



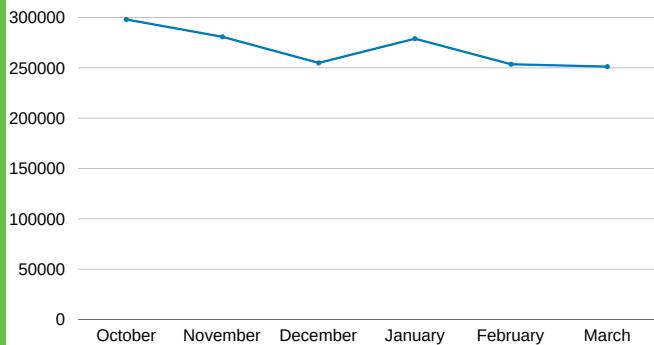
MARKETING UPDATE

May 2025

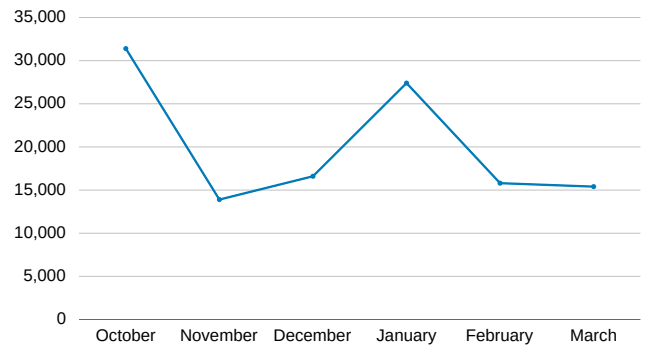
March Analytics

*This data is for all CareVet hospitals

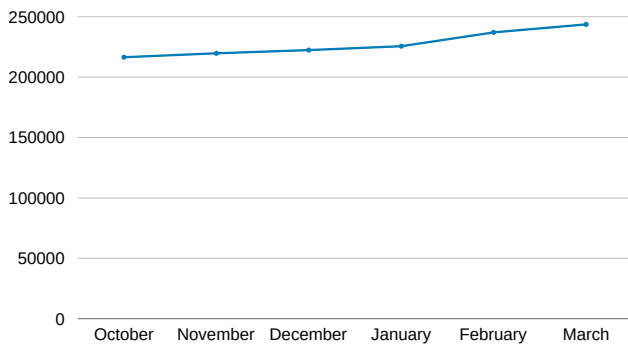
Website Visitors



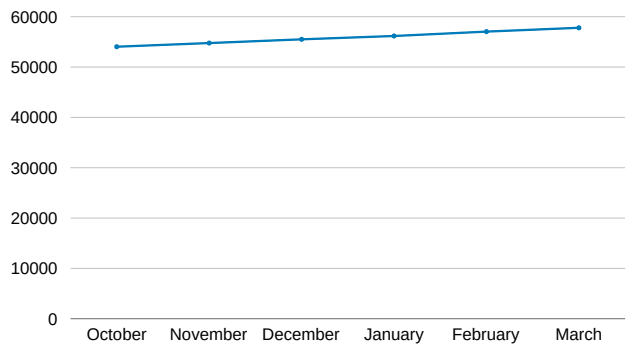
Facebook Engagements



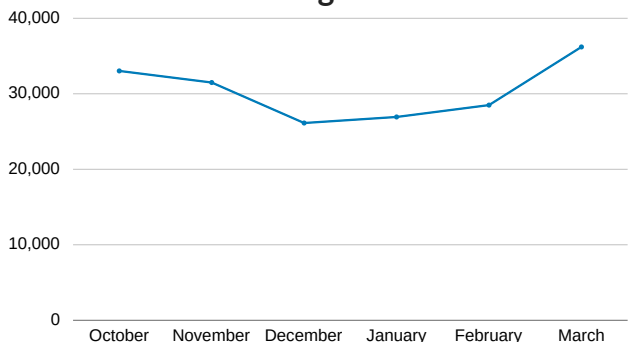
Total PetDesk App Users



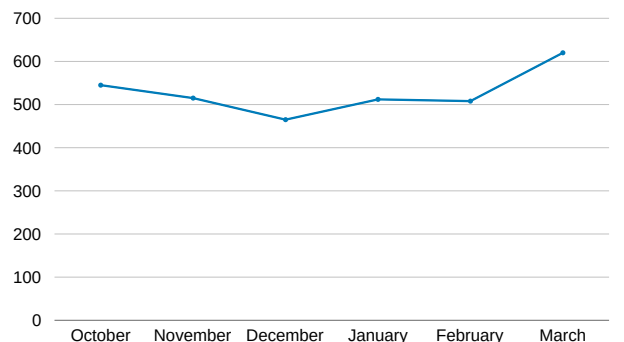
Total PetDesk Loyalty Users



Incremental Appointments from Digital Ads



5 star reviews



Non-Promotional Social Posts

May 10



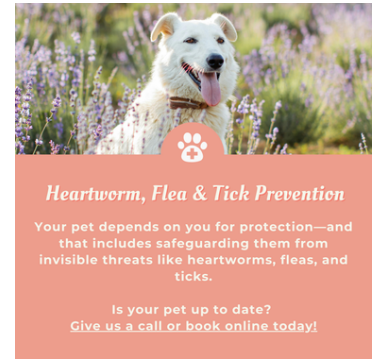
Happy Dog Mom's Day to all who celebrate! Leave a photo of you and your dog in the comments below!

May 13



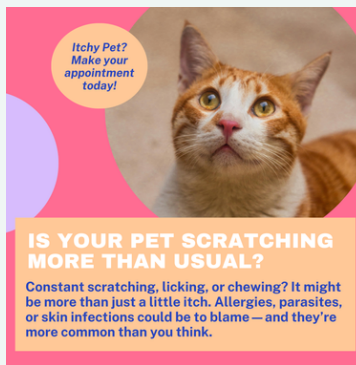
May is National Pet Month—a perfect time to show your furry friend some extra love! 🐾 A checkup with your vet keeps tails wagging and whiskers twitching for years to come. Schedule a wellness visit today!

May 23



Tiny pests, big problems! Protect your pet from heartworm, fleas, and ticks before they strike. Prevention is easier (and safer) than treatment—talk to your vet today!

May 27



Is your pet scratching more than usual? As the weather warms up, seasonal allergies and skin sensitivities can flare up. If your pet is itchy, it might be more than just a bug bite! Book an appointment to help your pet find relief.

May 29



Warmer days mean more outdoor fun—but also more skin issues. Summer can be ruff on your pet's skin. A quick vet visit can bring relief fast! Book an appointment today!

May 31



Constant scratching, licking, or chewing? Don't wait—your pet could be dealing with summer allergies or skin infections. Let's get them comfy and itch-free again! Call us to schedule an appointment.

Please continue to the next page ->

Promotional Social Posts

May 3

April 1 – May 15 Spring Into Prevention Sale

Please note that the April Flash Sale is canceled. All hospitals will be opted into this offer unless you previously requested to opt out from the April Marketing Update.



FINAL DAYS: When you purchase 12 months of heartworm, flea, and tick prevention in-clinic, you'll receive a FREE wellness exam coupon (a \$50+ value!) for a future visit before 12/31/25.

Contact us to schedule a pick-up or visit.

Please mention this during your visit to receive your coupon.

May 7



Last call! Ending May 15, when you purchase 12 months of heartworm, flea, and tick prevention in-clinic, you'll receive a FREE wellness exam coupon (a \$50+ value!) for a future visit before 12/31/25.

Contact us to schedule a pick-up or visit.

Please mention this during your visit to receive your coupon.

May Flash Sale

(Only for participating hospitals that opted into the May Flash Sale in the December Marketing Planner. This will be customized according to your selected offer.)

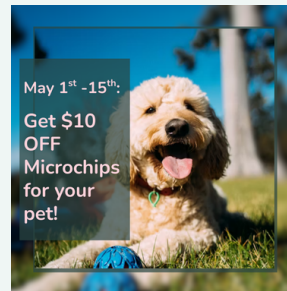
May 1



FLASH SALE: Microchips are \$10 off from May 1-15 only! A microchip can bring your pet home safe if they ever wander. Don't miss this limited-time offer!

Please mention this during your visit to receive your discount. Discounts cannot be combined.

May 5



May 1-15—get \$10 off microchips! Protect your pet with permanent ID that lasts a lifetime. Act fast—this deal won't stick around!

Please mention this during your visit to receive your discount. Discounts cannot be combined.

May 9



May 1-15: Save \$10 on microchips! Secure your pet's safety before summer adventures begin.

Please mention this during your visit to receive your discount. Discounts cannot be combined.

Same Day Appointments

(Only for participating hospitals that opted into the Same Day Appointment messaging in the December Marketing Planner)

May 16



When your pet needs care now, we're here. Same-day appointments available for life's unexpected moments—because peace of mind shouldn't have to wait.

Mid-week Offer

(Only for participating hospitals that opted into a Mid-week offer in the December Marketing Planner. This will be customized according to your selected offer and day of week)

May 20



Keep your pet feeling their best with our Mid-Week Wellness Specials!

Stay on top of checkups and preventative care —plus, enjoy savings every [Mid-Week Offer Day]. A quick mid-week visit can help catch small issues before they become big ones.

Schedule your appointment today and support your pet's long-term health!

Please continue to the next page ->

Emails

May 2

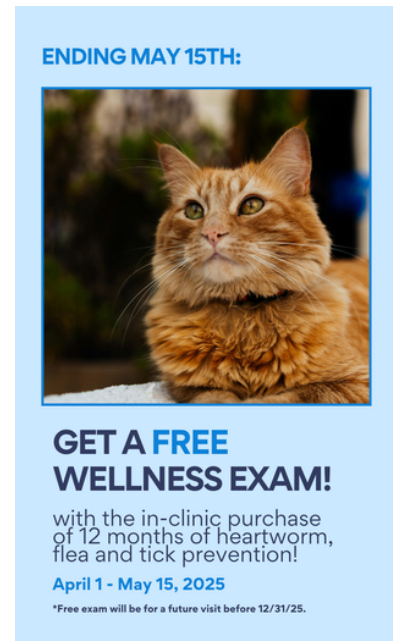
Subject Line:
Flash Sale! Get \$10 Off Microchips!



This will only be sent out if your hospital agreed to participate in May Microchip Flash Sale in the Marketing as indicated by the December Marketing Planner responses.

May 7

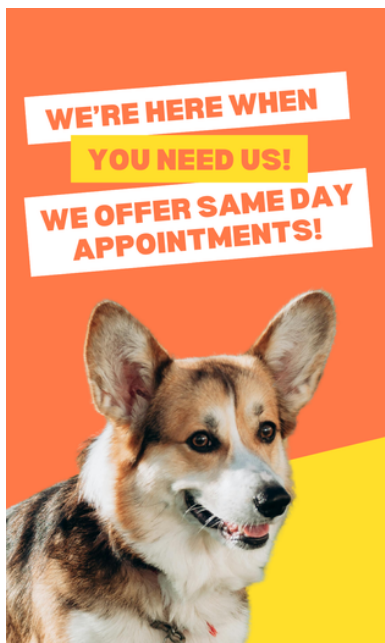
Subject Line:
12 Months of Protection Now = Free Visit Later!



Please note that the April Flash Sale is canceled. All hospitals were opted into this offer unless you requested to opt out by completing the form in the April Marketing Update.

May 19

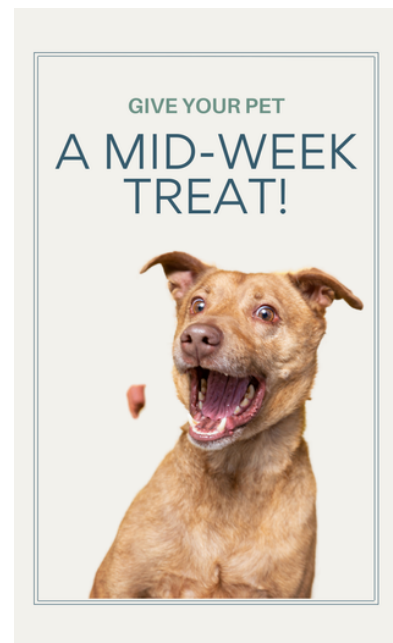
Subject Line:
Need a Vet Today? We've Got You Covered.



This will only be sent out if your hospital agreed to participate in Same Day Appointment Marketing as indicated by the December Marketing Planner responses.

May 27

Subject Line:
Mid-Week Deals Are Here – Keep Your Pet Healthy & Happy!



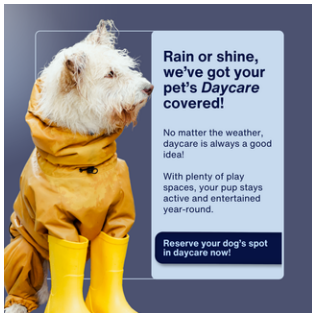
This will only be sent out if your hospital agreed to participate in the Mid Week Offer as indicated by the December Marketing Planner responses. This will be customized to reflect your selected offer and day of week.

Please continue to the next page ->

Pet Care Services

Social

May 12



Rain or shine, we're here for your dog's playtime! At our doggy daycare, every day is a tail-wagging good time—indoors or out. Drop them off for safe, supervised fun!

+++

Optional portion if your hospital opted into the May Daycare offer.

May Special: Buy 2 daycare add ons, get 1 free. Offer ends May 31, 2025!

May 15



Vacation Mode ☒ While you're off relaxing, your pet will be too—snuggles, playtime, and plenty of TLC included. Book their boarding stay today!

+++

Optional portion if your hospital opted into the May Boarding offer.

May Special: Buy 2 boarding add-ons, get 1 free! Offer ends May 31, 2025!

May 19



Keep your pet cool, comfy, and looking their best this spring! Regular grooming helps prevent matting, keeps skin healthy, and makes those sunny day adventures even more enjoyable. Book your pet's spa day today!

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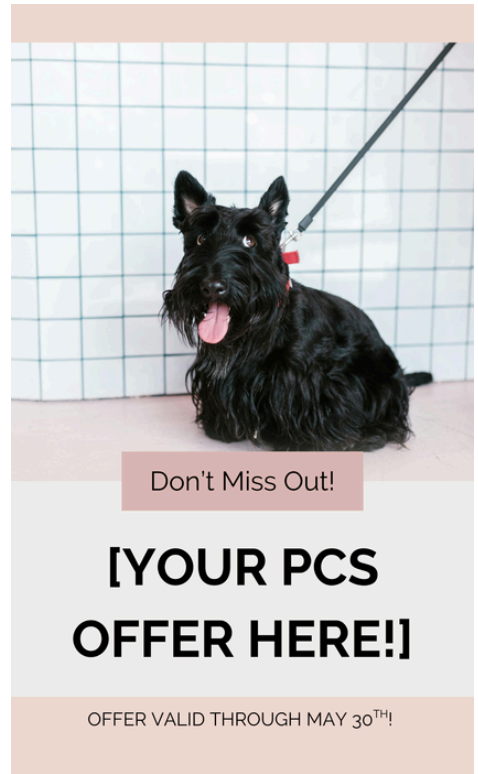
Optional portion if your hospital opted into the May Grooming offer.

May Special: Bath + brush Includes a free floral bandana all of May

Email

May 13

Psst...Have You Seen Our May Offers Yet?



*These emails and social posts will be adapted based on your December Marketing Planner selections and your hospital's offerings. If your hospital does not offer pet boarding, daycare or grooming these will not be scheduled.

Thank you!