



Affiliate Management at its Finest

DOGNITION

Affiliate Marketing Guide

THE HISTORY

Dognition began with a dog lover's gut reaction. When The Genius of Dogs author and Dognition founder Dr. Brian Hare watched chimps fail a simple hand gesture test, he blurted out, "My dog can do that!" The professor performing the test challenged Dr. Hare to prove it, sending him on a 15-year quest to unlock the many mysteries of our four-legged friends.

Dr. Brian Hare and Vanessa Woods have written a book about this, called The Genius of Dogs. How Dogs are Smarter Than You Think. This New York Times bestseller explains how all dogs think. Dognition allows you as an owner to apply these findings to your four-legged friend and discover how your individual dog thinks. Dognition presents fun, science-based games that provide an unprecedented understanding of the specific ways that your dog interacts with the world. The result is an expanded view into makes your dog special, and a chance to connect in new ways that you'll both love.

THE BRAND

Dognition provides dog lovers with a wealth of information that help them answer this question and more, allowing you to see the world through your dog's eyes. Dognition has helped thousands of owners from over 40 countries get a fresh perspective on their four-legged friends.

The Dognition Customer is tech savvy and has a variety of interest besides their dogs, including Cooking, Fashion and Fitness. They are intelligent and social people who love their pets!

THE MARKETING MESSAGE

For dog owners who treasure a deeper relationship with their dog, Dognition delivers fun, science-based tools that help you nurture what is extraordinary about your dog, while contributing to the greater good of all dogs.

AFFILIATE VALUE PROPOSITIONS

More than 7 in 10 US households own a pet, with dogs being far and away the most popular companion of choice. Through boom times and bust, dog lovers increasingly lavish time and money on their four-legged friends. And while experiencing seven years of consecutive growth -- all through the recession -- experts believe the pet market will continue to accelerate as discretionary incomes grow, with pet services, such as Dognition, expected to grow the fastest.

For these reasons and many more, Dognition has proven to be a very popular service and our Affiliate Program enables you to take advantage of this new, exciting service in a rapidly expanding market segment.

AFFILIATE PROGRAM HIGHLIGHTS

*Highest Commission of all CJ Pet Merchants, up to 20%!

*60 day cookie duration (return days)

*Deep linking availability

*Affiliate-friendly PPC bidding rules!

*Dedicated, proactive, and easy-to-contact affiliate management

*Apply for the Donation Affiliate Program today!

*https://signup.cj.com/member/brandedPublisherSignUp.do?air_refmerchantid=4019397

Contact us at affiliates@dognition.com