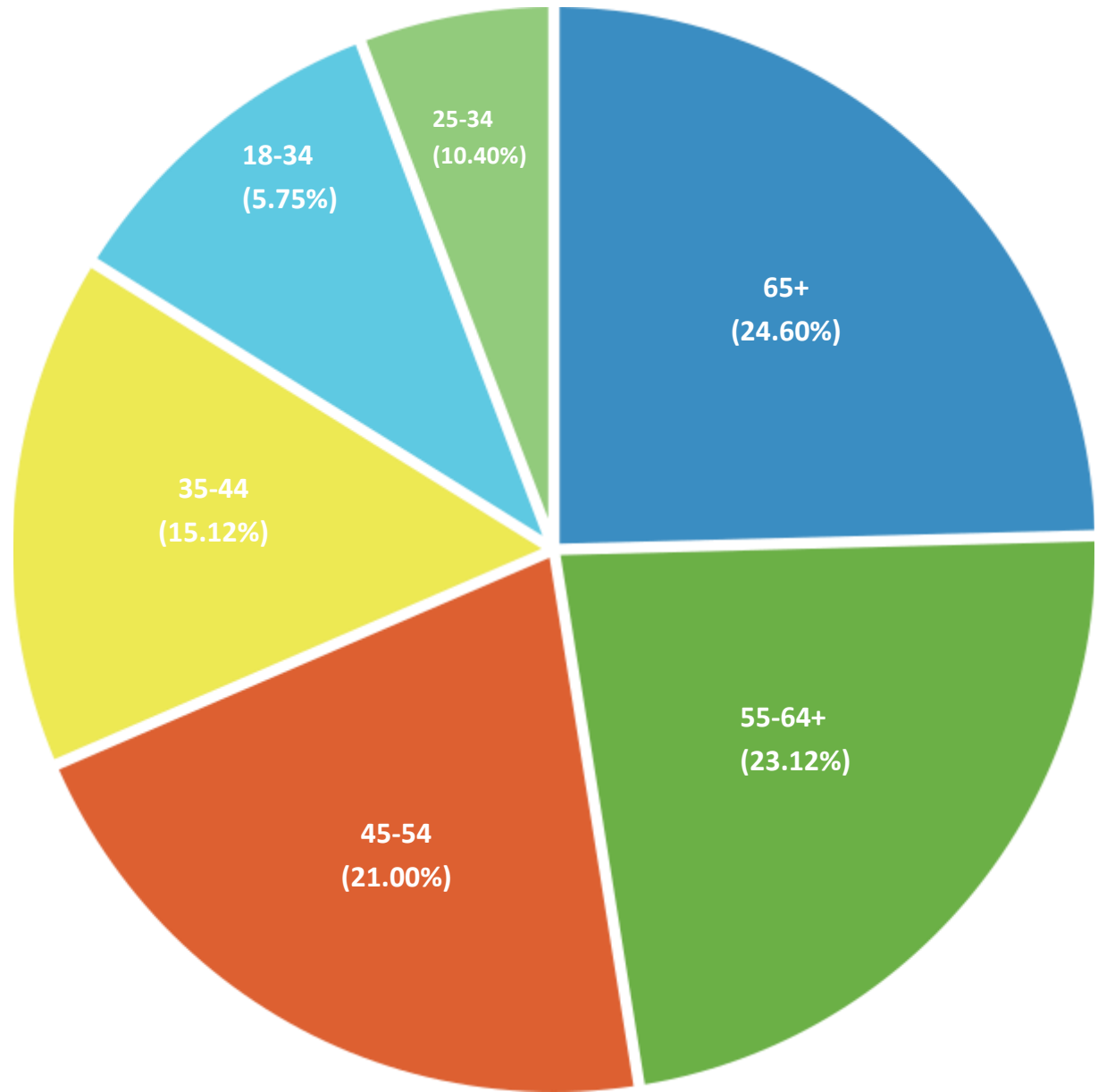
70% own more than one dog

HHI average \$75k-\$160k



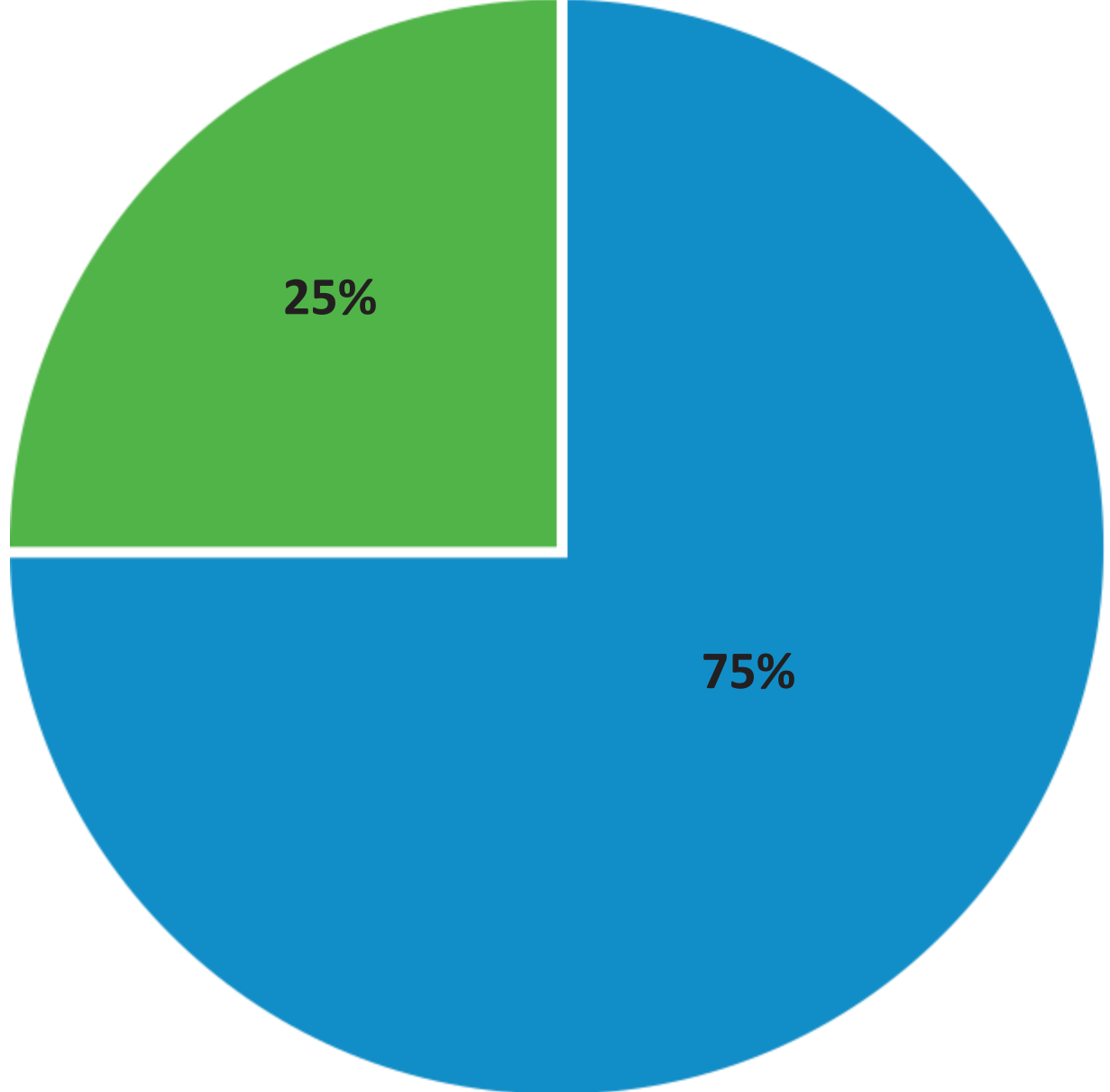
Our Audience

DEMOGRAPHIC



Age

- 65+
- 55-64+
- 45-54
- 35-44
- 25-34
- 18-34



GENDER

- Female
- Male

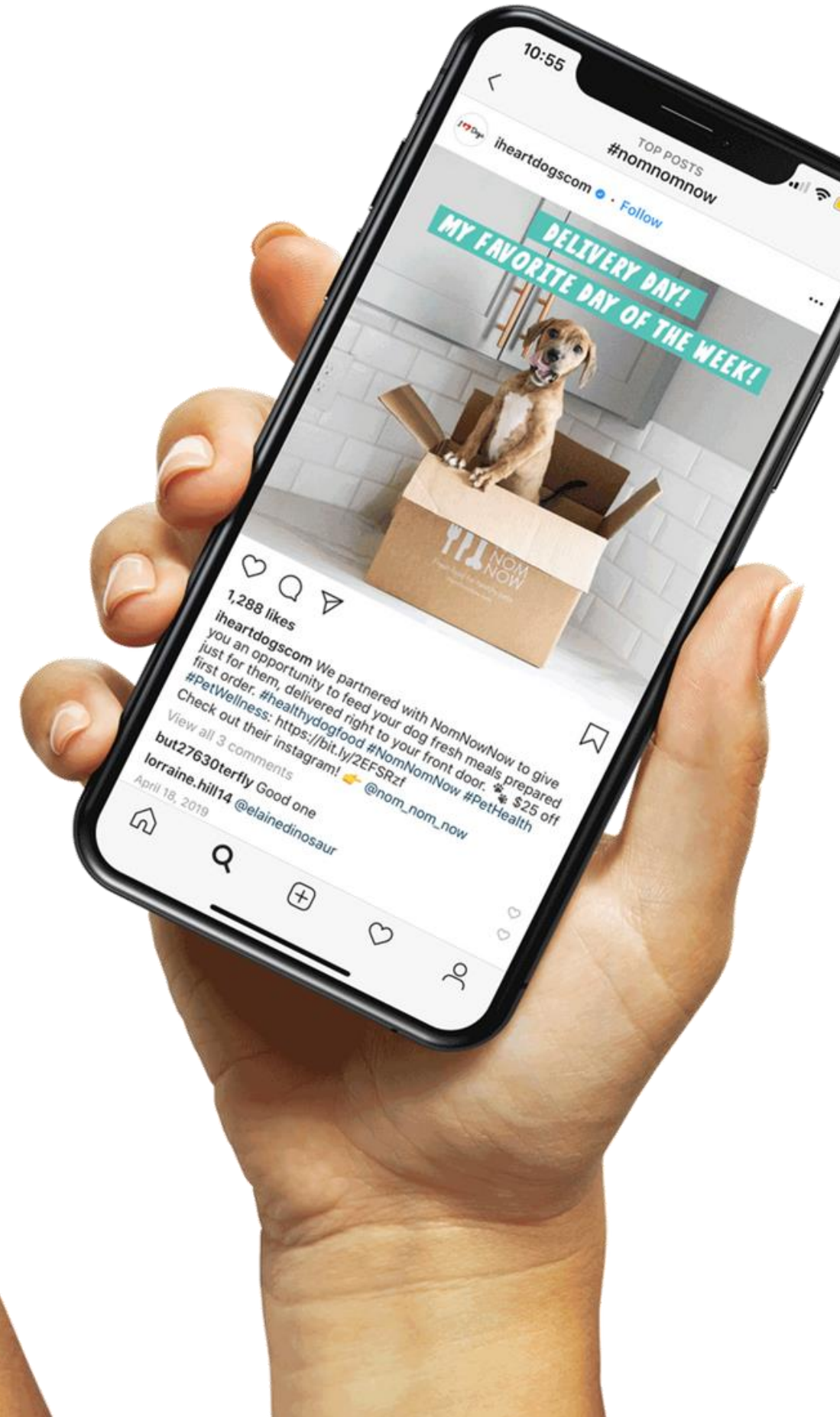
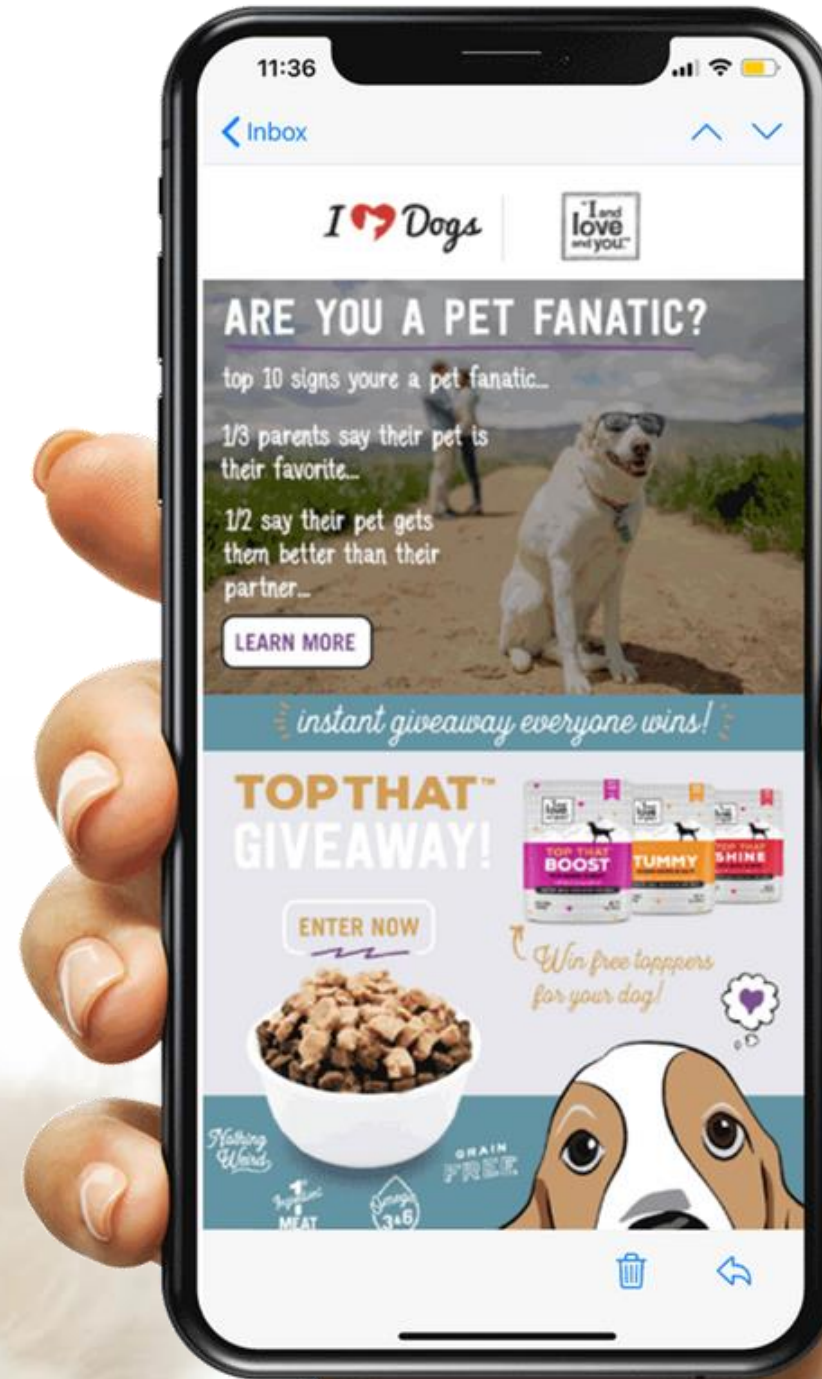


WHAT WE DO

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



I Media Bundle

iHeartDogs Direct Email

Dedicated Email Delivered to iHeartDogs' **650,000+** 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
A New Year's Revolution
60% off your first box
Better food for a brighter future

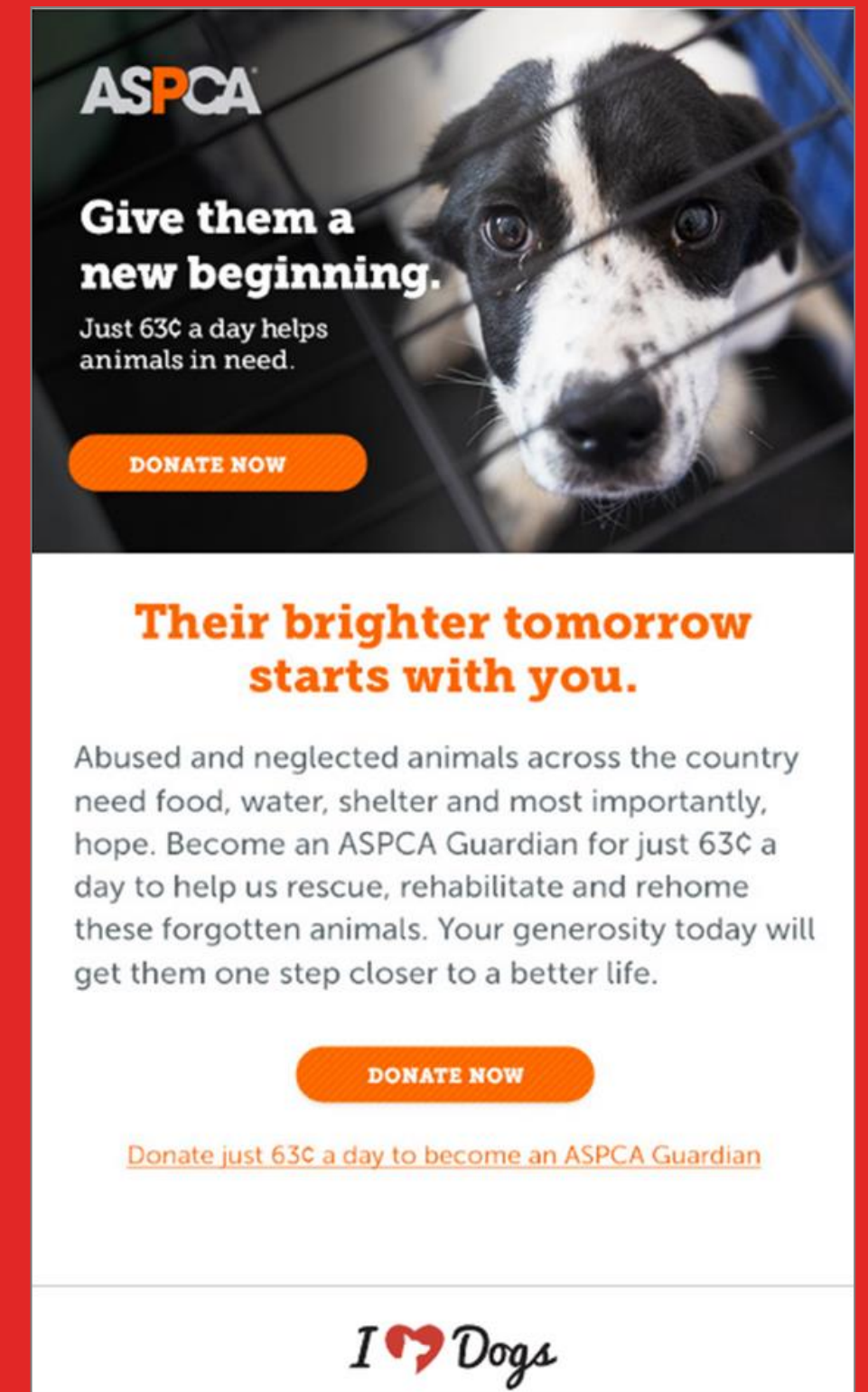
Join the Pack

PLUS FREE BOWL

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

The advertisement features a central image of a dog sitting on a green mat with a bowl of food. Surrounding the dog are various Ollie product boxes and fresh ingredients like carrots, apples, and berries. The background is a light green color.

[Ollie Fresh Dog Food](#)



ASPCA
Give them a new beginning.
Just 63¢ a day helps animals in need.

DONATE NOW

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](#)

I ♥ Dogs

The advertisement features a black and white dog looking through a metal cage. The background is dark, and the text is in white and orange. There are two orange buttons with the text 'DONATE NOW'.

[ASPCA](#)

I Media Bundle


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%



I ♥ Dogs | **pet releaf**
PLANT-POWERED PET HEALTH

It's the busiest time of year – so here's a little reminder to stock up on your pet's CBD ahead of next week's New Year's celebration. Whether your pet is startled by fireworks, or you have a house full of visitors coming over, order now for delivery by 12/31.

Pet Releaf is the original and #1 selling pet CBD brand trusted by vets, pet stores, and over 5 million pet parents across the U.S.

Get 20% off USDA Organic CBD calming essentials using **FIREWORKS20** at petreleaf.com. Hurry! Order today to make sure you have it on hand before the countdown begins.


GET 20% OFF NOW

CBD can be overwhelming. If you're unsure which product and potency is best for your pet, take our 2-minute quiz:

TAKE YOUR PET'S SUPPLEMENT QUIZ

Discount is valid now through 12/27. Not valid on travel-size items or subscription and cannot be combined with other offers

[Pet Releaf](https://petreleaf.com)



I ♥ Dogs | **the honest kitchen**


**FOOD IS OUR
Love Language**

The Honest Kitchen believes food is the foundation of good health and daily joy, so we invented human grade food for pets. It means our food is made with high quality, human grade ingredients and produced to the same standards of quality and safety as the food you eat. Because the happiest time of day should be the healthiest.

**SAVE 15% ON YOUR 1ST ORDER USING CODE
15IHEARTDOGS**

[Shop Now](#)

Supporting Second Chance Grants®



As the official 2024-2025 partner of American Humane's Second Chance Grants® Program, we're honored to provide essential financial assistance to support rescued animals who are homeless or have suffered from cruelty. This initiative is a key part of our Pawlanthropy efforts and underscores our commitment to making a real difference.

[Shop Now](#)

[The Honest Kitchen](https://thehonestkitchen.com)

I Media Bundle

Birthday Club

Direct Email

Exclusive Sponsorship Reaching 500,000

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%



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



HAPPY BIRTHDAY

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

Celebrate with 🎉
25% OFF EVERYTHING!



Anal Gland Chews support a healthy digestive track and the natural emptying of anal glands.



Allergy Chews supports skin health and a healthy response to seasonal allergies.



Ear Care solutions for odor control, active infections, and routine cleaning.

SHOP NOW

Use Code **CV4K2VBT**

Valid only on VetniqueLabs.com. Vetnique's 25% off birthday coupon code is valid through 2/22/24 at 59 pm CST. Use coupon code at checkout to get 25% off everything on the site. Discount applies in the cart and at checkout. Only valid for one-time purchases; not subscriptions. One (1) coupon code use per customer. Offer valid while supplies last. Not valid with any other offers, discounts, or promotions.



I Media Bundle


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%



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 procedures.)
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.](#)

[Dr. Marty](#)



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.

I Media Bundle

Senior Dogs Direct Email

Your Message Sent to 100,000+ 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%



I♥Dogs | SENIORS | native pet

ONE SERVING PER DAY. A LIFETIME OF BENEFITS.

This all-in-one supplement supports your pup through all phases of their adorable, tail-wagging lives.

NO ADDITIVES. EVER.

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

DOSED FOR DOGS

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 specifically for dogs.

[Native Pet](#)



1X PER DAY, a lifetime of benefits

THE DAILY

The Daily is your dog's everyday, do-it-all super supplement. From mobility to digestion, this proprietary formula has 'em covered snout to tail.

iHeartDog customers get 20% off their order using code IHD20 at checkout. And there's no risk! If you aren't happy with your purchase within 30 days of delivery, you can get a refund or your order replaced.

Get 20% off

I♥Dogs | SENIORS | native pet

[f](#) [i](#) [p](#) [X](#)

I Media Bundle

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%%

Ollie
60% off your first box
Food is their love language.
And we're fluent.

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!

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

- Improved digestion
- Healthy skin and coat
- Allergy control
- Weight management
- Happy mealtimes

60% Off Your First Box

CANNANINE | Ollie

**WAYS TO ENGAGE
CUSTOM CONTENT**



I 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.

[Placement Example](#)

[Content Example](#)

[Video Content Example](#)



A screenshot of the iHeartDogs website. The header includes the logo, navigation links (The Feed, Dogs, Women, Men, Home Goods, Blog, Social Impact), and utility links (Subscribe, Account, Search store). 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 area features a 'PROMOTED CONTENT' banner for an article titled '60-DAY UPDATE: See the Amazing Difference Fresh Food Has Made in My Dogs' by NomNomNow, dated August 1, 2019. The article includes social media sharing icons and a paragraph of text. Below the text is a photo of two golden retrievers sitting on grass. A 'Back to the Beginning' section follows with more text. On the right side, there is a vertical sidebar with a 'NomNomNow' social media feed showing a post about a dog's meal and the brand's logo with the tagline 'Formulated for your dog's needs'.

Promoted Content

A video thumbnail showing a man in a dark jacket eating from a bowl. The video title is 'iHeartDogs Co-Founder Eats Dog Food...' by NomNomNow. The description reads: 'We asked to review their dog food facility and they said YES! When we found out where this dog food was made and...'

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

A photograph of two golden retrievers sitting on a grassy lawn.

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...

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)



I Heart Dogs Deals Discover Search Subscribe Account

Top Sellers Dog Health Dog Supplies Apparel Jewelry Home & Garden Blog Our Mission

ollie The smarter way to feed your pup **Get 50% off!**

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

by Adriana Sandoval

f p

ollie **Worried about restocking?** Fresh, healthy dog food delivered to your **Get 50% off**

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.

ollie Dog food running low? Make your pup's mealtime worry-free **Get 50% off**

ollie The smarter way to feed your pup **Get 50% off!**

ollie **Worried about restocking?** Fresh, healthy dog food delivered to your **Get 50% off**

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 Guide

I Media Bundle

Organic Blog Post

Sponsored Content Written by iHeartDogs Staff, and Featured on Our Blog

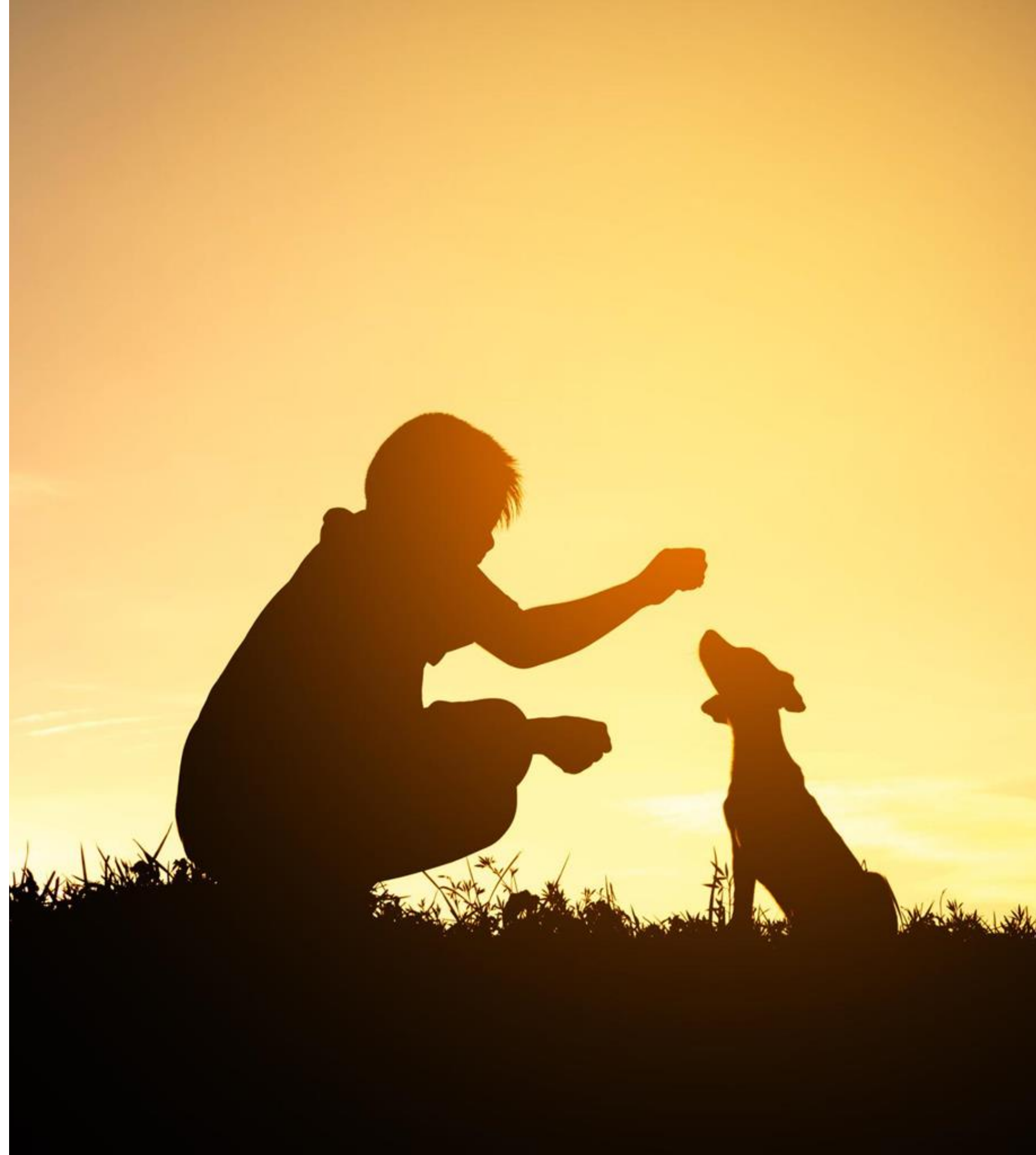
- Educate customers about a specific product, service, or brand.
- Editorial will team assist in writing copy to match the voice of the brand.
- Article lives on the blog indefinitely to drive SEO and brand awareness
- Includes co-branded endorsement to build trust

[Example Blog Post](#)



A screenshot of the I Heart Dogs website. The page features a navigation bar with the logo, 'Deals', 'Discover', a search bar, 'Subscribe', 'Account', and a shopping cart icon. Below the navigation, there are category links: 'Top Sellers', 'Dog Health', 'Dog Supplies', 'Apparel', 'Jewelry', 'Home & Garden', 'Blog', and 'Our Mission'. The main content area displays a blog post titled '5 Pro Tips When Traveling With Your Dog' by Mariah Hammond. The post includes social media sharing buttons for Facebook, Pinterest, Email, and Print. The introductory text reads: '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.' A large image shows a man in a blue shirt and hat carrying a dog in a blue backpack. Below the image, the text says 'Back for Safety and Comfort Outdoors'. The post continues: 'If you're an outdoor adventurer, then the K9 Sport Sack is the device you never knew you needed. Carrying one of these bad boys means your dog will never miss out on another breath-taking view or'. To the right of the main post are three smaller article teasers: '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', and 'CBD for Pain: A Beginner's Guide'. At the bottom right, there is a 'Shop Now' button.

WAYS TO ENGAGE
ONSITE PROMOTIONS



I Media Bundle theFEED Exclusive Feature

Exclusive Social-Style Post Featured in
iHeartDogs Product Feed

- theFeed placement receives an average of 300,000-500,000 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



6 days ago

Fresh & Healthy Dog Food, Delivered

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 family.

8:24
iheartdogs.com

6 days ago

Personalize your fur baby's blanket!

We'll embroider your pup's name on our new You Had Me At Woof premium dog blanket – and then donate a blanket to a shelter dog on your behalf.

Ollie
Meet your pup's new favorite meal

discover more >

1 week ago

Keep your pup warm and close ❤️

Cuddle with your pup while you're out and about!

I Media Bundle

Post-Purchase: Sponsorship

Access to reach current eCommerce buyers who checked out iHeartDogs eCommerce Store

- Display Banner ad promoted across all email notifications regarding customer purchase.
- Multiple touch points to reach verified pet owner.

BENCHMARKS

Average Reach per month: 50K notifications per month

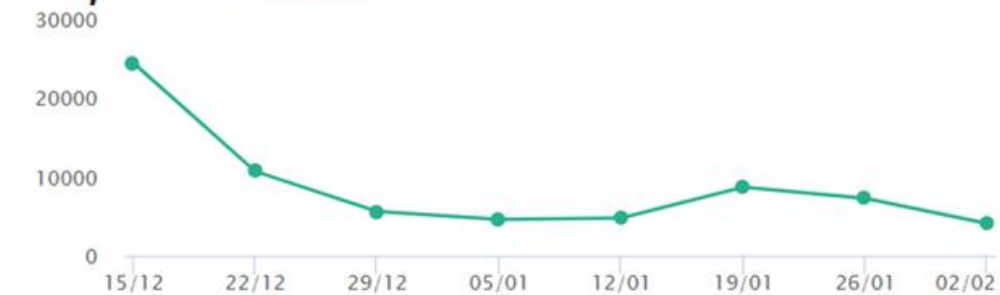
Average Clicks per month: 800-1,200 clicks



Notifications performance

Notifications delivered

70,445 -43.46%



I♥Dogs



PACKED & READY TO GO

Hi Alice,

Great news, your iHeartDogs Order UK1876YH08 has been packed and is ready for shipping. UPS will be picking up your order very soon!

Just a heads up: It is possible for on-time packages to travel a few days without being scanned (including showing received by carrier), so tracking updates might be delayed. But don't worry, your package is on its way!

Package contents:



Calf-length skirt - Black
Quantity: 2



Vet Begs Owners: Never Feed This Meat To Your Dog

[WATCH NOW](#)

Follow us



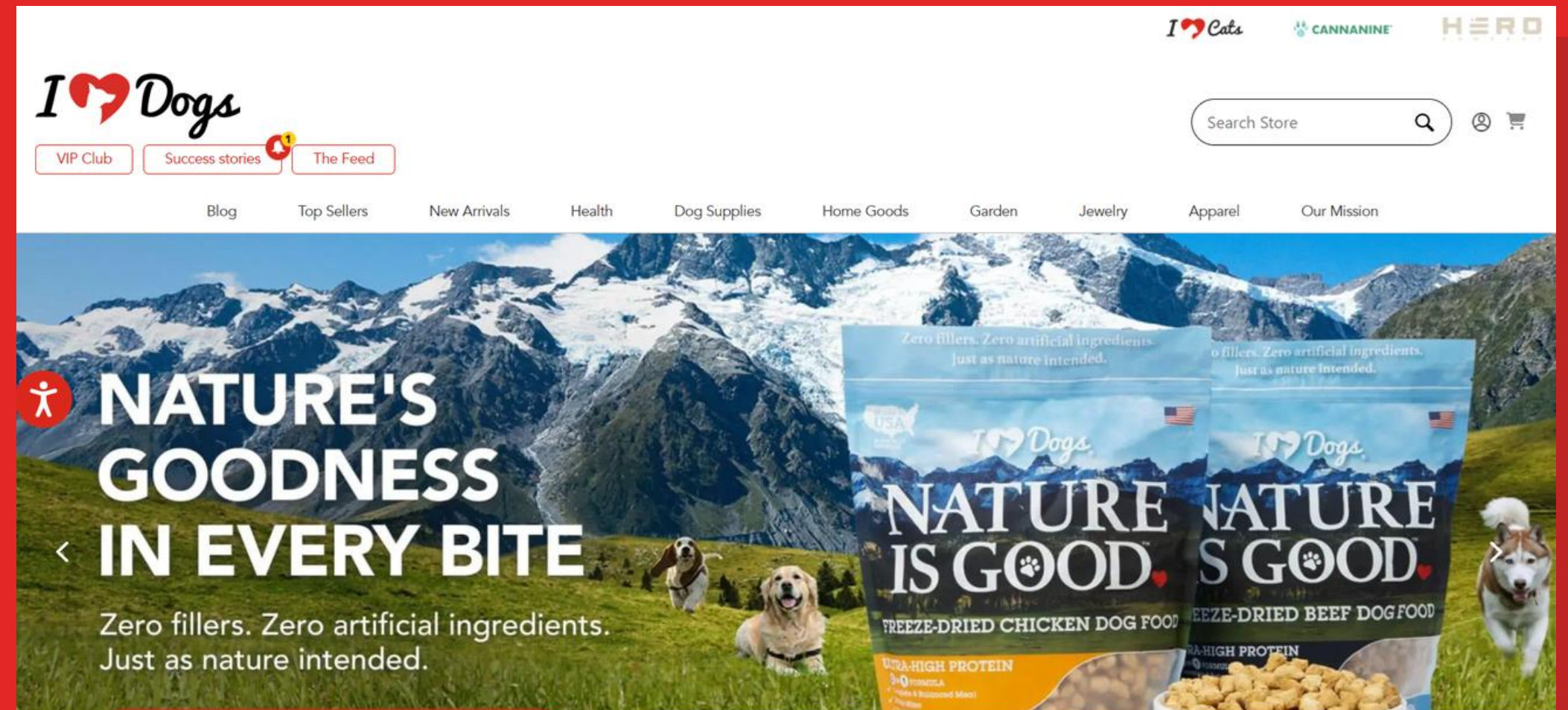
I Media Bundle

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](#)



I 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

[Live Example](#)



Ollie
Expand Ad to View Video

Clean, simple meals. Clean, simple serving.
60% OFF your first box + FREE bowl, scoop and puptainer

FREE
welcome kit

Claim Now



Ollie
Clean, simple meals.
Clean, simple serving.
60% OFF your first box

Claim Now

Collapse Ad

Fresh Thinking
on Nutrition

Ollie

like Ollie. They have
four single protein vet

I 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](#)



Dutch Bros Coffee 126.9K Followers

Flipping on those fall vibes w/ Caramel Pumpkin Brûlée! 🍂✨ #dutchbros...

27.6K 260 74

[Find Us](#)

IHeartDogs.com 402.7k Followers

woof woof

HOME IS WHERE MY DOG IS

iheartdogscom LIKE IF YOU AGREE! Instagram only deal coming soon - only \$11.97. Click below to get notified when the deal goes live! Limit 3 per...

3.6k 49

[Find Us](#)

Scan QR code to view preview in mobile

I 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 viewability
- Native ad serves across all content

Rich Media Platform

BENCHMARKS


- CTR: 0.4-0.9%



9:07 📶 🔋 68

and raw.


ADVERTISEMENT




Ollie

Start fresh today for a healthier, happier tomorrow

60% Off Your First Box



 iheartdogs.com

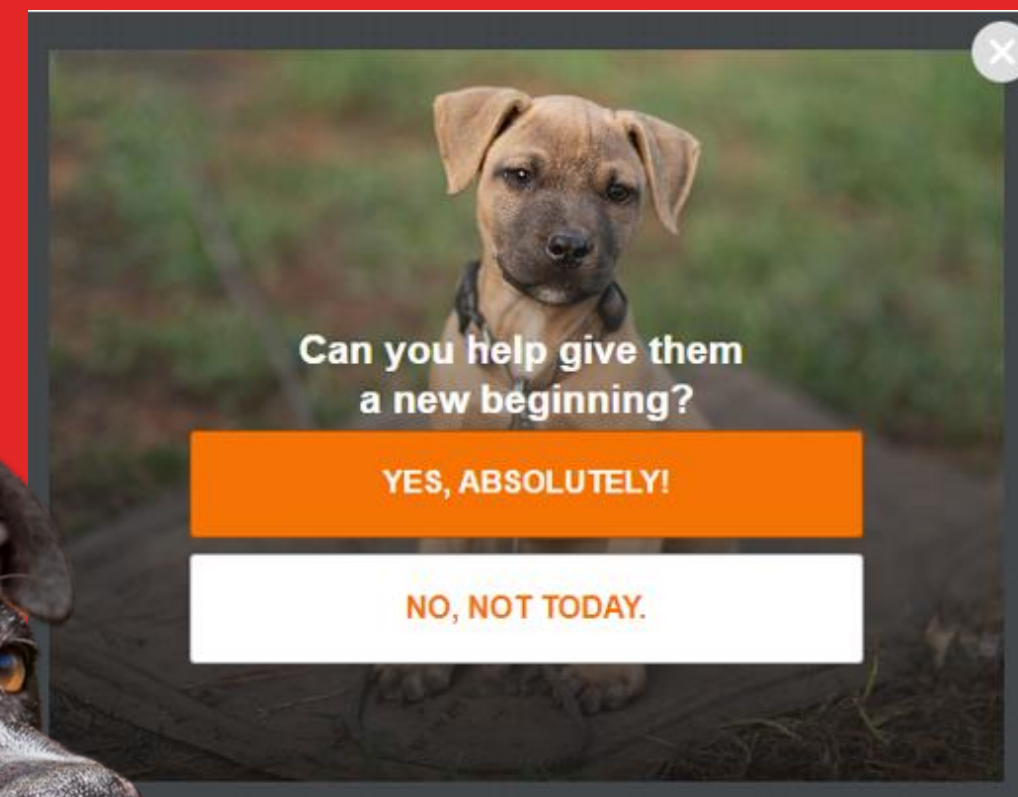
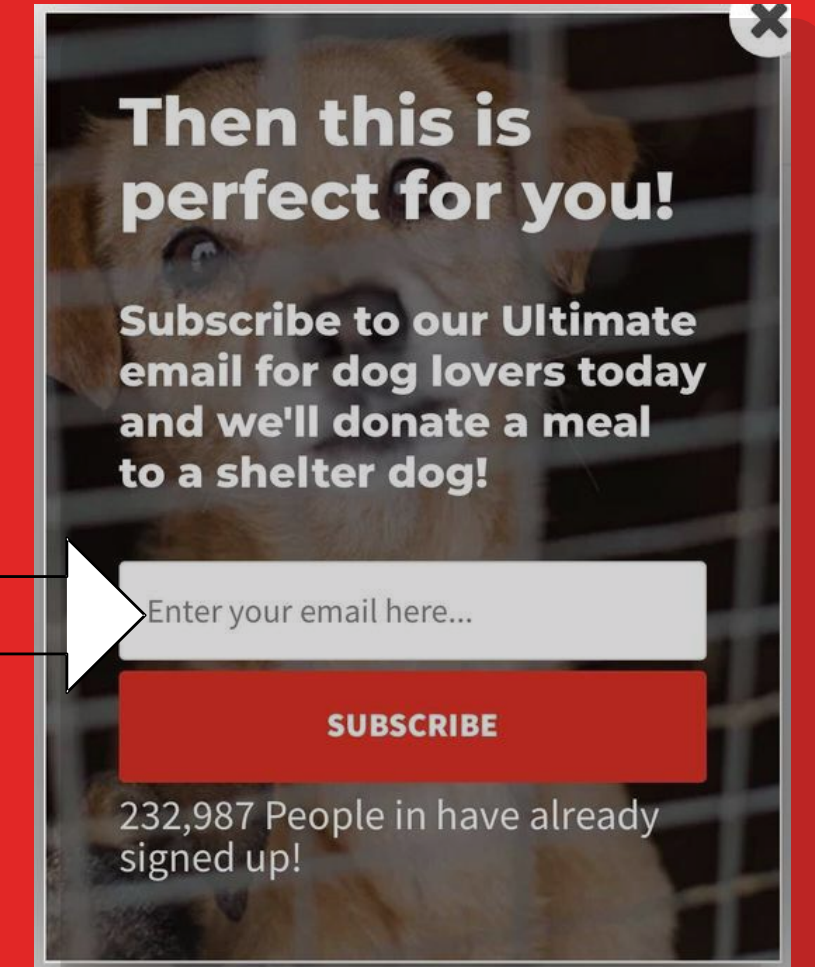
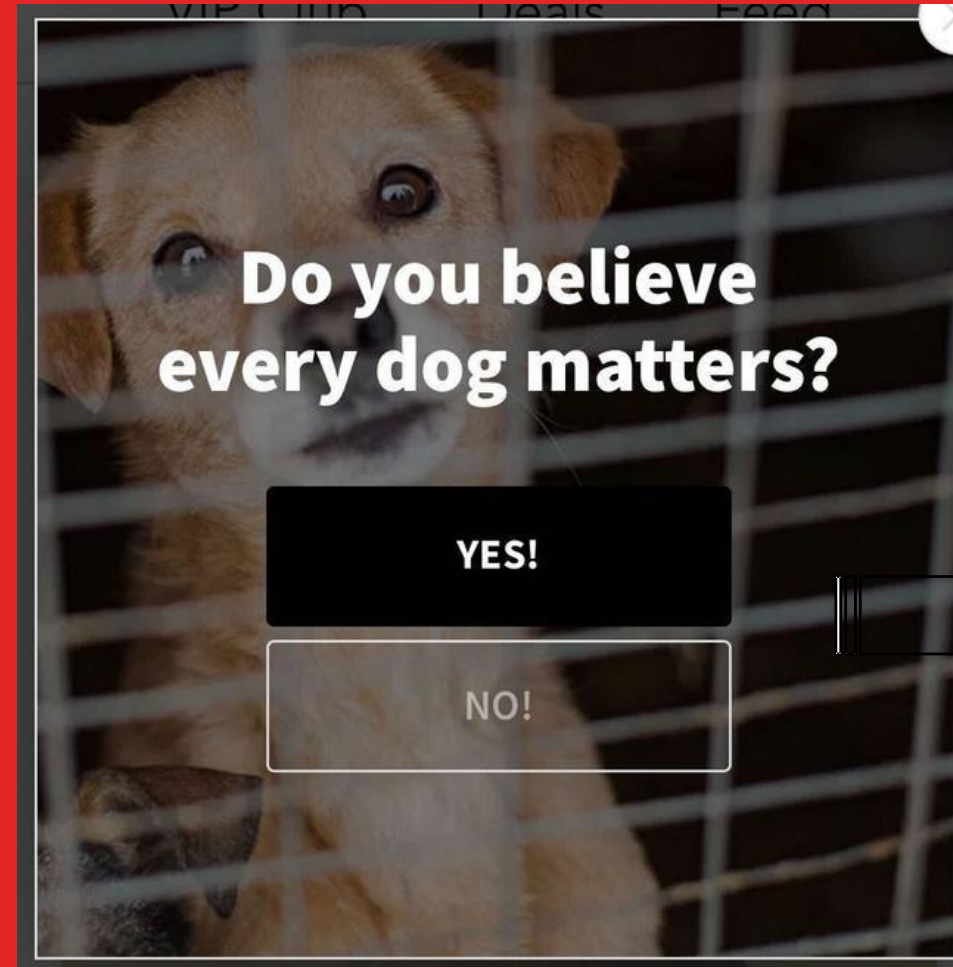
The image shows a mobile phone screen displaying a rich media advertisement. At the top, the status bar shows the time 9:07, signal strength, Wi-Fi, and a 68% battery level. Below the status bar, the text "and raw." is visible. The main content of the ad is a photograph of a smiling woman with curly hair sitting on the floor next to a French Bulldog. In front of them are several boxes of Ollie dog food. Below the photo, the brand name "Ollie" is written in a large, bold, white font on a blue background. Underneath the brand name, the text "Start fresh today for a healthier, happier tomorrow" is displayed in a smaller white font. A dark blue button with the text "60% Off Your First Box" is positioned below the text. At the bottom of the ad, there is a circular icon of a person with arms raised, likely representing an accessibility feature. The bottom of the phone screen shows the URL "iheartdogs.com" with a lock icon to its left.

I Media Bundle

Interstitial “Pop-up” Ads

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

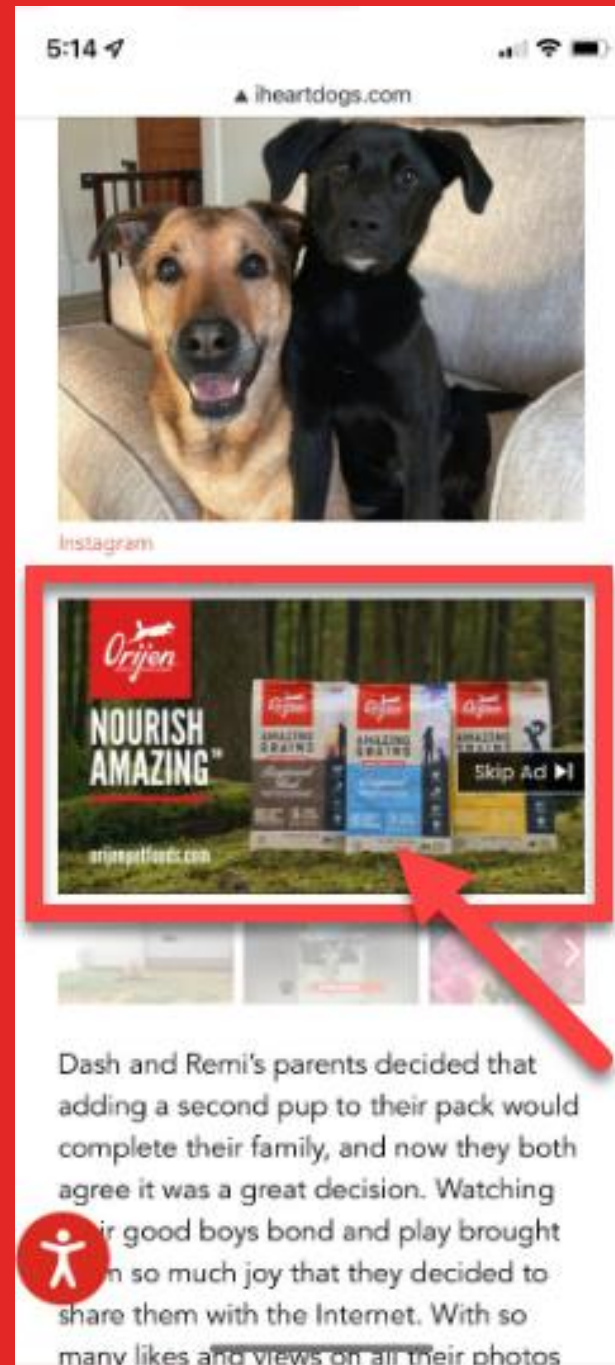
- Can include a two-step process to boost reader buy-in and commitment
- Displays after the reader has been on the page for a certain amount of time
- Allows for lead generation through email capture
- Target ads by region or device
- Option to rotate multiple ads throughout the month
- 100% Viewability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



PRE-ROLL AND MID-ROLL VIDEO

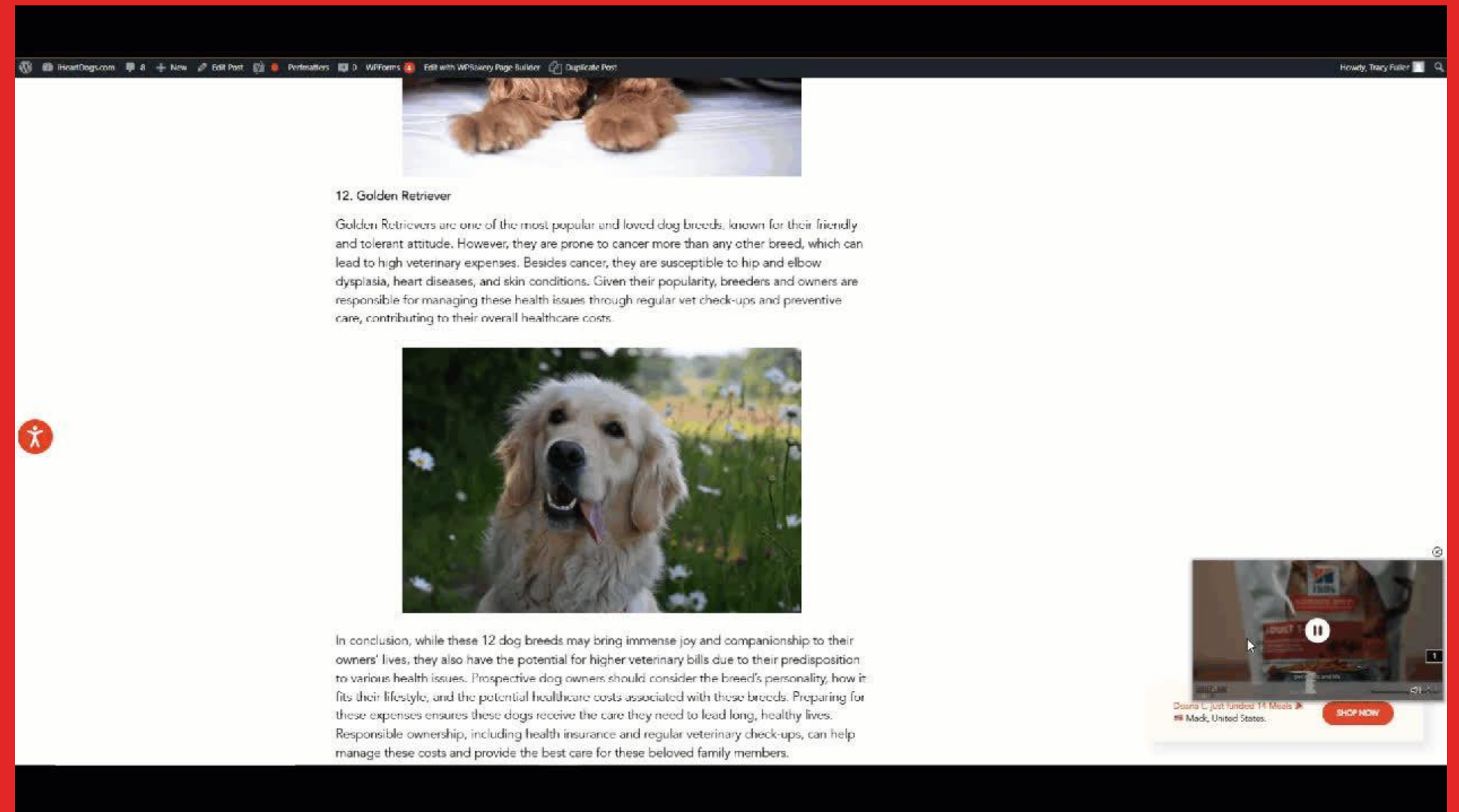
CONTENT

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%



**WAYS TO ENGAGE
NEWSLETTER FEATURE**



Media Bundle

Newsletter Editorial Mention

Your Content Promoted to 400,000+
Active Weekly Newsletter Subscribers

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

BENCHMARKS

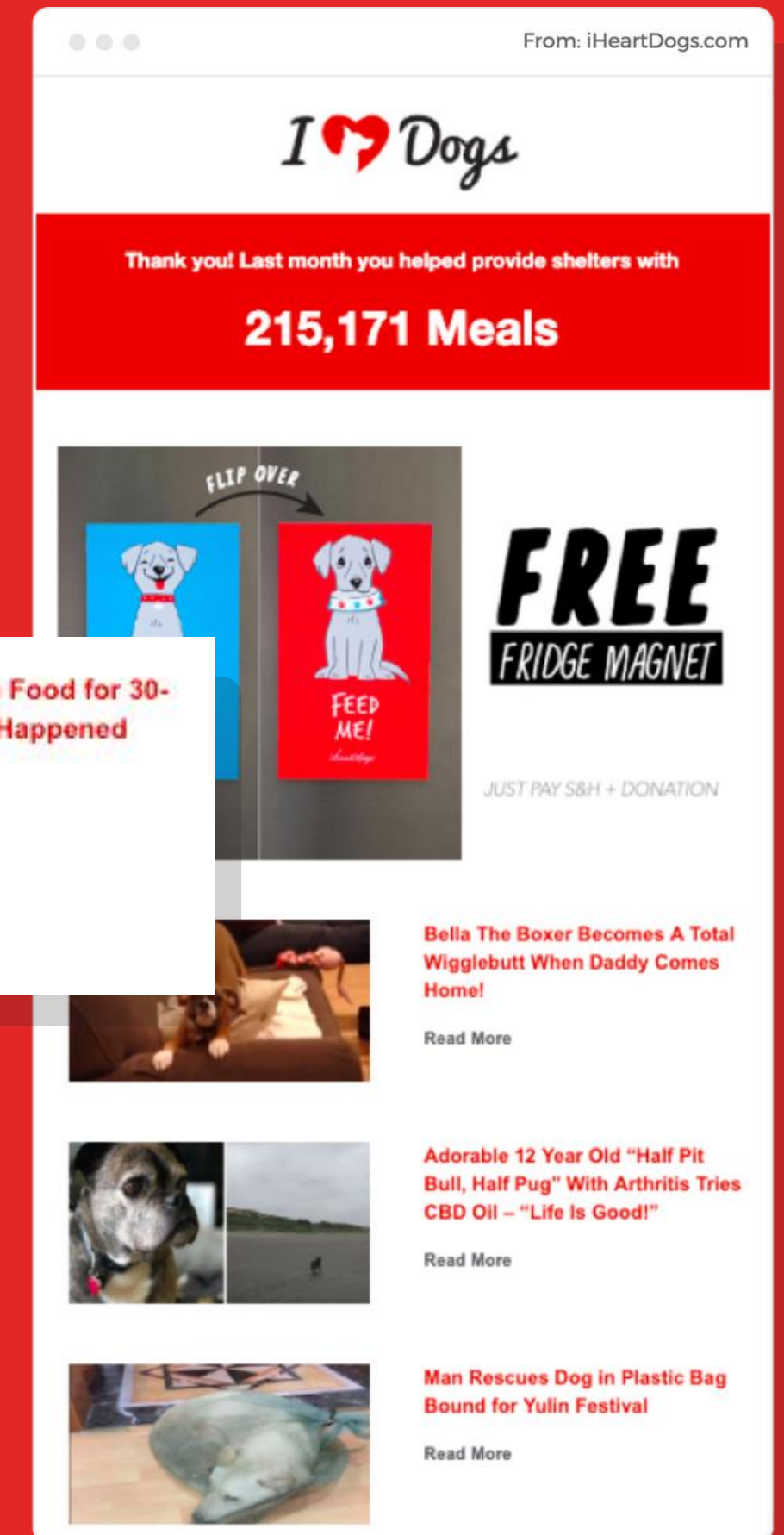
- 0.25% CTR, Partner Content

[Sample Email Newsletter](#)



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

[Read More](#)



From: iHeartDogs.com

I ♥ Dogs

Thank you! Last month you helped provide shelters with

215,171 Meals

FREE FRIDGE MAGNET

FLIP OVER

JUST PAY S&H + DONATION

Bella The Boxer Becomes A Total Wigglebutt When Daddy Comes Home!

[Read More](#)

Adorable 12 Year Old "Half Pit Bull, Half Pug" With Arthritis Tries CBD Oil – "Life Is Good!"

[Read More](#)

Man Rescues Dog in Plastic Bag Bound for Yulin Festival

[Read More](#)

I Media Bundle

Newsletter Featured Product

Your Product Promoted to 400,000+ 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

The screenshot shows an email newsletter layout. At the top is the logo "I Love Dogs". Below it is a red banner with the text: "Thank you! Last month you helped provide shelters with 287,042 Meals". The main content area features a large image of a dog in a carrier. To the right of the image is a green box with the text: "'TIS THE SEASON TO TRAVEL! Built For Adventures With Your Best Friend". Below this is a call-to-action button that says "20% OFF all carriers" with a hand cursor icon. A red arrow points from this button to a "Read More" link in the "Gift Guide For The Dog And Dog Lover On Your List!" section below. Another "Read More" link is visible under the "Traveling With Your Pet? Be Prepared!" section.

WAYS TO ENGAGE SOCIAL MEDIA



Media Bundle

iHeartDogs Facebook Post

Sponsored Social Media Post
Promoted to 5+ 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](#)

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! 🐾🥕🥦🥒

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		

iHeartDogs.com
February 19 · 🌟

Are you putting your dog at risk? 😬

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

iHeartDogs.com
February 19 · 🌟

Are you putting your dog at risk? 😬

5 Health Problems That Could Be Caused By Your Dog Food
When your dog gets sick, do you ever consider that it could be the food...

👍👍👍 791 107 Comments 171 Shares

👍 Like 💬 Comment ➦ Share

Most Relevant ▾

4.6 out of 5 · Based on the opinion of 1,746 people

Always Kiss Your Dog Goodnight

ABOUT IHEARTDOGS.COM

EVERY DOG MATTERS.
Every. Dog. Matters.
There is no creature on the planet so infinitely giving, so supportive, so non j...
[See More](#)

Community [See All](#)

- 👤 Invite your friends to like this Page
- 👍 4,278,776 people like this
- 📡 4,161,098 people follow this
- 👤 Rona Grace and 15 other friends like this or have checked in
- 📍 17 check-ins

[Post Example](#)

I Media Bundle

Facebook Audience Lease

Your Co-branded Facebook Ad Promoted to iHeartDogs Consumers and 1st party past buyers

- 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!

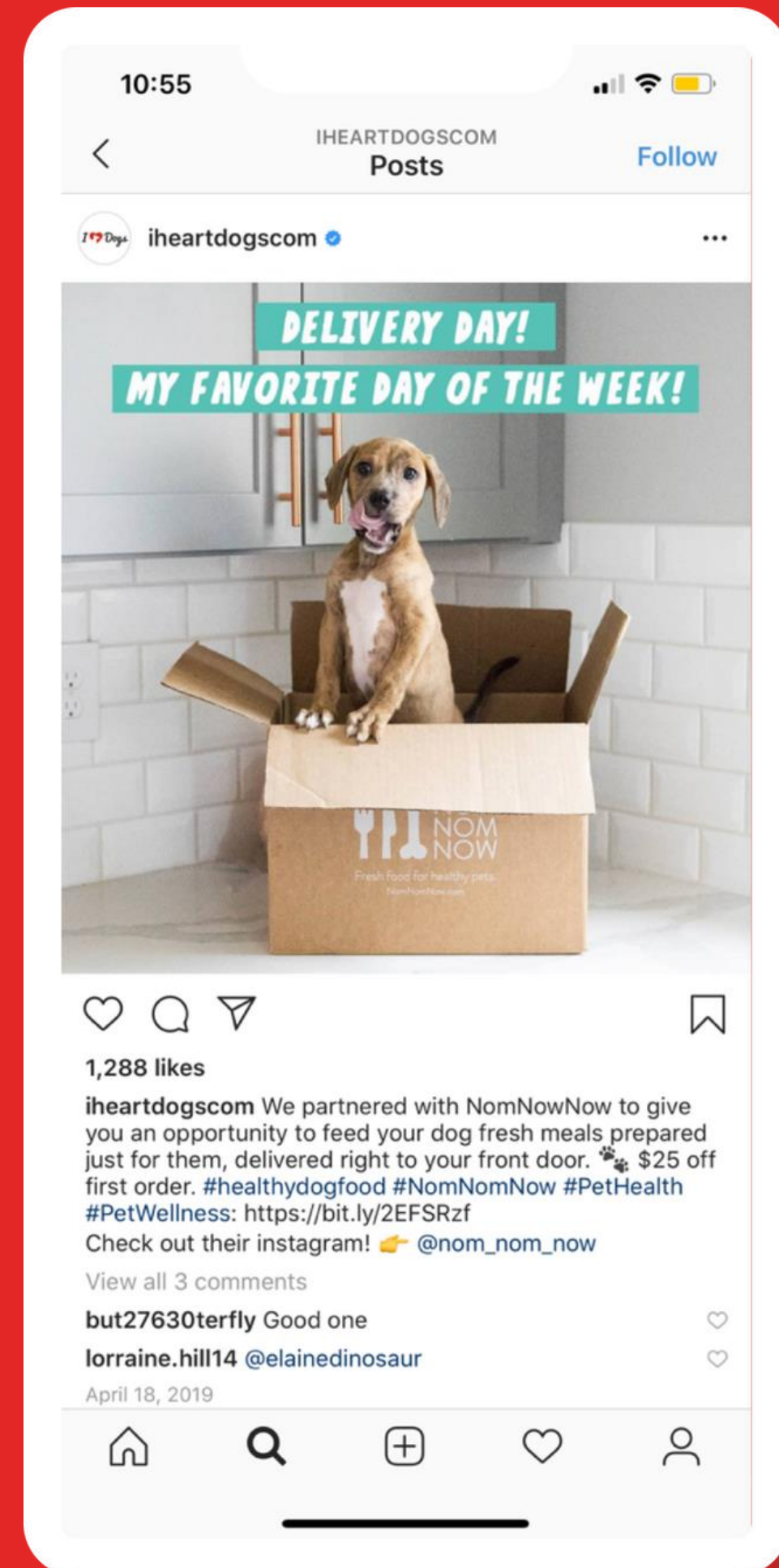
I Media Bundle

Instagram Social Post

Branded Post to iHeartDogs' 565,000+
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](#)



I 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 Entries: 1,500-2K



<https://iheartdogs.com/skoutshonor-2024-giveaway-get-250-worth-of-quality-pet-care-products/>

WAYS TO ENGAGE TEXT MESSAGE



| Media Bundle

iHeartDogs SMS Text Message: Engaged: 50K

100% SOV SMS Message to 50,000 Text
Subscribers, Past Buyers of iHeartDogs
eCommerce Store

- 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

iHeartDogs SMS Text Message: Full List: 100K

100% SOV SMS Message to **100,000**
Text Subscribers, Past Buyers of iHeartDogs
eCommerce Store

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

BENCHMARKS

- 2.0-2.8% CTR



| Media Bundle

iHeartDogs SMS Text Message: Full List: 150K

100% SOV SMS Message to **150,000**
Text Subscribers, Past Buyers of iHeartDogs
eCommerce Store

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

BENCHMARKS

- 2.5-3.2% CTR



**WAYS TO ENGAGE
PHYSICAL MAIL**



Media Bundle

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



I Media Bundle

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.
- 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



I 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



An insert card for Solid Gold pet food. The background is green and blue. At the top left, it says "solid gold" and "Who me? Picky? Not anymore...". Below this is a QR code and a "20% off" discount code. On the right, a dog is wearing a cow-print headband with yellow horns. A circular badge says "A FREE GIFT FROM solid gold". At the bottom, it lists retailers: "Available in-store and online: petco, amazon, chewy, Neighborhood Pet Stores".

An insert card for Solid Gold Green Cow pet food. The background is green and blue. At the top, it says "GREEN COW" and "Perfect for Picky Eaters". A central image shows a can of "solid gold nutrientboost SENSITIVE STOMACH" wet food. Text around the can describes its benefits: "Great for appetite, gentle on the stomach", "Functional wet food with crave-worthy, naturally & sustainably sourced plasma", "A craveable and flavorful wet food for picky eaters", and "Provides digestive support and nutrient absorption". A badge at the top right says "A FREE GIFT FROM solid gold". At the bottom, it says "Share your Picky Pet with us on Instagram using #SolidGoldGreenCow".

An insert card for Solid Gold Air Dried pet food. The background is blue and green. At the top, it says "For all you put them through, it's the least you can do." and "#ididitallofthairdried". A central image shows a dog in a pink tutu and crown. To the left is a bag of "solid gold nutrientboost AIR DRIED" food. A badge at the top right says "A FREE GIFT FROM solid gold". At the bottom, it says "They're worth it." and lists retailers: "Available at: amazon, petco, Neighborhood Pet Stores".

An insert card for Solid Gold Air Dried pet food. The background is white and blue. At the top, it says "solid gold nutrientboost" and "Treat Your Pup to an Air Dried Surprise!". A central image shows a bowl of air-dried kibble. Text describes the product: "AIR DRIED Complete & Balanced Meal Toppers POWERED BY NUTRIENTBOOST For Dogs of All Life Stages". It lists "5 Holistic Benefits": 1. Powered by nutrientboost™ for a craveable way to keep your dog thriving; 2. Gently air dried to preserve nutrients & flavor and can be fed as a meal or topper; 3. Includes 91% of protein from animal sources; 4. Supports digestion & nutrient absorption; 5. Made with real chicken & beef with superfoods. A badge at the top right says "A FREE GIFT FROM solid gold". At the bottom, it says "Available at: amazon, petco, Neighborhood Pet Stores" and "We know your dog will love it! Get your next bag here with 20% off" with a QR code.



THANK
YOU!!

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