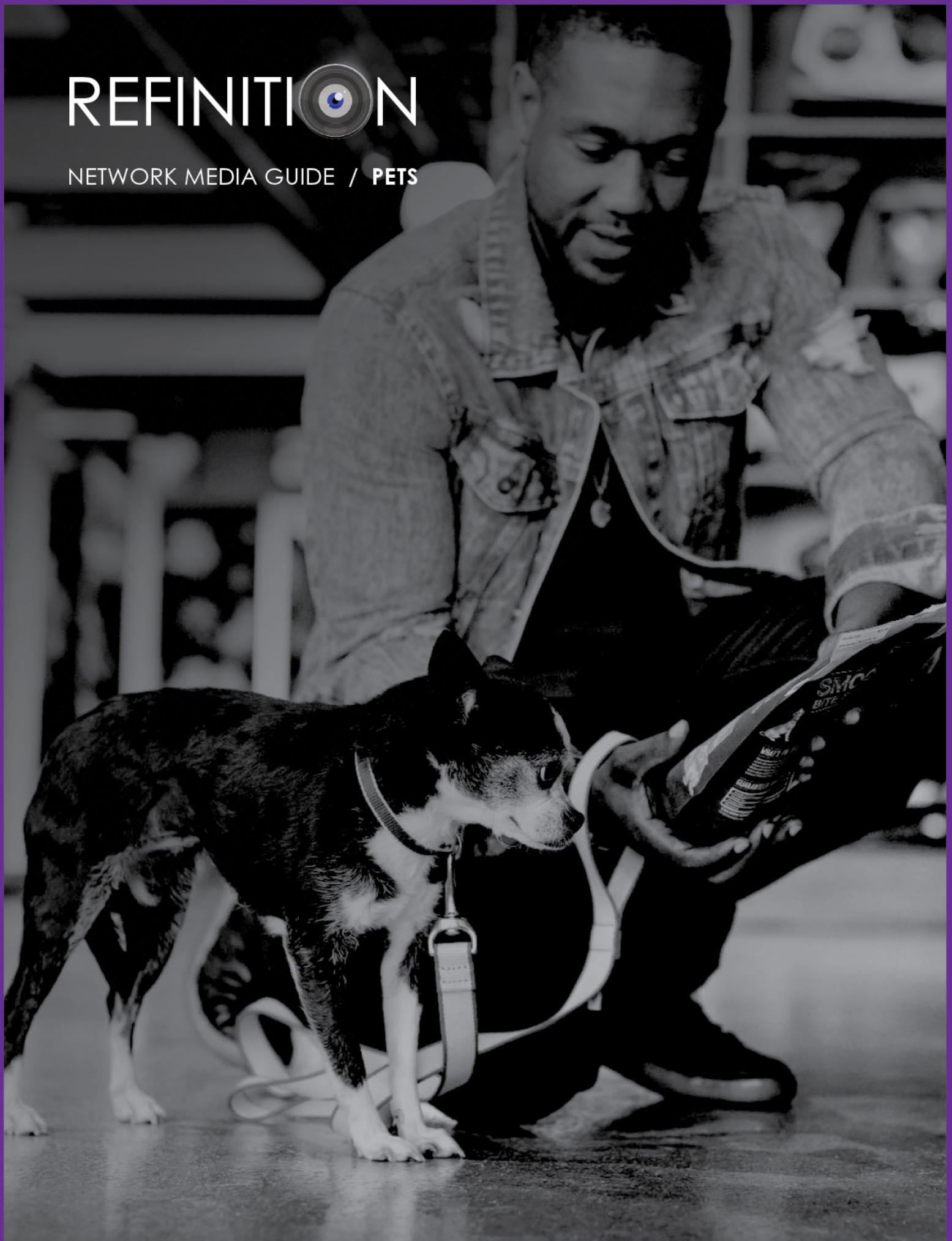


REFINITION

NETWORK MEDIA GUIDE / PETS



REFINITION

DATA FRESH DAILY/ JETS & BOATS NETWORK

SPEND LESS – SELL MORE – REPEAT OFTEN

REFINITION- The Pet Network

Americans consider their pets a part of their family. These pets are indulged and humanized – upgraded care, medical treatments, training, grooming, food and toys. Comprised of top pet retailers, grooming facilities and the top dog parks in the US, Refinition captures more intenders than any company in the US.

ACTIONABLE – In Market Intenders

Encompassing

3,210+

pet retail
destinations

Last 12 months

14,950,143

Representing

37,400,000



172

Grooming locations
& premier dog parks

unique qualified
intenders

total visits

THE DATA OF INTENT – Showing up Matters

Real people showing up outweighs an online click. We have an ongoing device relationship with 75% of the adult, US population – over 300 million reachable consumers for your campaigns.

DATA FRESH DAILY – Widest Aperture, Superior Accuracy, Curated Locations

Utilizing a continuous, all-in vs opt in process allows us to see more mobile devices at virtually any location in the US. Accuracy down to 1.11 meters.

Our pet network identifies devices of real people at every pet and grooming store and dog park in the US and can be segmented geographically and demographically for digital or direct mail campaigns to support your brand.

UNDERSTAND MORE & DRIVE CONVERSION – Better Research, Refined Audience, Enhanced Results

ALL IN VS. OPT-IN – Wider Audience, Any Location, Just Real People