

Client Pre-Education Produces Substantial Sales Lift in Veterinary Practices

A short study conducted by Pet Cause Media produced strong results that demonstrated the effectiveness of client Pre-Education in veterinary practice waiting rooms.

HOPKINTON, MA – Jan 16, 2016 – A recent study completed by Pet Cause Media resulted in an overall 42% year-over-year sales lift compared to 14% seen during the two months prior to the test. CEO Peter Alberti attributes the 28% increase in sales lift materially to having Veterinary Pre-Education Technology™ systems in the waiting rooms. “We performed this test because we knew that industry metrics for digital signage were favorable, but we wanted to prove it works in veterinary practice waiting rooms,” said Alberti. “We were confident we could produce results, but we were very pleased with just how much impact our systems appear to have made.”

Pet Cause Media performed the simple “pre/post” sales lift test ahead of the popular North American Veterinary Community (NAVVC) conference in January. “Equipped with these preliminary results, we are looking to enlist marquis clients at the conference and do some longer-term pilot programs to further prove how effective this is,” said Marshall Akita, Business Development Manager for key accounts. “We know it’s important to do more explicit testing. We’re encouraged by the early results and we expect to quickly engage with well-known brands in the pet industry.”

Sponsors for the Veterinary Pre-Education Technology™ systems are carefully selected to be compatible with – and materially support the revenues, operations and professional motivations of – veterinary practices. The explicit value proposition for veterinarians is to save time during exams and boost practice revenues by encouraging pet owners to drive conversations about pet health after seeing educational content in the waiting room. “When there’s a screen present, people watch it,” remarked Alberti. “It’s as simple as that. It’s our job to ensure the best, most effective content is there to help the veterinarians, and provide material value to sponsors at the same time.”

ABOUT PET CAUSE MEDIA

Headquartered in Central Massachusetts, Pet Cause Media is the national leader in Veterinary Pre-Education Technology™, a digital out of home marketing system for veterinary offices. Veterinary practices use the system to save time during exams when clients drive the conversation after seeing calls to action on the waiting room screens. Sponsors benefit from the attention of a captive, pure-play audience of pet owners in a pet state of mind. Visit PetCauseMedia.com for more details. Follow Pet Cause Media on Facebook and Twitter.

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