



The Benefit of Petango Adoptable Pet Pages

Connie's Weekly Newsletter

It is hard to believe that I am celebrating my first anniversary with Pethealth this week. One of the many reasons that I joined the team was my experience with Petango.com and the adoptable search pages. The Petango Petmatch program was built to provide people interested in adopting a pet, a tool to search through thousands of animals. While still working for the Humane Society of Boulder Valley I was asked to help build the animal algorithm. With the help of Tammy McCormack Donaldson PhD we built a series of science trait based tools. This research was the basis of the animal side of the Petmatch program.

The Petango Petmatch is the first and only adoptable search service connecting potential adopters with homeless pets based on lifestyle and character traits via a real time, live feed of adoptable pets in your shelters across the United States and Canada. The public starts the pet adoption quest by completing the "**Pawsonality**" test which will identify their unique lifestyle and character traits, influencing compatibility between them and adoptable pets. The human trait based tools used research based on human match making sites providing the perfect blend of the two sides of the equation. The Petmatch algorithm matches adopter preferences with pet personality traits to find the perfect pet for them!

Even when the public decides to search for a pet via www.Petango.com without completing the Pawsonality test, there are a number of ways your animals can set themselves apart from the other pets in your service area. Take photos and a video of the animal and utilize the animal profile screen. The more information you complete on your pets background the higher your pets will be on the search results field. Remember, we do not require you to do a thing on the Petango site, just complete all the information in PetPoint. It is real time and always accurate. No chance that a pet that was adopted is still on your adoption pages.

Sending as many people as possible to www.Petango.com allows you to integrate the public's search for adoptable animals as well as shopping online. Giving back to your organization each time your supporters shop provides a one stop benefit to you and your supporters. Along with this free partnership we also have launched our Petango White Label shopping experience. A White Label Store gives you the opportunity to offer adopters the ability to buy what you can't stock via online shopping at the same time providing the look and feel of having your own online retail experience. This turnkey online store that is branded specifically for your organization. The purchasing experience is streamlined so that your organization benefits from every sale. Consider the number of adopters, donors and supporters that you have who already purchase pet products and significant revenue can be generated for you with just a few keystrokes. Finally, the only contributions that are ever solicited by the Petango Store are

done to benefit your organization with those funds transferred to your group with no processing charges or fees taken on our part.

If you are interested in learning more about how www.Petango.com can help you in your fundraising or adoption efforts or in setting up a White Label Petango Store please contact your Regional Director or myself.

Sincerely,

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