

Petcademy Launches Embedded Pet Behavior Support for Insurance, Retail and Benefits Platforms

Powered by Petcademy gives companies a way to keep pet parents engaged year round, with live access to certified trainers built directly into their own app.



Petcademy Logo

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18, 2026 /EINPresswire.com/ -- Petcademy, the behavioral support and training platform that has supported more than 300,000 dog and cat parents, today announced the general availability of Powered by Petcademy, a fully white-labeled training and behavior experience that companies serving pet parents can embed directly into their own apps and websites.



Behavior support is one of the few things in a pet parent's life that comes up constantly and matters enormously."

Bailey Schroeder, founder and CEO of Petcademy

The offering gives any company serving pet parents, from insurance providers to retailers to workplace benefits platforms, a way to answer the behavior questions their customers are already asking, without building a training product themselves.

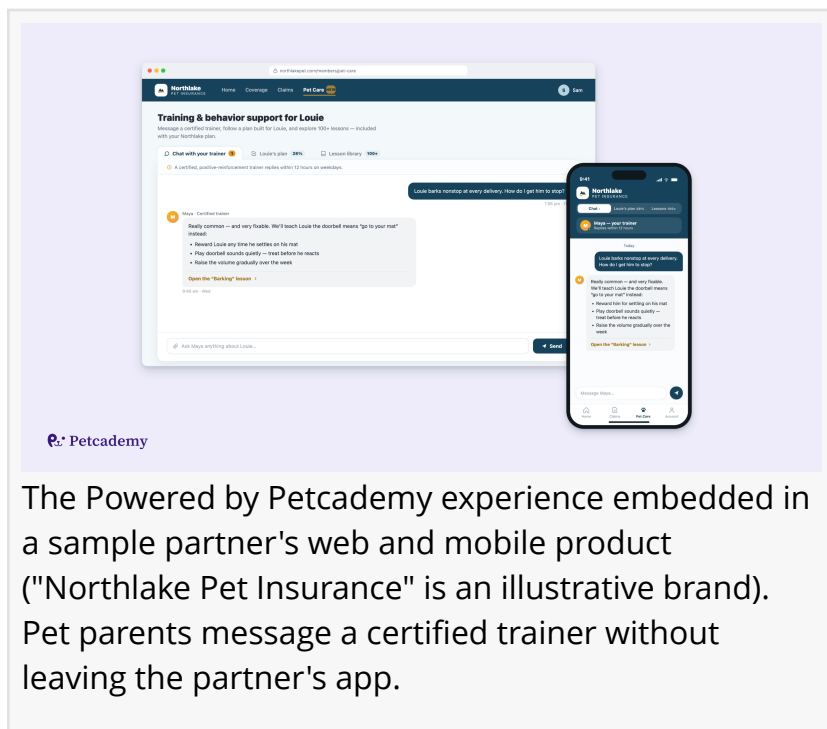
A pet parent whose dog barks at every delivery, pulls on leash, or won't settle into a new home has nowhere useful to ask inside the products they already use. They search online, they get contradictory advice, and they carry the problem alone.

For partners, that gap is also an opportunity: behavior questions arrive continuously across a pet's life in a way that renewals and claims do not, giving partners a reason for customers to come back between transactions. Sixty percent of pet parents given access through Petcademy's shelter and rescue partners engage with the service. In those same deployments, access to Petcademy has cut post-adoption returns by 50 percent.

Partners embed Petcademy components into their existing web, iOS, or Android product. Customers can browse a library of more than 100 lessons for dogs and cats, follow a training plan built for their individual pet, or simply message a certified trainer when something comes

up. It runs as a seamless part of the partner's own experience.

"Every company serving pet parents runs into the same gap: their customers have behavior questions, and answering them was never what the product was built to do," said Bailey Schroeder, founder and CEO of Petcademy. "That isn't a failing, it's just outside what they set out to build. And the companies I talk to are honest about the commercial side of it too. They want a reason for someone to open the app each month, not only at renewal. Behavior support is one of the few things in a pet parent's life that comes up constantly and matters enormously."



The Powered by Petcademy experience embedded in a sample partner's web and mobile product ("Northlake Pet Insurance" is an illustrative brand). Pet parents message a certified trainer without leaving the partner's app.

Schroeder was direct about the limits. "This is behavior support, not everything. It isn't a chatbot dressed up as a trainer, and it isn't a substitute for a veterinarian. Some situations need a person in the room, and when we hit one, we help that pet parent find in-person help rather than pretend messaging is enough. Partners deserve to know where the line is before they put their brand on it."

Every trainer in Petcademy's network is professionally certified, and several hold advanced degrees in animal behavior. All guidance is positive-reinforcement based. Petcademy does not endorse or provide instruction in aversive methods or tools.

Partners keep control of their navigation, authentication, and app shell, along with full custody of their customer relationships. Petcademy requires no personally identifiable information to deliver the experience.

Powered by Petcademy is available now. Interested partners can book a conversation at petcademy.org/powered-by-petcademy.

About Petcademy

Petcademy provides post-adoption and ongoing behavioral support for pet parents, delivered by certified trainers and behavior consultants through messaging and email alongside a library of 100+ lessons and enrichment activities. Founded in 2019 by CEO Bailey Schroeder, Petcademy has supported more than 300,000 dog and cat parents through partnerships with rescues, shelters, and organizations serving pet parents. Petcademy's vision is to keep pets and people together. Learn more at petcademy.org.

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