



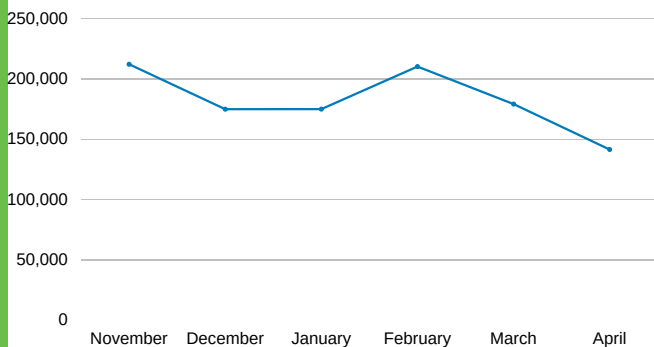
MARKETING UPDATE

June 2023

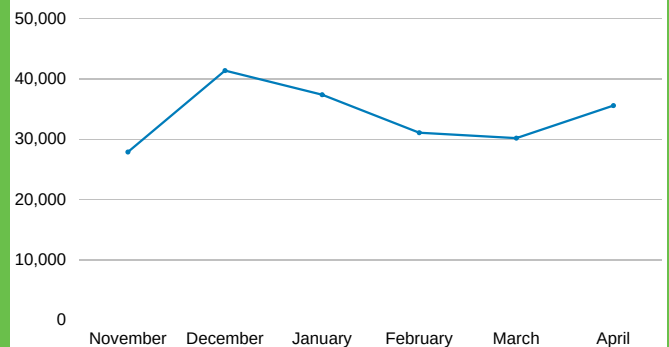
April Analytics

*This data is for all CareVet hospitals

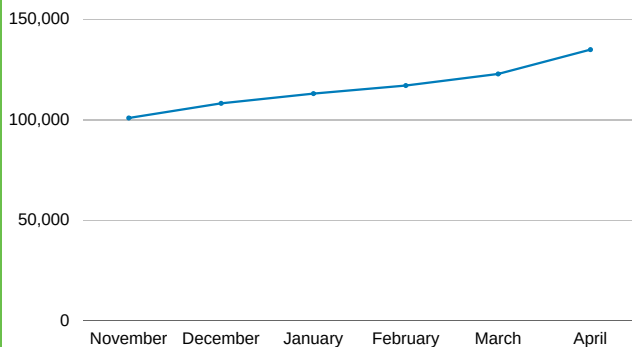
Website Visitors



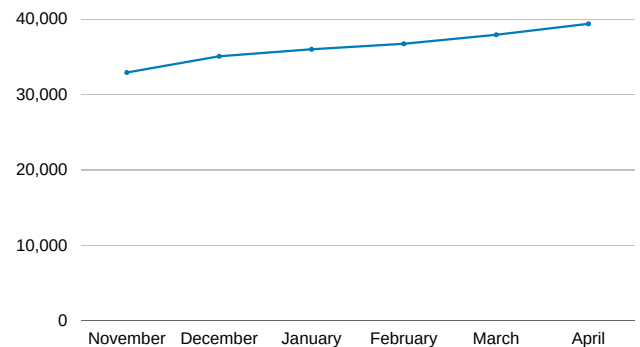
Facebook Engagements



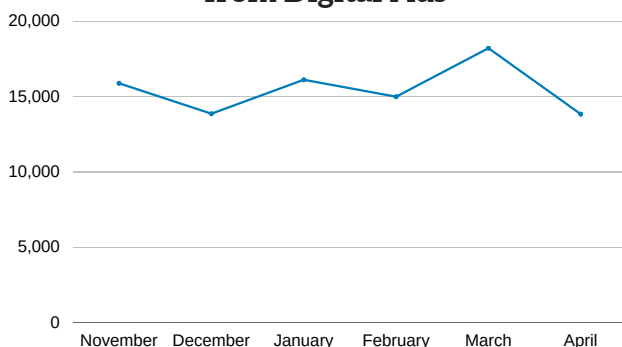
Total PetDesk App Users



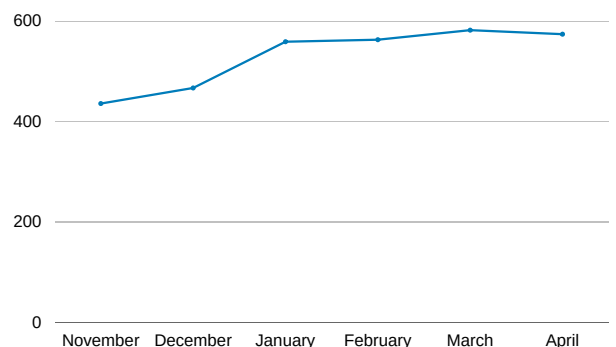
Total PetDesk Loyalty Users



Incremental Appointments from Digital Ads



5 star reviews



Social

June 1



Our pets can't tell us when they're in pain, so it's important as pet owners that we pay attention to behavior changes, such as changes in appetite, limping, excessive grooming and more. If you suspect your pet is in pain, call us today to schedule an appointment!

June 4



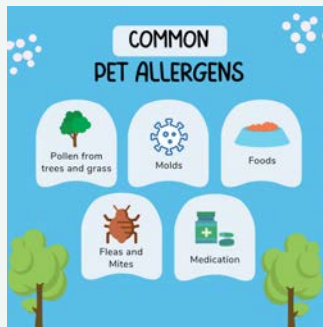
It's Hug Your Cat Day! 🐾❤️ Share a photo of your feline friend in the comments below and show your feline friend some extra affection today!

June 5



How are you going to celebrate Pet Appreciation Week? Some of our ideas include:
Take your pet on an adventure
Keep their environment enriching
Schedule their annual wellness exam to ensure they feel their best.

June 12



Did you know that certain allergens can affect both pets and humans? It's crucial to understand and address these common triggers to ensure a healthy environment for everyone in your family. If you're having difficulty figuring out why your pet has symptoms of allergies, including itchiness, runny eyes and sneezing, we can help!

June 18



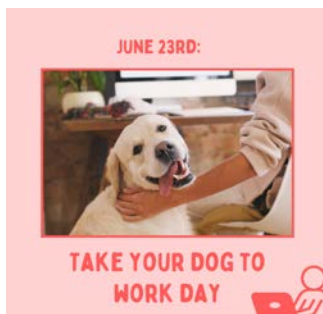
To all the dog dads out there who go above and beyond for their furry companions, this one's for you! ♥ Happy Father's Day!

June 20



Coverage doesn't have to be complicated! You can prioritize your pet's well-being with comprehensive pet insurance coverage AND get cash back on eligible vet bills. Don't let unexpected costs stand in the way of giving them the care they deserve. Visit trupanion.com to get started.

June 23



Work + Woofs = Paw-some Day! It's Take Your Dog to Work Day, and the office is about to get a whole lot better! Share a photo of your dog at work in the comments below.

June 27



If you have an itchy pet, you're not alone. Itchy pets are extremely common this time of year, but they don't have to suffer through the discomfort! Book an appointment so that we can identify the underlying cause and develop a treatment plan that will soothe their symptoms!

June 30



Microchips offer a reliable way to reunite lost pets with their owners, even when collars are lost or tags become unreadable. Give your pet the ultimate protection and increase the chances of a happy reunion if they ever get lost with this easy solution.

June 6



Time is running out to receive **\$15 OFF Allergy Tests!** Pets can suffer from allergies, too, leading to uncomfortable symptoms. Don't let your pet suffer. Schedule an appointment and let us help you identify what they're allergic to and develop a treatment routine together!

This offer ends June 30th. Mention this offer to receive the discount.

*Will only be scheduled if your hospital opted into this offer in the December Marketing Planner.

June 6

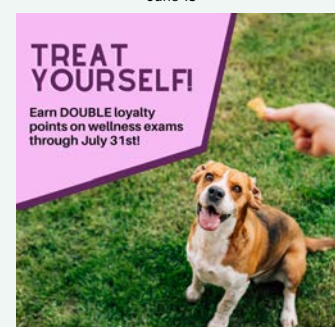


Time is running out to receive **\$15 OFF Laser Therapy Treatments!** Don't let your pet suffer from chronic or post-operative pain. Laser therapy treatment is a great way to promote healing and alleviate pain in pets, plus it usually takes just a few minutes per treatment.

This offer ends June 30th! Mention this offer to receive the discount.

*Will only be scheduled if your hospital opted into this offer in the December Marketing Planner.

June 15



Earn double points on wellness exams through July 31st! If you are not already a member of our loyalty program, now is a great time to start! Download the PetDesk app, search for our hospital and opt into our loyalty program to start earning rewards! Book your appointment today and give your pet the gift of top-notch care while enjoying double the benefits!

*Will only be scheduled if you indicate that your hospital wants to participate by [filling out this survey](#).

Emails

June 1

Subject
Limited Time Offer on Hill's Pet Food!



*If you opted into the Q2 Allergy Testing Promotion in your December Marketing Planner, this email will feature the offer.

June 6

Subject
Is your pet suffering from allergies?



June 10

Subject
Is your pet suffering from chronic pain?



*If you opted into the Q2 Laser Therapy Promotion in your December Marketing Planner, this email will feature the offer.

June 15

Subject
Is your pet suffering from chronic pain?



This will be an opt in email. Please [click here and respond to this survey](#) if you would like to participate.

June 21

Subject
Keeping Your Pet Healthy and Your Wallet Happy with Pet Insurance!



June 27

Subject
Final Days: Save on Hill's Pet Food!



*Our partners at Hill's are teaming up with your online store to run this promotion. The promo code will expire on 6/1/23. If you do not have an online store, we will not send this on your behalf. This is the second and final time we will send the offer.

Thank you!