

New Pet Owner Education Format To Improve Viewer Engagement

Pet Cause Media has deployed a new format for its pet owner educational content to improve dwell time and encourage viewer engagement.

HOPKINTON, MA – Mar 16, 2016 – In a media-saturated world it has become more and more difficult to capture people’s attention and keep it. Pet Cause Media has transformed the format of its pet owner education content to accommodate the viewing habits and preferences of its waiting room audience. Utilizing timing, motion, customization, real-time updates and other techniques, the goal is to ensure dwell time is maximized, recall is optimal, and calls to action are remembered as clients enter the exam room.

CEO Peter Alberti takes this very seriously: “I like to joke that we’re catering to a ‘millennial attention span’ but it’s no secret that most people today are inundated with data and information. Preferences trend strongly toward 140 characters or less, sound bites and short video clips. For waiting room education to be effective, it must be consumable using standards dictated by the audience.”

The company based its new format on research about current behavioral and psychographic preferences, along with veterinary industry-specific influence. Chief Strategy Officer Joe Kiggen explains: “It’s not enough to merely show educational content on a screen anymore. It’s well-known that when a screen is present in a room most people will watch it, often unable to turn away from it. But there is a significant difference between simply viewing content and actively absorbing it with a purpose. We are focused on the latter.”

Some of the new content has been made available online as samples and can be viewed at:

<http://vimeo.com/petcausemedia>

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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