



## **BabelBark and Pet Cause Media Form Partnership**

*Significant boost in pet owner engagement on behalf of veterinary practices enabled by the collaboration.*

**Newton, Mass. – Feb. 1, 2019** – BabelBark, Inc., the only digital platform connecting everyone who cares for the health and wellness of a pet in one place, announced a partnership with Pet Cause Media, a premier service dedicated to boosting veterinary practice outcomes. Through this agreement, Pet Cause Media will promote the BabelBark pet owner app at point of care in veterinary practices to encourage app downloads and adoption. It will also include full access to the BabelVet health dashboard for vet practices who sign up for its premium Smart Exam Room™ program, at no additional cost to the vet practice.

“Pet Cause Media and BabelBark are aligned in the important mission to help pet owners make the best possible choices for their pets’ health,” said Peter Alberti, CEO of Pet Cause Media. Roy Stein, CEO and founder of BabelBark agreed, adding: “Both companies benefit materially from this partnership. BabelBark gains an additional channel to promote BabelVet in practices and also enjoys access to an audience of pet owners in the captive environment of the exam room. Pet Cause Media now has an additional medium in the BabelBark app to syndicate important pet health messages on behalf of its vet practice customers.”

By incorporating BabelVet into its service offering, Pet Cause Media plans to leverage the power of the BabelBark ecosystem to deliver doctor-endorsed messages designed to improve compliance on behalf of the veterinary practices. Alberti explained: “Through predictive analytics and automated message testing, we will know which messages produce results and which ones don’t. We can then ensure productive messages are delivered and unproductive messages are discarded.” BabelBark connects hundreds of thousands of pets with pet care businesses (including veterinary practices, trainers, shelters, groomers, walkers, pet sitters, boarding kennels, and more within the pet care community) through a digital platform with a mobile application.

### **ABOUT BABELBARK, INC.**

BabelBark is dedicated to bringing families an easy way to connect the many facets of their pet’s life through mobile applications that monitor the activity and care for their dog and/or cat. The BabelBark platform, with the mobile app, pet services portal and Health Monitor connect their trusted veterinary hospital/clinic, shelter, trainer, groomer, dog walker, sitter, boarder and more via BabelVet and BizBark. The BabelBark platform helps pet parents better understand their dog or cat and provides them the happiest and healthiest life possible, while helping pet businesses and veterinarians maintain a closer relationship with their customers and clients—connecting the love to each pet. For more information visit BabelBark, BizBark and BabelVet or email at [info@babelbark.com](mailto:info@babelbark.com). Visit [babelbark.com](http://babelbark.com) for more details, follow BabelBark on [Twitter](#) and [facebook](#)

### **ABOUT PET CAUSE MEDIA**

Headquartered in Massachusetts, Pet Cause Media is the national leader for improving veterinary practice outcomes using data. Smart Outcomes™ is a portfolio of integrated client outreach technologies for veterinary offices that focuses on personalized, just-in-time messaging. Pet owners, while in a “pet frame of mind”, are presented with contextually-relevant information to discuss with veterinary staff. Benefits include increased compliance, improved pet health outcomes, and elevated practice revenues. Visit [PetCauseMedia.com](http://PetCauseMedia.com) for more details. Follow Pet Cause Media on [Facebook](#) and [Twitter](#).

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