



Partner with us to reach 3,363,190 impressions monthly on social media and dogsized.com. Connect with our engaged community of dog lovers!

- 450,000 🏆 **VERIFIED REACH**
- 715,000+ Total Instagram followers
- 30.11% TikTok engagement
- 2.3% Instagram engagement





About Us

Dogsized is over 757,000 strong! We are a brand with a passionate community of dog owners and advocates who absolutely LOVE engaging with and supporting new options for their fur family.

What we do best is bring our fans a great selection and variety of products and services for dogs of any size. We're constantly on the lookout for great lifestyle experiences, dog products, and trends.

At the heart of our brand, is our enhanced content platform, Dogsized.com with insights and tips about dog care, lifestyle, and more.

Dogsized extends to our sister brand, BestWoof by Dogsized, that includes a passionate social media following including over 415,000 Instagram followers, over 25,000 TikTok fans, and a growing audience on YouTube and Facebook.

Continue reading to learn how to connect with our audience!



Dogsized Social Statistics

715K

Instagram Followers
@bestwoof @dogsized
@happypupvideo

25K

@bestwoofs
TikTok Followers

3.1K

BestWoof by Dogsized
Youtube Subscribers

4K

BestWoof
Facebook Followers

3,363,190 IMPRESSIONS MONTHLY



BestWoof Social Statistics

415K

Instagram Followers
@bestwoof

94K

Total
Engagement

1.9M

Total
Impressions

632K

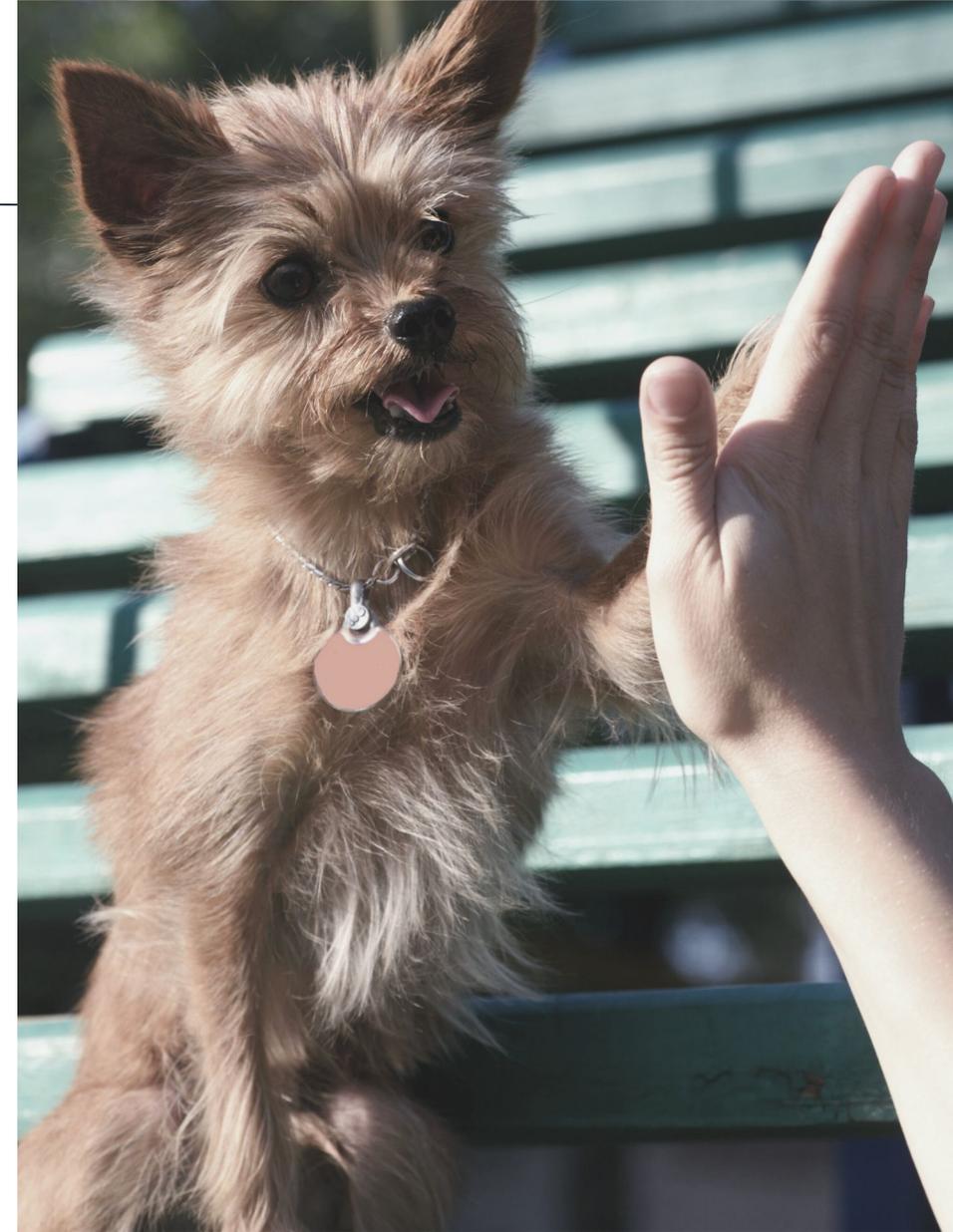
Total
Accounts Reached

30.1%

TikTok Engagement

42.9%

Unique Click Through Rate



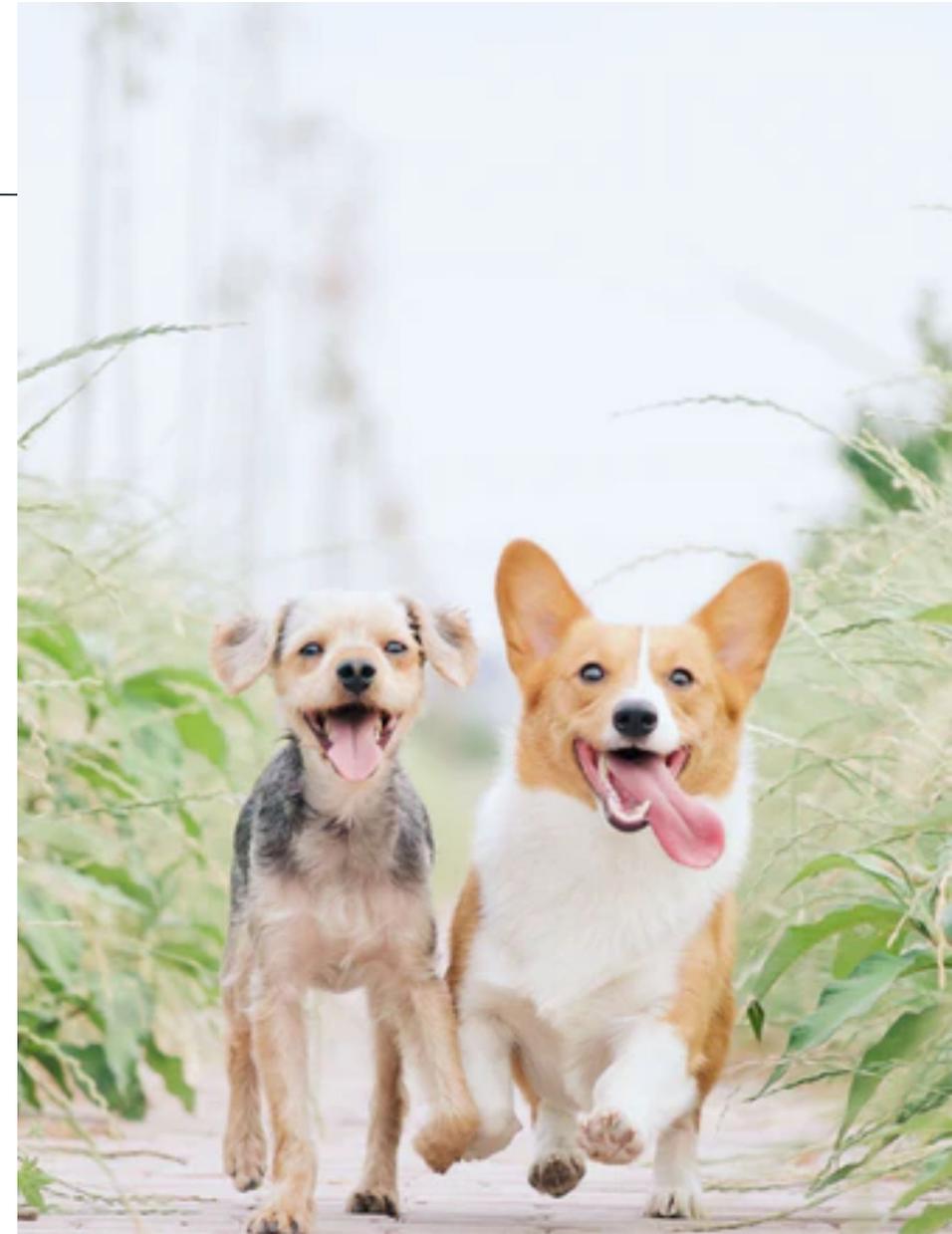
Dogsized Website Statistics

2.70
Pages Per Session

01:43
Average Session Duration

1.18%
Bounce Rate

73.71%
United States Audience



Demographics

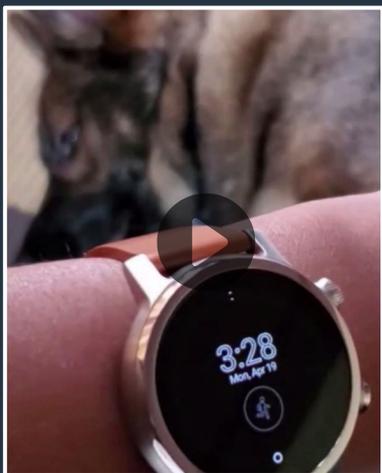
44.4%
25-34 years old
women
from the United States

average audience demo
76% Female 24% Male

Profile

- Our audience has 1-2 dogs
- Most Dog-sized audience members have a small-sized dog between 25-30 lbs.
- Average-sized dog within the community weighs between 40-50 lbs.
- Top audience interests (besides dogs):
 - Technology
 - Media & Entertainment
 - Shopping
 - Food & Dining/Fast Food Craver
 - Sports & Fitness/Sports Fans

Partnerships | Sponsorships



BestWoof showcased the active lifestyle of a dog owner who also is a business owner.



An engaging reel to find new Ambassadors and Bestwoof worthy products from Chewy.



Dogsized blog featuring a guide to renting dog-friendly apartments in New York City.



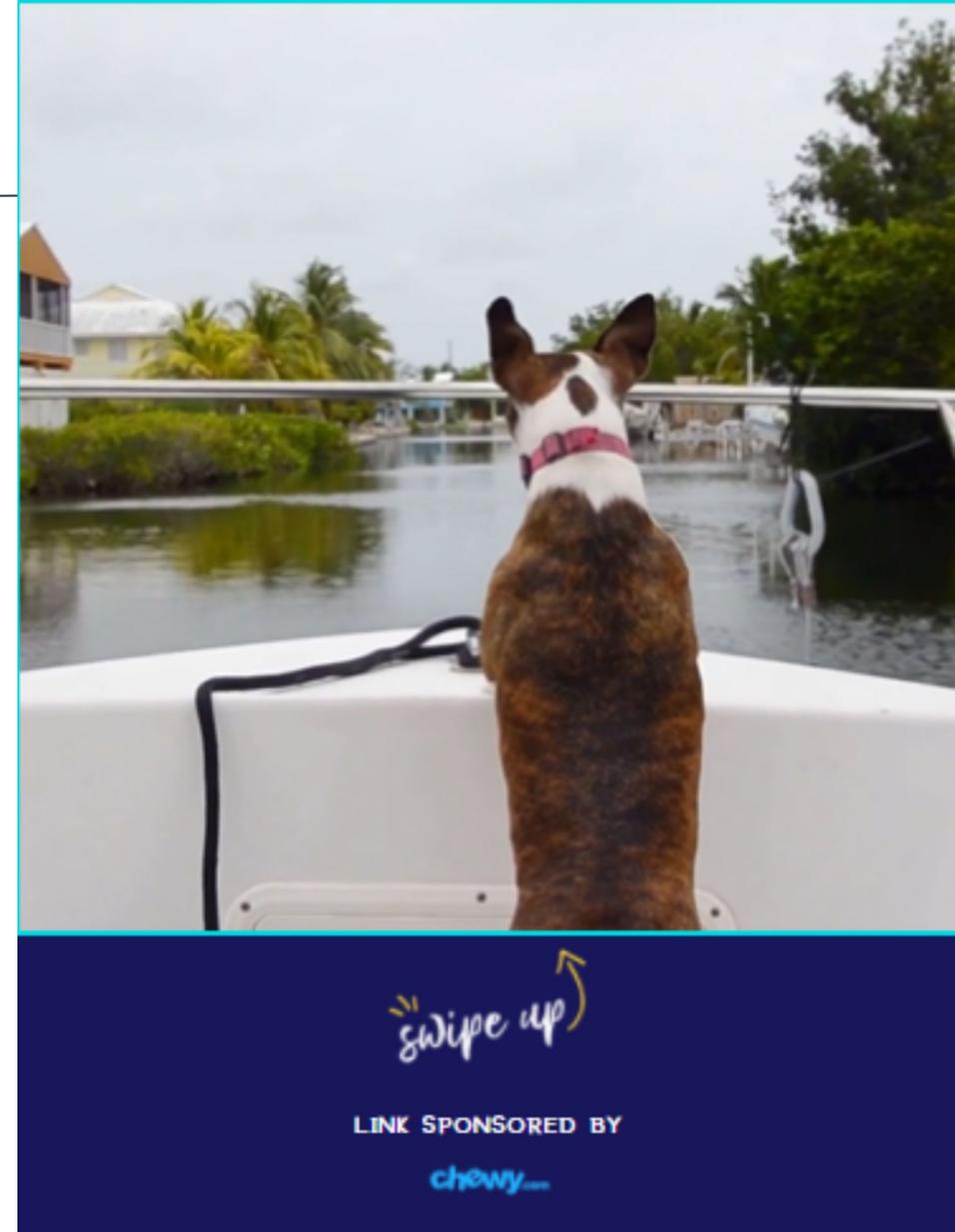
An Instagram Story promoting Apricot's new NFT property to BestWoof's audience.

Partnership Options

Instagram Story

- One Instagram story on @BestWoof with up to three screens, including a swipe up link, brand tag, and text on screen.

*** Instagram Post + Story campaign options | TikTok, YouTube, and Instagram combined campaigns available upon request.



Instagram Post

- One static Instagram post on @BestWoof. We will highlight your product or service, include a caption, relevant hashtags, and a link to the page that you specify for 180 days.

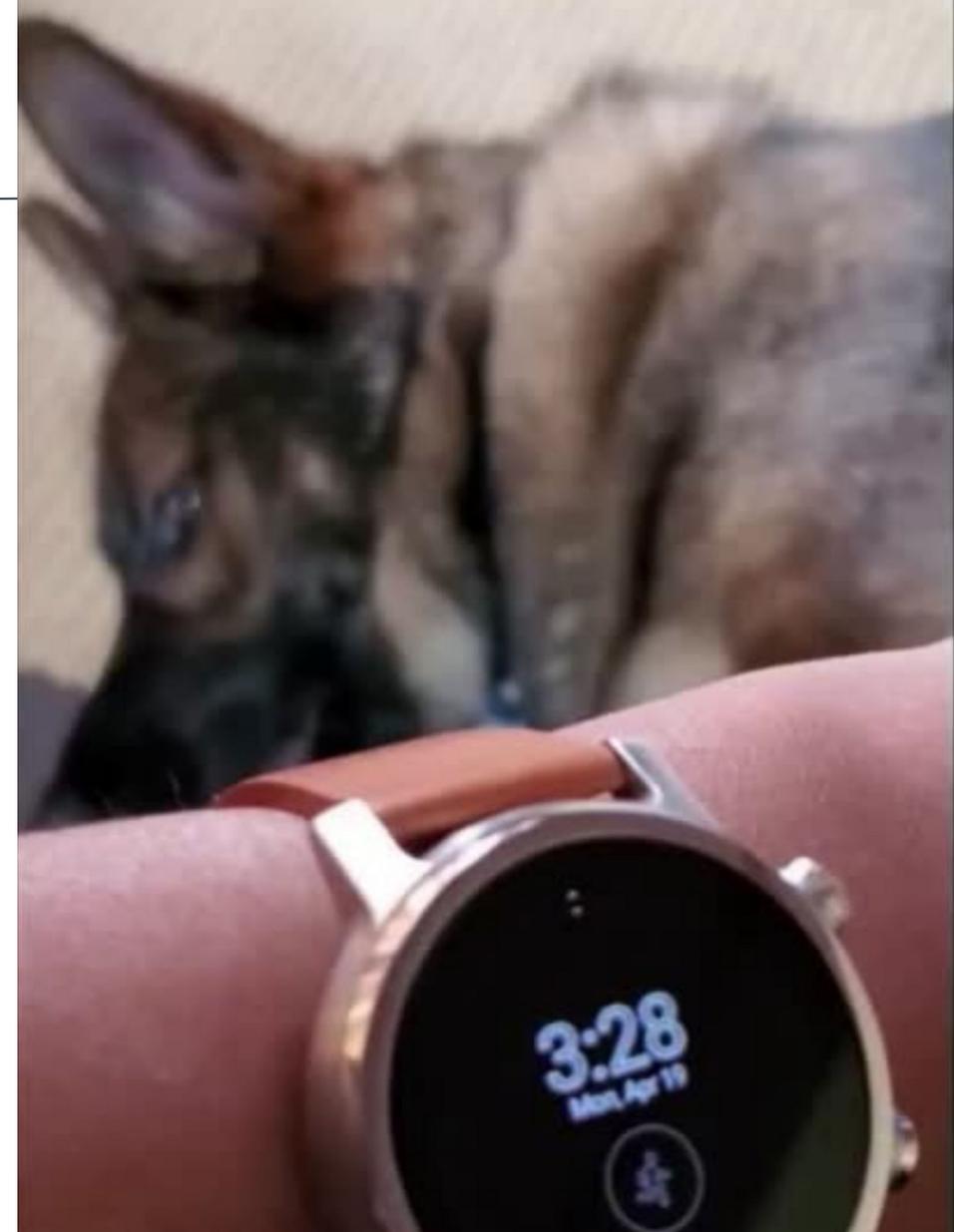
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Instagram Reels Video - \$300

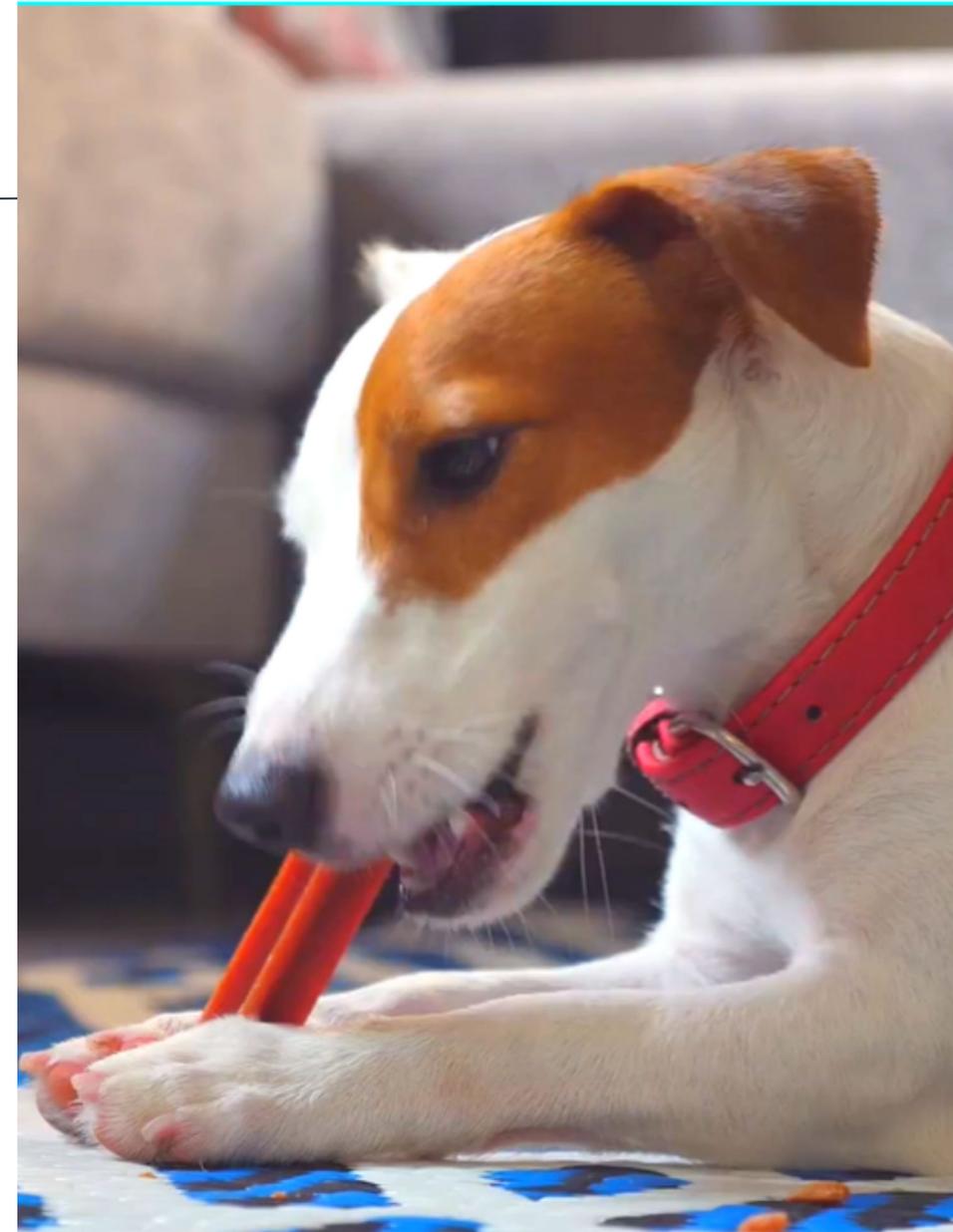
- We will incorporate your product into an Instagram Reel video on @BestWoof to promote your product. Reels priced per 15-seconds and will highlight your product or service. We will include a caption, relevant hashtags, and a link to the page that you specify.

*** Instagram Post + Story campaign options | TikTok, YouTube, and Instagram combined campaigns available upon request.



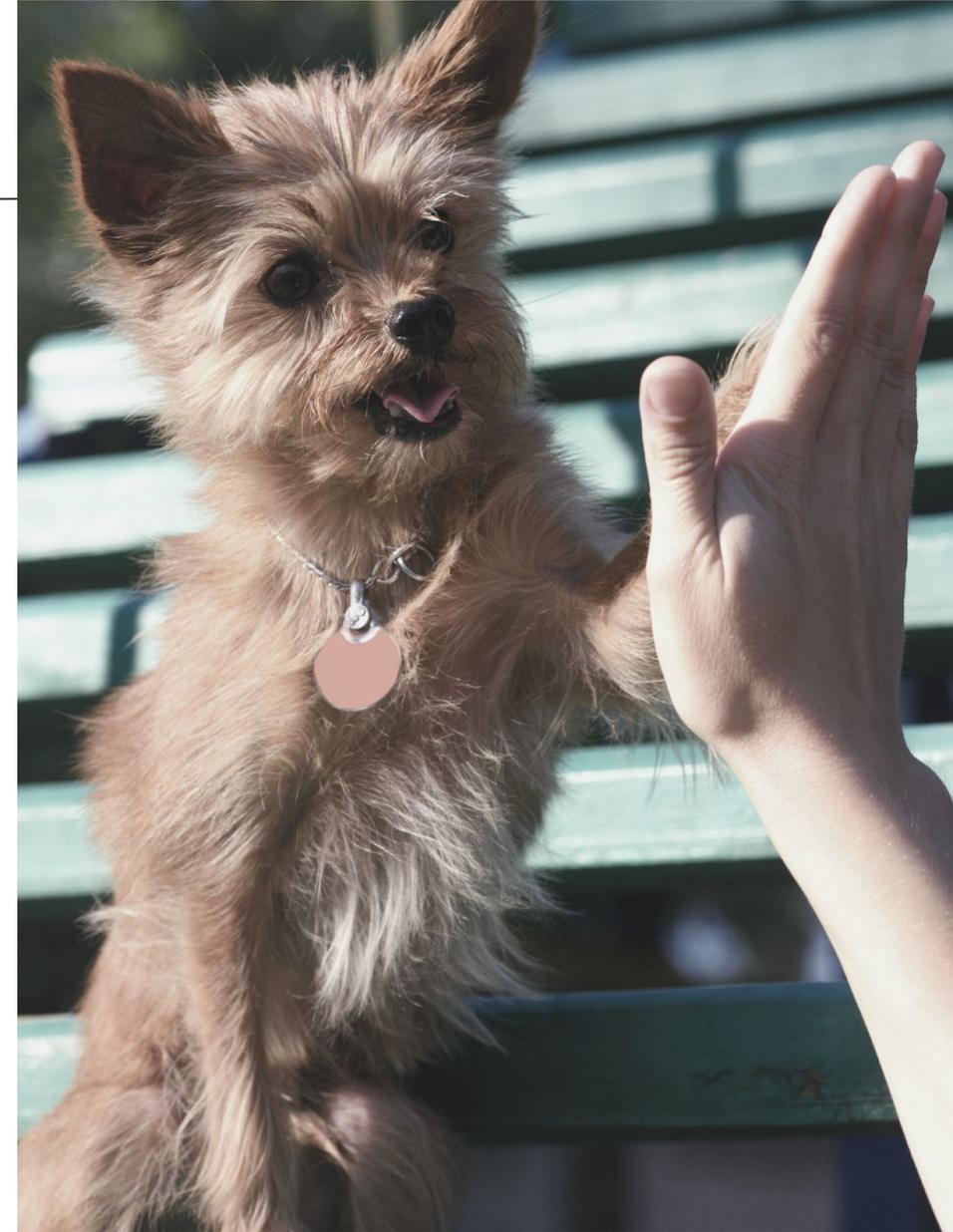
Instagram PLUS Campaign

- Publish three times - one video or photo Instagram Story on @BestWoof with up to three screens, including a swipe-up link, brand tag, and text on the screen.
- One Instagram post on @BestWoof. We'll incorporate your product and brand and include a caption, relevant hashtags, with a link to your page that you specify. Content will be posted on three consecutive days.



Instagram PREMIUM Campaign

- Published monthly - one video or photo Instagram Story on @BestWoof, @Dogsized, and @HappyPUPVideo with up to three screens, including a swipe-up link, brand tag, and text on the screen.
- One Instagram post on @BestWoof, @Dogsized, and @HappyPUPVideo. We'll incorporate your product and brand and include a caption, relevant hashtags, with a link to your page that you specify. Content will be posted on three consecutive days.

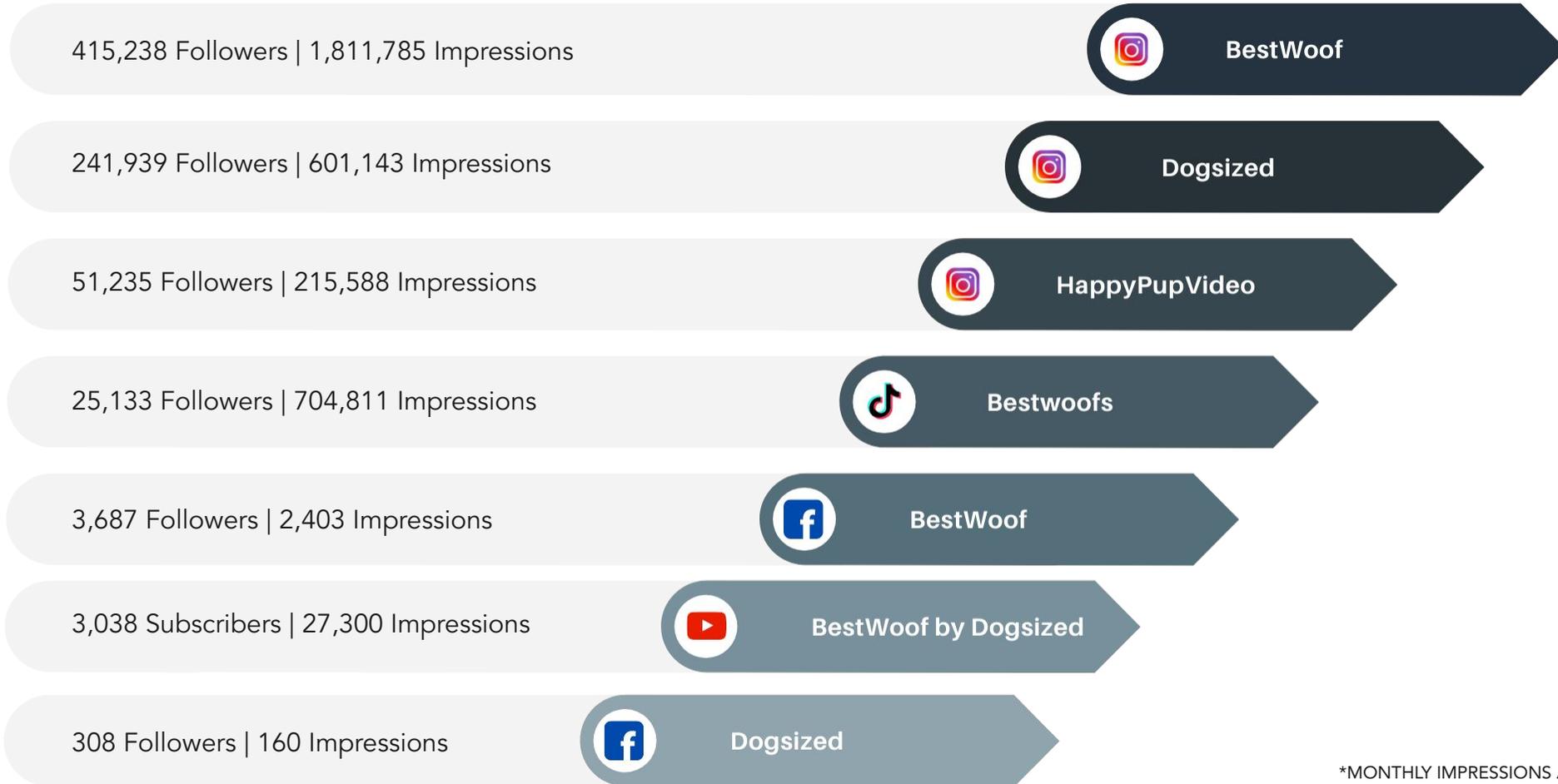


Let's Work Together



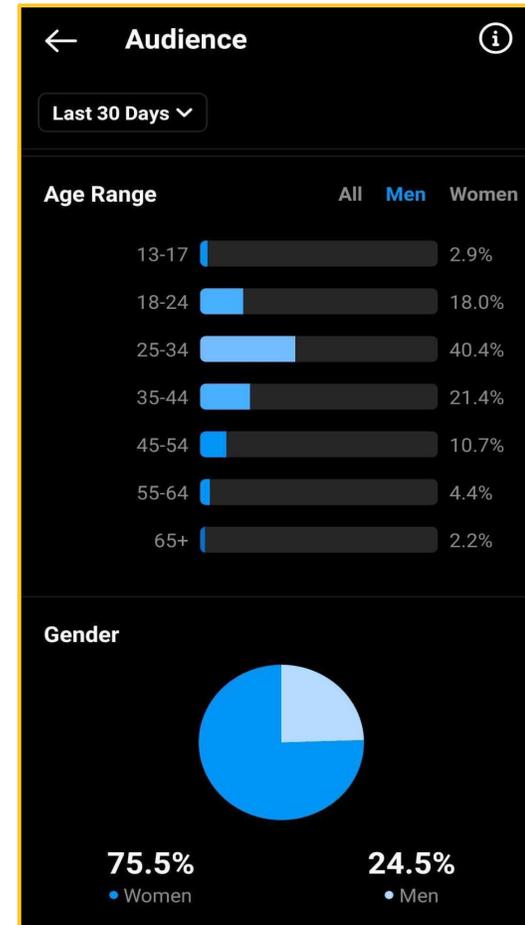
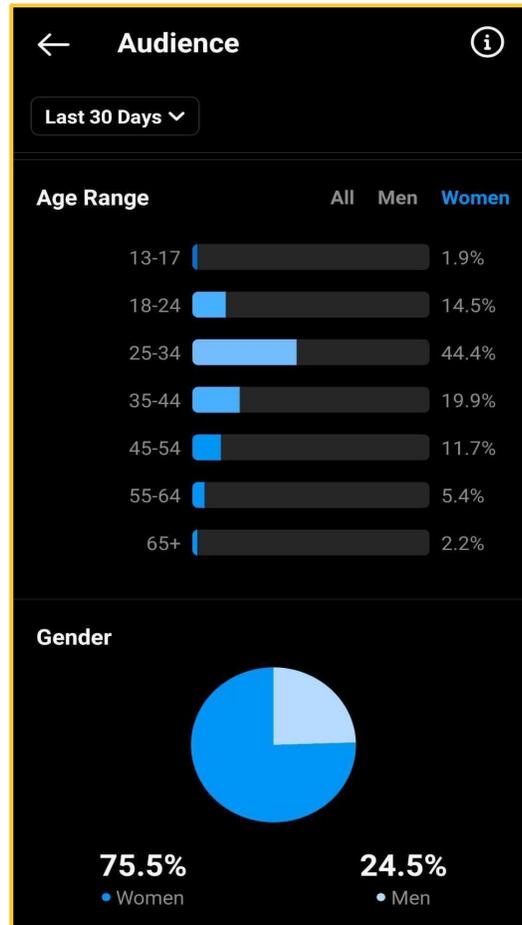
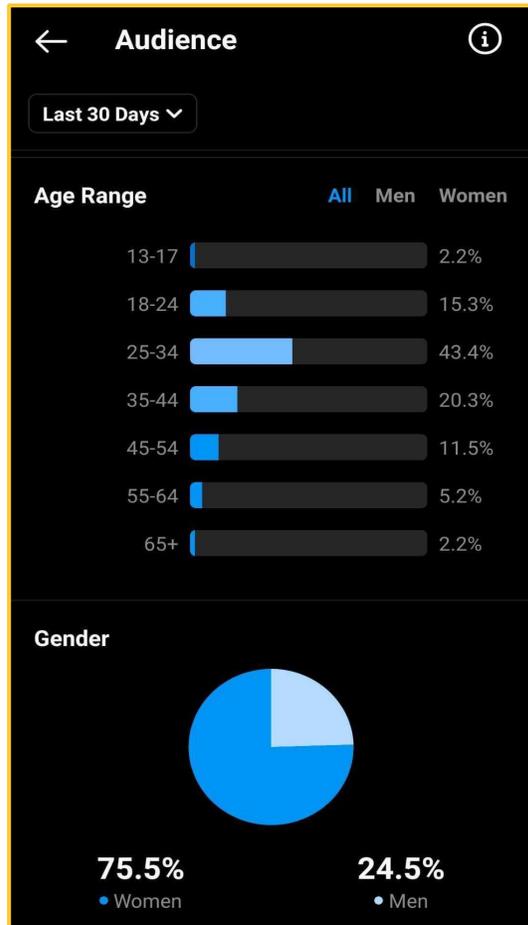
Appendix

Dogsized Social Profiles



*MONTHLY IMPRESSIONS AS OF APRIL 2021

BestWoof Instagram Audience



Dogsized Instagram Insights

@bestwoof

← Insights ⓘ

Last 30 Days ▾



Recent Highlights

You gained 17,143 more followers in the last 30 days.

Overview

14M	-23.2% >
Accounts Reached	
37K	-78.2% >
Content Interactions	

Your Audience [See All](#)

420.3K	+4.2%
Total Followers	

@dogsized

← Insights ⓘ

Last 30 Days ▾ Apr 26 - May 25

Insights Overview

You reached +76.1% more accounts compared to Mar 27 - Apr 25

Accounts Reached	271K	+76.1% >
Content Interactions	50.8K	+62.7% >

Your Audience

Total Followers	240K	-0.6% >
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@happypupvideo

← Insights ⓘ

Last 30 Days ▾ Apr 26 - May 25

Insights Overview

Take a deeper look at how your account and content are performing on Instagram during Apr 26 - May 25.

Accounts Reached	36.7K	-10% >
Content Interactions	7,532	-5.7% >

Your Audience

Total Followers	50.8K	-0.9% >
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Dogsized Statistics

Affinity Category (reach)

31.01% of total users



Case Study

A one-of-a-kind partnership with Motorola to promote the theme of their new Moto360 smartwatch: “designed for the future of you”. The campaign included an Instagram Story to our BestWoof audience of over 415,000 Instagram followers.

BestWoof showcased the active lifestyle of a dog owner who also is a business owner, and we put a unique spin on the experience of a Moto360 customer through the lens of our BestWoof by Dogsized audience.





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Case Study

An exciting collaboration with Chewy to promote their Dog Deals page.

The campaign included an Instagram Reel to our BestWoof audience of over 415,000 Instagram followers.

BestWoof showcased a fun way to encourage our audience to check out Chewy's deals and help us find BestWoof worthy products.



Case Study

A unique partnership with Zumper that not only drove traffic to their site but also helped dog owners find pet-friendly apartments!

The campaign included a blog post on our Dogsized site and included relevant statistics.

Dogsized featured a step-by-step guide on how to use Zumper's convenient search filters to find the best dog-friendly apartments in New York City.



Case Study

A fun collaboration with Apricot to promote their new NFT product and website.

The campaign included an Instagram Story to our BestWoof audience of over 415,000 Instagram followers.

In this collaboration, BestWoof developed unique content to answer one of the most-asked questions we receive daily.

We revealed what it takes to be featured on BestWoof Instagram.



Let's Work Together!

Instagram | TikTok | Facebook | YouTube | Blog

dogsized.com | partners@dogsized.com

Media Kit '21

