



# 24PetWatch<sup>®</sup>

PET PROTECTION. ANYWHERE. ANY TIME.

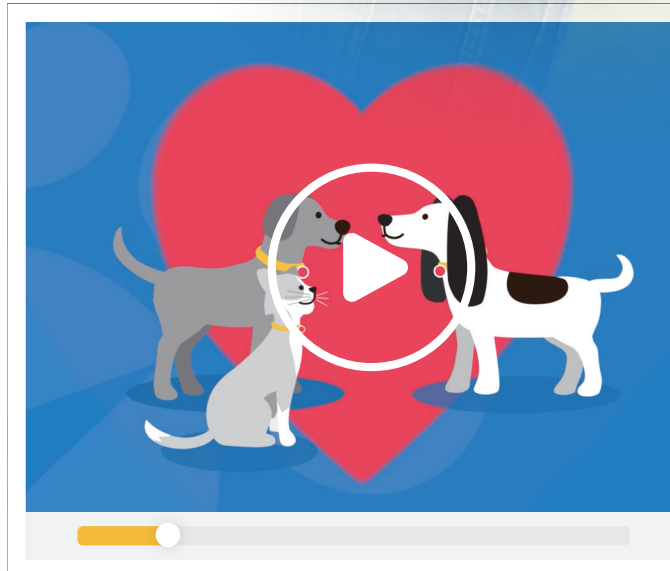
**24PetWatch wants to make it easier for you to communicate the benefits of microchipping, lost pet recovery services, and trial of insurance to potential adopters.**

**We have produced a series of engaging, informative videos to help:**

- Staff and volunteers understand the key benefits of 24PetWatch services
- Educate adopters about the value of microchips and pet insurance
- Increase chance of further adopter engagement, such as microchipping other pets
- Help reduce adoptions processing time for your organization
- Provide valuable content for your waiting room, social media channels and adopter communications
- Provide consistent messaging for your staff and volunteers
- Reduce the number of animals returned to shelters by encouraging more pet parents to insure pets

**The videos will be updated to reflect any changes in product or service offerings and can be used on a variety of platforms:**

- Display on televisions in lobbies or reception areas
- Feature on your website
- Include in newsletters or any other emails/communications
- Share on social media channels



Improve communication, understanding and uptake of these valuable services to improve long term outcomes for newly adopted pets and their families.

**Contact your client services representative for more information.**

This video is intended to promote consumer benefits of 24PetWatch products and services. Please ensure you have adopter consent to receive third party messaging if sending via email.