

# WHO IS YOUR PETMATE?: VERVE AND AD COUNCIL HELP POTENTIAL PET ADOPTERS MEET THEIR MATCH.



## SHELTER PET ADOPTION CASE STUDY.

SPONSOR: HUMANE SOCIETY OF THE U.S. & MADDIE'S FUND

### FACTS:



Each year, **6 to 8 million** cats and dogs enter shelters and rescue groups in the United States

Only **half** of the pets in shelters will be adopted each year, meaning **millions** still need help finding a home.

### OUR CHALLENGE

Ask anyone who has adopted a pet and they'll share their story of love, fun and companionship. But less than half of cats and dogs in American homes were adopted from shelters or rescue groups.

That's why the Shelter Pet Project, a collaboration among the Ad Council, the Humane Society of the United States and Maddie's Fund®, strives to make shelters and rescue groups the first choice for everyone to find their pet.

### OUR SOLUTION

We found an innovative marketing strategy to reach potential adopters where they live with a targeted pet adoption message.

We partnered with Verve, a leader in location-powered mobile marketing, to develop an interactive mobile ad connecting potential adopters to shelters near them. The ads retargeted people actively discussing pet adoption on social media and known pet lovers based on previous visits to pet shelters and stores.

By answering multiple-choice questions, users were matched with their perfect pet-mate. At the end of the quiz, users were directed to find their own real-life pet-mate and shown a map of local pet shelters.

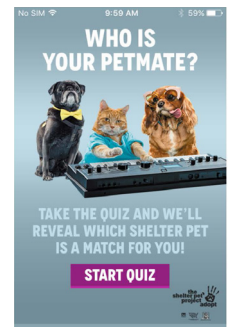
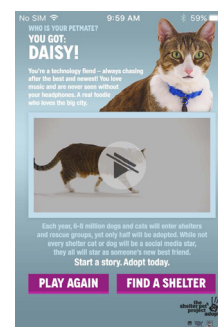
### OUR RESULTS

The *Who is Your Petmate?* ad units earned more than 10 million impressions in just two months, with 87% of players finishing the quiz and 42% opting to complete the quiz again. Even better, the campaign drove an 82% lift in visits to shelters.

Now that's something to purr about.

“The combination of reaching the most relevant people and delivering an engaging, memorable creative experience was instrumental in driving more than 5,000 additional potential adopters to visit local shelters.

*Julie Bernard, Chief Marketing Officer at Verve*



### AT A GLANCE:

**82%**

pet shelter visit lift

**5K**

incremental shelter visits

**10 million**

impressions

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