

Pet Madness Inc, PetVetAI LLC and Rainwalk Pet Insurance Form Strategic Marketing Partnership

Marketing and revenue-share partnership combines PetVetAI.ai health scanning with Rainwalk Pet Insurance to help advance preventive pet care.

LAS VEGAS, NV, UNITED STATES, August 11, 2026 /EINPresswire.com/ -- [Pet Madness Inc.](#), [PetVetAI LLC](#) and [Rainwalk Pet Insurance](#) Announce Marketing and Revenue-Share Partnership

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PetVetAI, Pet Madness and Rainwalk are combining AI health scanning, preventive pet insurance and AWS-powered technology to help pet owners detect concerns earlier and better support veterinary care”

Alexa Elliot

Marketing partnership combines PetVetAI.ai's AI-powered health and digestive scanning for companion animals, birds, reptiles, fish, livestock, farm animals, and wildlife with Rainwalk Pet Insurance and Pet Madness Inc.'s AWS-powered enterprise data platform to help advance preventive pet care.

LAS VEGAS, Nev. — August 7, 2026 — PetVetAI LLC, developer of an AI-powered all pet and animal health

scanning platform, and Pet Madness Inc., developer of an AWS-powered enterprise pet data lake and AI integration platform, today announced a marketing and revenue-share partnership with Rainwalk Pet Insurance. The agreement is not a merger or joint venture. Rainwalk will become a featured pet insurance provider for Pet Vet AI customers, while Rainwalk customers will gain access to PetVetAI's AI-powered health, mobility, digestive, stool, and behavioral scanning technology. Financial terms were not disclosed.

The partnership is designed to help pet owners obtain insurance coverage before health concerns are identified, supporting earlier veterinary care and helping reduce unexpected treatment costs. As part of the agreement, PetVetAI.ai will refer eligible users seeking pet insurance to Rainwalk through a revenue-share marketing program, while Rainwalk will introduce its customer base to PetVetAI's health scanning platform.

PetVetAI has analyzed more than 215,834 pet health videos and photos submitted from smartphones and connected camera systems, including Ring cameras in the last 90 days. The AI

platform operates on Pet Madness Inc.'s AWS-powered enterprise data lake, using advanced AI frame processing and enterprise data indexing to generate AI-assisted health observations for dogs, cats, birds, reptiles, livestock, and other animal species.

Rainwalk Benefits

Every Rainwalk policy includes unlimited televet visits without requiring a claim, providing 24/7 access to licensed veterinary professionals through chat and video consultations. Policies also include the Vaccine Power-Up benefit, offering up to \$100 annually for eligible core dog and cat vaccinations, with coverage varying by state.

Your phone or Ring camera can help protect pets. PetVetAI's enterprise-grade frame analysis tracks changes over time to flag potential health and digestive concerns early—supporting smarter vet conversations, lower costs, and broader insurance access. Get 2 free scans.

This is the first of many marketing and revenue-share partnerships we're building to bring additional value to our customers," said Alexa Elliot, CEO of Pet Madness Inc. and PetVetAI LLC. "Our goal is to help pet owners obtain Rainwalk coverage before our advanced AI health scanning platform identifies a potential concern, so insurance is already in place if veterinary care is needed. Rainwalk customers also gain access to PetVetAI.ai's AI-powered health, digestive, and behavioral scanning through photos, smartphones, and compatible connected cameras, including Ring cameras. The platform is designed to support ongoing health observation, post-operative monitoring, digestive tracking, and additional AI applications planned for future release. By combining AI technology, preventive insurance, and Pet Madness Inc.'s AWS-powered enterprise data platform, we aim to help pet owners make more informed decisions help while providing veterinarians with richer health histories, video observations, and actionable insights that support more efficient, proactive care."

"By partnering with Pet Madness Inc., we are able to bring better pet healthcare and affordability to pet parents everywhere," said Joshua Snead, CEO of Rainwalk Pet Insurance. "Pet Madness and the PetVetAI platform are innovators in the pet technology space, and we look forward to supporting pet health by combining our best-in-class insurance coverage with their technology and expertise."

Rainwalk coverage will be introduced to PetVetAI customers on a rolling basis. Additional information is available at RainwalkPetInsurance.com.

About PetVetAI LLC

PetVetAI LLC develops AI-powered animal health scanning technology that analyzes photos and videos from smartphones and connected camera systems to generate AI-assisted health observations for companion animals, livestock, birds, reptiles, and other species. Learn more at PetVetAI.ai.

About Pet Madness Inc.

Pet Madness Inc. develops AWS-powered enterprise data lake infrastructure, AI integrations, APIs, and cloud technologies that power PetVetAI LLC and other connected pet platforms through secure data processing, indexing, and analytics. Learn more at PetMadness.com.

About Rainwalk Pet Insurance

Rainwalk Pet Insurance offers accident and illness coverage for dogs and cats. Policies are administered by Rainwalk Technology, Inc. and underwritten by Incline Casualty Company and Physicians Mutual Insurance Company. Learn more at RainwalkPetInsurance.com.

Notice: PetVetAI provides AI-assisted health observations for informational purposes only and is not a substitute for professional veterinary care.

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