

We turn 25 million pet owners into
your customers.

Pawzitivity Pets is a mission-driven company helping pet brands thrive. Using performance marketing, storytelling, and strategic growth, we partner with brands to expand their reach, revenue, and impact.

THE NETWORK EFFECT



\$3M+

monthly revenue



10M+

annual views



5%

sitewide CVR



75%

lower cost on paid ads

OUR NETWORK

Eight properties. Every stage of the pet owner journey.

TechnoBark DOGS · TECHNOLOGY	TechnoMeow CATS · TECHNOLOGY	Pet Tech Advisor ALL PETS · TECHNOLOGY
Pet Parent Advisor ALL PETS · FAMILIES	DogVills DOGS · LIFESTYLE	CatVills CATS · LIFESTYLE
SeniorPups DOGS · SENIOR CARE	Trusted Pet Review ALL PETS · REVIEWS	+ More EXPANDING 2026

How we *influence* the buying journey.

OWNED CONTENT

Trusted review sites and editorial platforms where we create third-party content about your brand.

AUDIENCE TARGETING

Targeting through owned media assets and white-listed social profiles — including a network of 100+ pet influencers.

REPUTATION MANAGEMENT

Strategic community engagement on Reddit and social platforms through guided discussions that reinforce positive brand perception.

AWARENESS → CONSIDERATION → CONVERSION → LOYALTY → ADVOCACY

Let's talk about your brand.

KEVIN@PAWZITIVITYPETS.COM

Eight sites. *One network.*

Each purpose-built to reach pet owners at a specific stage of research.



TechnoBark DOGS • TECHNOLOGY

Explores the latest innovations shaping modern dog ownership. Hands-on reviews and expert insights that help brands reach tech-forward dog parents.



TechnoMeow CATS • TECHNOLOGY

Covers cutting-edge products and trends redefining feline care. In-depth reviews connect innovative brands with engaged, discerning cat owners.



Pet Tech Advisor ALL PETS • TECHNOLOGY

Independent, research-driven reviews of pet technology. Brands work with us to build credibility and influence confident purchasing decisions.



Pet Parent Advisor ALL PETS • FAMILIES

Helps pet parents navigate products, services, and care with confidence. Editorial reviews connect brands with families who value trust and transparency.



DogVills DOGS • LIFESTYLE

Real-life dog living, from everyday essentials to standout innovations. Trusted reviews that resonate with devoted dog owners.



CatVills CATS • LIFESTYLE

A celebration of all things cats — from choosing your first cat to caring for your senior. Practical guidance for every stage of feline life.



SeniorPups DOGS • SENIOR CARE

Dedicated to improving comfort, health, and quality of life for aging dogs. Experience-backed reviews of products that support senior pet care.



Trusted Pet Review ALL PETS • REVIEWS

Find the best for your pet with our expert reviews and recommendations — independent, trusted guidance across every category of pet products.