Shortly after I created this loyalty program for my practice in 2010, I was certain I had discovered the way to change the veterinary profession by influencing client spending behavior and more importantly, client retention. After evaluating the impact on revenue and the positive feedback in my practice, I launched Vet2Pet in 2013 as a solution to declining visits in the veterinary industry.

In 2017, we conducted the very first industry study on loyalty data in 28 practices. Today, we are proud to release the largest study to date on loyalty programs in veterinary medicine, reviewing the impact on over 200 small animal practices. As we continue to learn more about the power of loyalty programs, several consistent themes persist:

1. The top clients in the practice have the ability to perform better and significantly boost overall practice revenue.
2. The loyalty program drives a substantial increase in visits for top performing clients.
3. We are seeing strong indicators that the program has exponential impact on revenue in the second and third years. More to come on this exciting observation!

In conclusion, there is little to no downside to introducing a loyalty program in your practice, other than a little more effort to say “thank-you” and reward your clients. It’s been statistically proven that in turn, they will reward you by visiting more and taking better care of their pets!

**STUDY DESIGN**

**Practices included:**
- Have had the Vet2Pet app for 12 months or more
- Vary in size and location within the US & Canada
- Using the preferred standard Vet2Pet Loyalty Program

**Transactional data:**
- Data was collected from the practice management system and app database

**Client Analysis:**
- Only pet owners with an active data connection were analyzed, therefore this report is erring on the conservative side.
## Study Cohort Descriptions and Breakdown

### Rewarded Clients
Clients that collected 16 stamps in 12 months or less and unlocked $100 credit towards a future visit

- Distribution % to Total: 1.9%

### Engaged Clients
Clients that are participating in the loyalty program, but have not collected the reward yet

- Distribution % to Total: 9.3%

### Non-Participating Clients (Control Group)
Clients that are not participating in the loyalty program for whatever reason

- Distribution % to Total: 88.8%

## Data Summary
### (Client Visits and Revenue Per Client)

<table>
<thead>
<tr>
<th></th>
<th>2017</th>
<th>2018</th>
<th>Increase</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Client Visits</strong></td>
<td>16</td>
<td>21</td>
<td>↑ 31.3%</td>
</tr>
<tr>
<td><strong>Revenue per Client</strong></td>
<td>$2739</td>
<td>$3468</td>
<td>↑ 26.6%</td>
</tr>
</tbody>
</table>

- Data analysis by: VetSuccess

**Average Revenue Gain/Practice = $100,011**

↑ 6.4% increase to total practice revenue
THANK YOU!