



Gain Access to an Engaged Audience of Pet Owners

With more time spent at home during the pandemic, people craved companionship, leading many to add pets to their households. Prodege offers access to distinct audiences of pet owners; here are just a few of the types of consumers we'd love to connect you with:

- Owners of particular animals
- Buyers of specific petcare brands
- Those who spend a precise amount of money on pet food each month

Proven Track Record with:



Our research showed that more quality time with pets led our members to increased spending on their [sometimes] furry friends.



We recently surveyed 310 pet owners and learned that **one-in-three have increased their spending on pet food and supplies relative to pre-pandemic**. Six-in-ten even peg this increase at \$100+! Additionally, 27% indicate they have been spending more on pet “extras” (such as clothing and toys).



Case Study:

Prodege’s Pet Consumer Pulse

When surveying verified purchasers sourced from Prodege’s market research panel, we are able to target recent buyers of your category so you know that you’re talking to your most important consumers.

After consulting 1,000 recent dog treat buyers, we determined the key factors driving purchasing decisions for dog treats.

Key Purchase Considerations for Popular Dog Treat Brands

Extremely Important, Must Have:

