PETZ ON BOARDING PLAN AND WHAT HAPPENS NEXT!

Welcome to PETZ. Upon enrollment, you received a W9 and your sales order. Please confirm the sales order and an invoice will be issued for the initial funding of your account.

Your PETZ Brand Manager will contact you to review the next steps and activate your PETZ portal. Upon activation the information gathering begins. (See details and file formats below)

FILE FORMAT TYPE: EXCEL OR CSV

Brand Name(s)	Product UPCs	Product Model Numbers
Product Names	Product Descriptions	Product MSRPs

FILE FORMAT TYPE: PNG
Image files must be on transparent backgrounds

Company Logo	Brand Logos	Product Images

SPOKESPET PROGRAM
Now it's time to have some fun. Create your Spokespets. They are your brands voice that speaks directly to the consumer.

Spokespet Names	Spokespet Images (JPG)	Spokespet Images (PNG)

REWARDS PROGRAM DETAILS

- Confirm if it is an individual or pooled brand program
- Define the percentage of cash back
- Define the redemption tiered dollar amounts (The are the different values in which a consumer can convert their reward dollars to coupons)
- Name of the program

ADMINISTRATIVE
Your PETZ brand representative will review the different administrative items including:

- Alerts Settings
- Low Account Balance
- Draft Campaigns (Alerts when the portal does not have any campaigns ready to be queued)
- Low Campaign Balance
- Financial Settings
- Set up default campaign dollar amount
- Setup banking information for ACH, Credit Card or Invoicing
- Additional contact information
- Spokespet name
- Spokespet image - Format png / JPEG (Not Transparent)

BIRTHDAY CLUB DETAILS

- Select the products to be offered for a pet's birthday
- Offers can only be percentage off
- Offers can be targeted by category / age / weight / breed
- Offers are good for 30 days

NEXT STEPS FOR PETZ

- PETZ will set up the Brand's portal
- PETZ will provide complete training to brand's administrator on their portal functionality
- PETZ will work with the Brand to produce a minimum of 8 weeks of campaigns
- PETZ will coordinate the images and marketing messages for the campaigns that can be reviewed in the brand's portal.
- Brands will have several weeks to review and edit/delete or approve their campaigns in their PETZ portal