



**DOG PARKER**



**15**

## Minutes

Our average session length is 15 minutes



**131%**

## Growth after free trial

Our average minutes grew 131% after new app launched with the week free trial



**23%**

## Growth rate

Average utilization per house is growing at 23% each month, with our most popular locations being grocery stores and shopping malls

# YEAR ONE SUMMARY SUCCESS IN BROOKLYN, NY



**45**

## Houses

deployed across 15 neighborhoods in Brooklyn with a waiting list of 43 more locations



**1,000**

## Members

growing at a rate of 30% month over month

- 621 with 1+ session
- 294 are repeat users (47%)
- 108 have become “regular users” having 5+ sessions (17%)
- 62 are “super users” having 12+ sessions (10%)



**52,000**

## Minutes

in operation across 3,400 sessions since January 2017



## AND WE'RE INFLUENCING BEHAVIOR

40%

of Dog Parker members have switched which stores they regularly shop at based on Dog Parker locations.

30%

now shop at new stores because they have a Dog Parker (ones they had previously never gone to).

46%

shop at stores more often than before because Dog Parker is available primarily because now they can bring their dog with them.

48%

of members made an unplanned stop to a store because there was a Dog Parker available to them.

63%

of our members used to tie their dogs up before Dog Parker and 62% of them now feel much less rushed to leave the store when using the Dog Parker as opposed to tying their dog up.

