

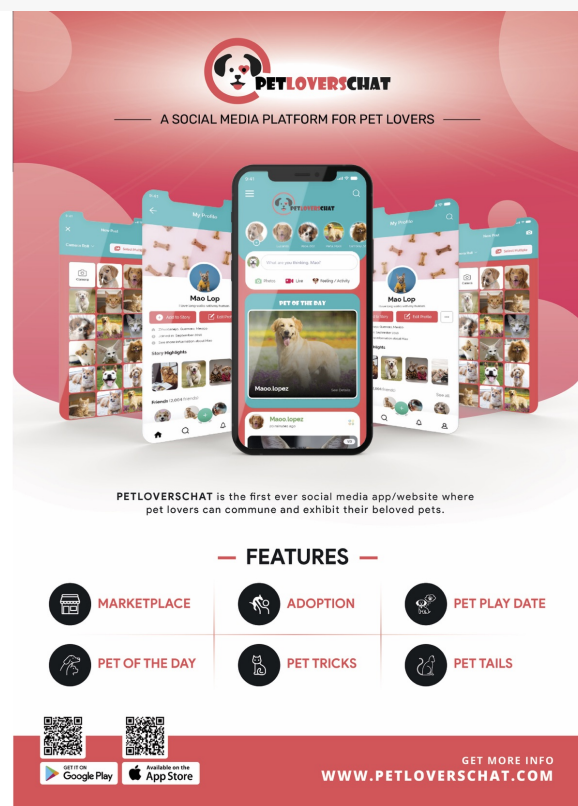
PETLOVERSCHAT is the first social media platform devoted to connecting animal lovers and owners with one another

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PETLOVERSCHAT is the first social media platform devoted to connecting animal lovers and owners with one another. This social media platform was founded and developed by Arlene & Joseph Scarano. The couple are pet lovers themselves and wanted to create a platform for other animal lovers to be able to connect with each other. The platform connects and strengthens the pet lover's community through the power and innovation of social media.

The social media platform includes a wealth of unique features which are catered toward pet lovers. These features include: Pet of the Day which highlights a special pet every day, Pet Play Date which enables owners to arrange a "date" with another pet, Pet tricks which enables owners to feature the special talents and skills of their pets, Chat Room where users can communicate with other pet lovers, Pet Lost & Found where individuals who have found or lost a pet can connect with each other to facilitate the reunification of pets and their owners and Pet Adoption which allows users to create a post and find suitable homes for pets who are up for adoption.

The number of features which PETLOVERSCHAT provides puts it ahead of more traditional social media platforms. These features are specifically catered towards pet lovers to enable them to



engage in a more fruitful way with other pet lovers. Features such as the Pet Play Date will allow users to transition their online relationships into real-world relationships.

This is beneficial for both the pets and the owners as they can both broaden their social networks. The feature also facilitates healthy interaction for pets which can be highly beneficial for their health and wellbeing. Additionally a feature such as Pet Tricks shows the dedication which the company has to showing off the wonderful aspects of pets. A feature such as this allows pet lovers to show off their pride and joy and engage with others who are doing the same. In this way pet owners can gain a more well-rounded understanding of the pets of other owners as well as have the opportunity to develop the same understanding in others.

Something which many pet lovers desire is a platform to express their sincere interest in their animals, show off their animals and connect with others who feel the same. PETLOVERCHAT satisfies all of these needs in one convenient platform. Now pet lovers will not need to carve out a niche for themselves on traditional social media platforms. Instead they can simply connect with one another through this platform. This both saves time and ensures that pet lovers can develop the connections which they are seeking for both themselves and their beloved animals. On top of this, pet lovers can also be inspired by the love and admiration which other owners feel for their pets. This can lead to hours of entertainment in a truly wholesome and unique environment.

The PETLOVERCHAT advert center utilizes an innovative, flexible and effortless advertising model which supports companies both within and outside the pet industry. The campaigns which the company runs are highly effective and they are designed to generate revenue for businesses of all sizes. The ad center also includes real-time reporting of marketing campaign activity. In addition to this, the PETLOVERCHAT Marketplace also provides direct-to-consumer marketing for both individuals and businesses.

The integration of the ad center enables businesses to create profitable advertising campaigns to a very specific demographic. This can be hugely beneficial for business both within and outside of the pet industry as they can specifically tailor their advertising to the pet lover demographic. This can cut out the necessity for targeting pet loving individuals on other platforms. Additionally, businesses of all kinds and sizes can benefit from the real time analytics which the ad center provides. This will enable marketers to grasp the impact of their campaigns and monitor their performance with a high degree of precision.

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