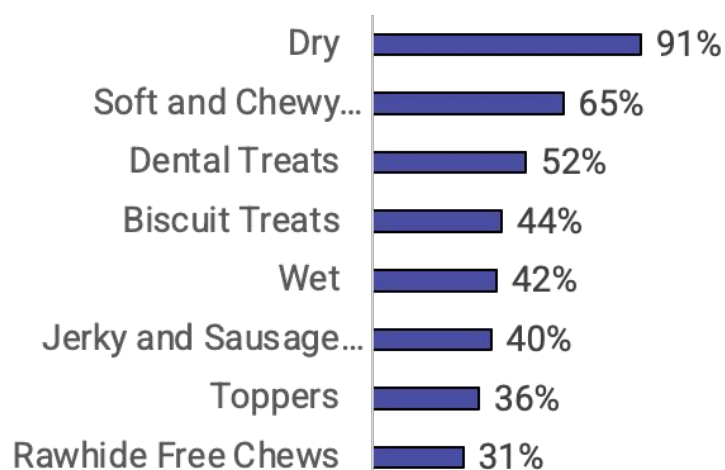


Pet Vertical Survey Results

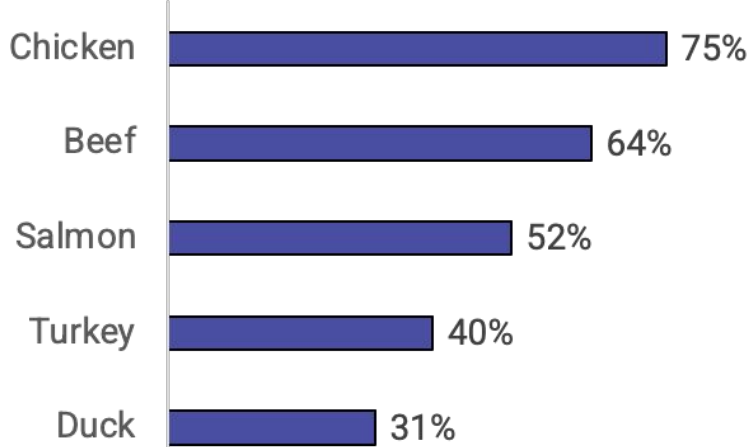
Shops At	amazon	chewy	PETSMART	Walmart
Summary	<p>Shop here for best prices and large selection of products, making it easy to find what they want</p> <p>Discover new products through reviews</p> <p>Need to see lots of content (5+ pieces) broadly across platforms, including Facebook, before purchasing</p> <p>Highlight Natural, Organic, Real Whole Foods</p> <p>Review product in content and talk about natural elements balanced with value and convenience</p>	<p>Shop here because it's a one-stop shop for all their pet products and has a good loyalty program</p> <p>A retailer for owners who want to spoil their pets. Quality, Crafted, No Preservatives are important</p> <p>Prioritize Instagram as your social platform and highlight attractive pack visuals</p> <p>Describe the product and its quality/crafted attributes, how it's delivering the very best for your pet</p> <p>Product review driven</p>	<p>Shop here because it's a relaxed shopping experience</p> <p>Like to discover new products through social media content and browsing in-store</p> <p>Care about health benefits delivered for their pet (if not quite as committed to quality as the Chewy shopper)</p> <p>Promotion/Sales driven</p> <p>Populate Instagram AND TikTok with content for the shopper who wants to learn more about a product before purchasing</p> <p>Highlight product visuals and description/details</p>	<p>Shop here because it's a one-stop shop where they're shopping for other items anyway</p> <p>Discover new products by browsing in-store and will price comparison shop</p> <p>NOT so concerned with health benefits and quality so need to focus more on good value</p> <p>Make comparisons to similar products and position content as a friend making a recommendation</p> <p>Need to see lots of content (5+ pieces), covering TikTok and Facebook</p>
Important Pet Food Benefits	Real Whole Foods	Real Whole Foods, Quality Ingredients, Health Benefits, Kitchen Crafted, No Preservatives	Health Benefits, Kitchen Crafted, Brand Gives Back	Good Value

Dogs

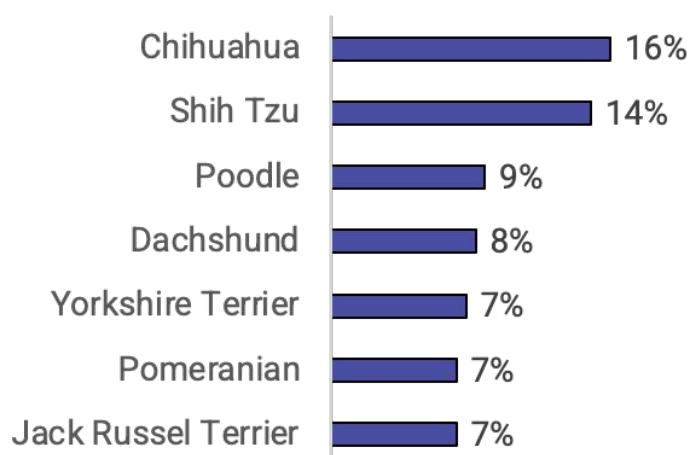
Food/Treats Serves



Proteins Serves



Small Dog Breeds Owns



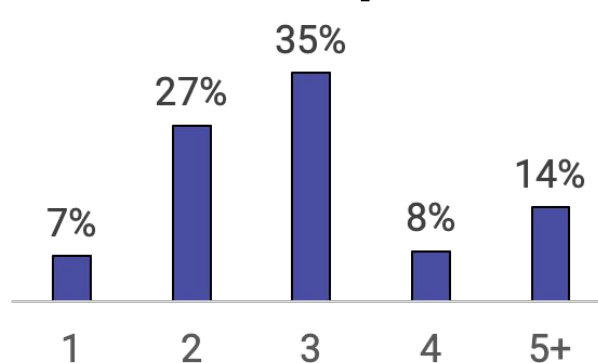
38% of Dog Owners have multiple dogs

Discovery

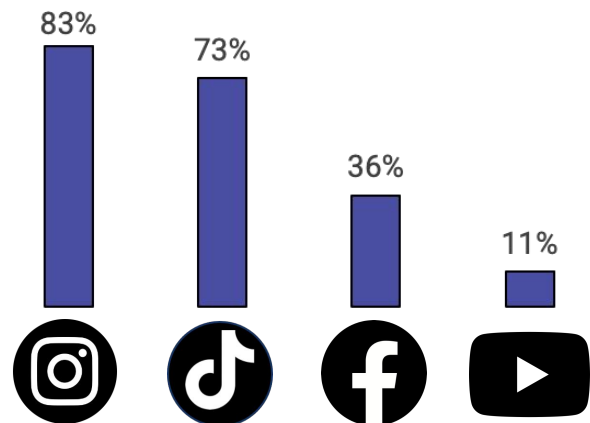
Product Discovery



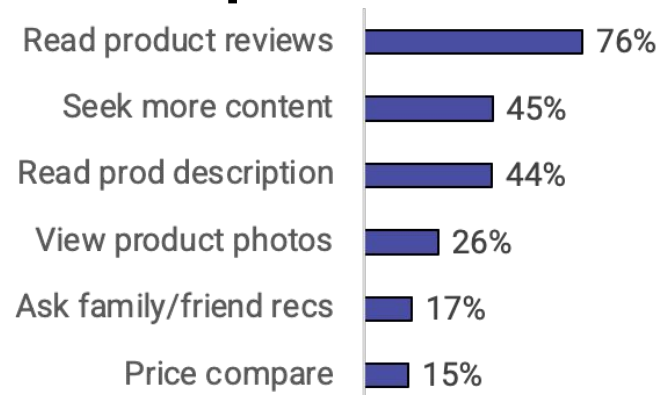
56% must see 3+ pieces of content before purchasing



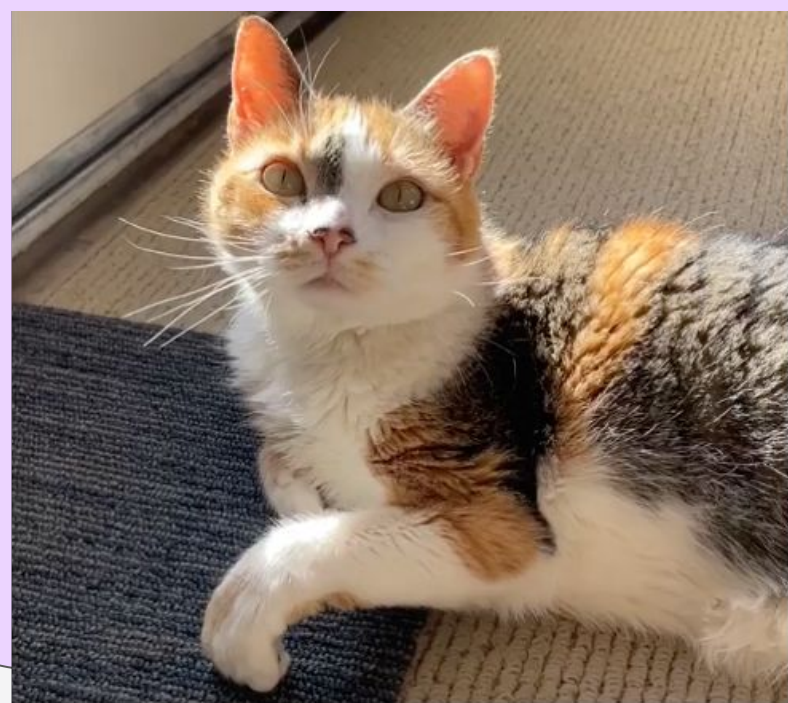
Social Media Content



Next Steps Bef Purchase



Cats

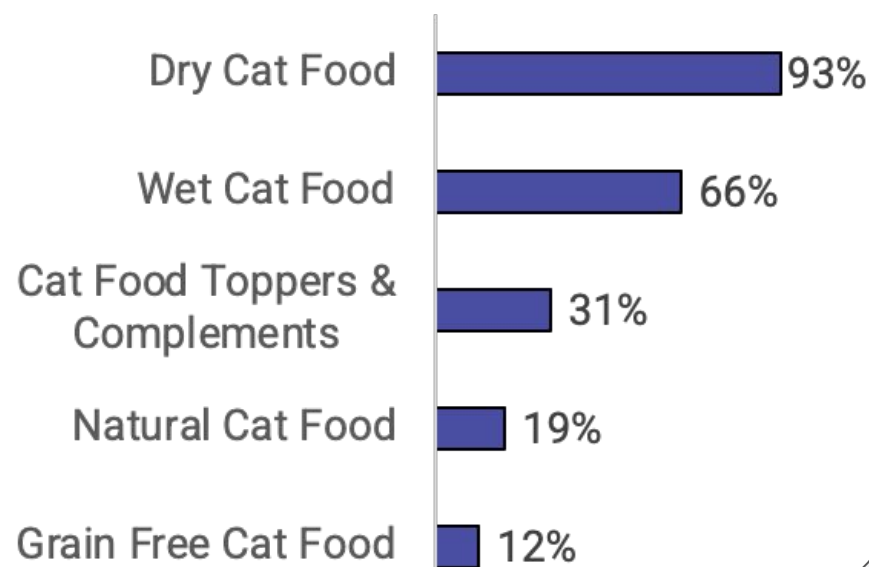


2 of 3 purchased scratching post in past 12 mos

Chicken is top protein served, then Salmon + Tuna

81% of Cats are Indoor only

Food Serves Cats



Cat Litter Types Purchases

