



# Future Trends in Adoptable Search

## Connie's Weekly Newsletter

In light of recent changes in the adoptable search landscape, I thought it would be worthwhile to share our thoughts on the future of online adoptable search and how we can better serve your organization in this regard. Following are four considerations for animal welfare organizations using online adoptable search, which we believe will influence the ability to meet annual adoption targets.

1. ***It is increasingly important that the management software an organization uses be connected to the adoptable search sites featuring animals in their care and available for adoption.*** While in 2005 this concept might have seemed unique, with advancements in technology and increasing availability of cloud applications, there is no reason why any organization would forego the many benefits of a connection between the management software used to manage day-to-day operations and the adoptable search sites used to help adopt animals out. Nevertheless, as I survey the landscape, the connection between PetPoint and Petango remains truly unique in the marketplace.

Most of you will no doubt have stories of animals long since adopted, transferred to another organization or, sadly, in some cases euthanized, and yet still available on certain adoptable search websites. In many cases, the timeliness of keeping pet profile content fresh is a shortcoming of the adoptable search site that, in the absence of this connection, sometimes suffers significant delays in both posting new animals available for adoption and removing those animals that are no longer in your organization. This gap creates a poor user/adopter experience. Animal welfare organizations are significantly better off using management software capable of providing live content to both their own website and partner adoptable search sites like Petango. This remains perhaps the single most distinguishing feature between the PetPoint/Petango network and any other options being made available to you.

2. ***The need to automate the adoptable search process internally, thus allowing you to better allocate scarce human resources, both paid staff and volunteers.*** The growing demands on animal welfare organizations to meet more rigorous community standards with respect to increasing adoptions and reducing euthanization rates means that staff cannot afford to waste time on processes, which can otherwise be automated.

The PetPoint/Petango network was the first initiative in animal welfare to fully automate the animal management and adoptable search process, saving PetPoint users countless hours of staff time that can now be efficiently allocated to other functions. Learn more about how you can set up and customize adoptable search on your website quickly using our standard i-frames [here](#). For organizations seeking more advanced customization than the i-frames provide, we additionally offer standard webservice functionality to those groups that have the necessary website content development resources in-house or through an outside vendor. Please contact [techsupport@petpoint.com](mailto:techsupport@petpoint.com) for more information about our i-frame or webservices offerings for your website's adoptable search, lost/found/stray search, or happy tails listing needs.

We in addition offer shelters the opportunity to automate this process with other adoptable search sites. To learn more about how we can help you to save more time with automated uploads to other adoptable search sites please [click here](#).

3. ***Following the growing online trend to localize content, we believe adoptable search will increasingly be held to the same expectations by an ever more sophisticated audience.*** Growing evidence suggests that for certain products and services, search is becoming more localized and therefore it is our opinion that over time adoptable search will become more local. PetPoint now powers adoptable search on the websites for nearly 1,000 animal welfare organizations that have licensed our application. Localized, live content makes the search experience more relevant and rewarding for those visiting your site, allowing you to establish a better relationship with those families who subsequently adopt a dog or cat from your organization.

4. **Live content increases your site's relevance and value to potential adopters and supporters, and we believe will allow you to generate additional revenue.** Robust content combined with more localized search is going to allow for more opportunities for your organization to generate revenue through your own website. More robust content and more localized search will help drive an increase in adoptions and increase your organization's exposure to more pet owners in your community. Why not monetize the higher traffic and better experience through the sale of pet specialty retail products through your own website? This approach is already enjoying success with the launch of our white label store program, now featured in 30 PetPoint shelters; this is just the tip of the iceberg as we look to build online white label store sites for hundreds of our PetPoint partners in the years to come. Join the movement and begin maximizing revenue for your organization with your own white label store. Our white label stores are a fully managed online retail solution branded with your organization's name and logo. Take this opportunity to allow your organization to establish or complement and expand on any retail you may already offer adopters on location. [Click here](#) to learn more, or contact your outreach representative today!

As the landscape and audience of potential adopters and supporters continues to evolve, it is critical to recognize and adapt to the trends affecting our industry. PetPoint Solutions and the Petango network, both early innovators in animal welfare, continue to strive for excellence in the services we provide and our support for the industry. This commitment to the industry continues through new services including the many recent, and planned enhancements to PetPoint and programs including white label stores, all designed to help your organization save time, save money, and drive greater revenue. Contact us today to learn how we can help drive greater efficiency for your organization.

#### Did you know?

With our busy summer season fast approaching, ensure your organization stocks up on microchips and MiniChips, which will earn more entry ballots towards our **24PetWatch in Vitre 2013** contest, sponsored together with Allflex. [Click here](#) for contest updates and how you can participate.

Sincerely,

Connie Howard  
Director Animal Welfare Relations  
Pethealth Inc.  
Office: 1-866-630-7387 ext 5779  
Mobile: 1-720-459-0959  
Email: [connie@petpoint.com](mailto:connie@petpoint.com)