



Mark Your Territory in the Pet Industry Ecosystem

Put your paw on the platform that will transform your pet product sales



Table of Content

- About the eBook..... 3
- A peek into the pet industry..... 4
- Let’s raise the woof!..... 5
- Sniffed out the right solution?..... 5
- Dig into the world of UCM & put a paw on your platform..... 6
- Don’t change the channel 7
- A flock of sellers, selling for you 10
- Set up digital shop 12
- PetsOnQ lays down the path!..... 14
- Puppy dog close..... 15

About this eBook

The rise of technology has changed the way consumers interact with businesses of all sizes. This eBook is a guide to help businesses in the pet industry navigate the ever-changing digital landscape and discover how to better manage channel partner relationships, sell more products online and reach more consumers through affiliates.

If you're looking to sell more pet products online, explore this eBook that's a treasure trove of tips for your pet businesses.



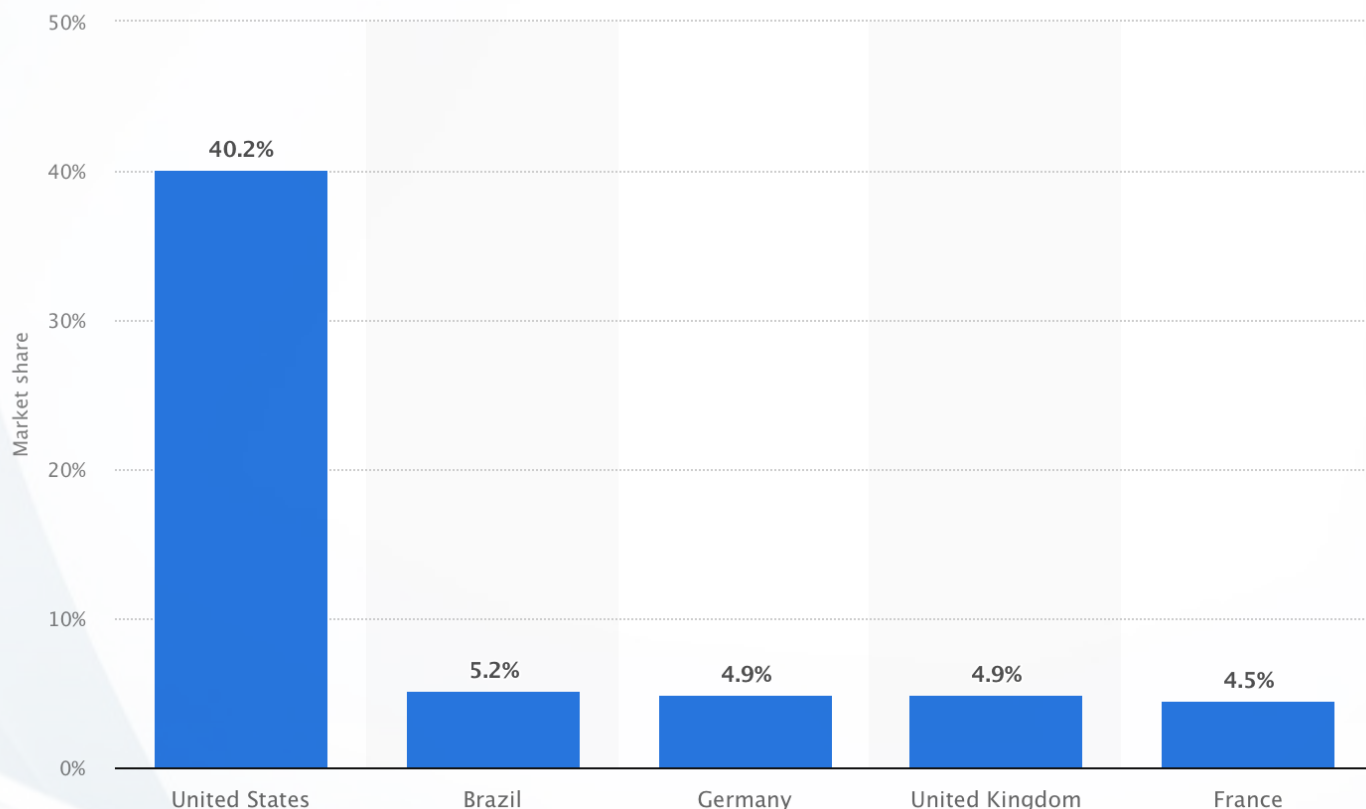
➤ A peek into the pet industry

Pets are not just adorable; they're family! To cater to these mostly furry household members, the pet product industry is full of diversity - from cute wearables and accessories to food and supplements.

As the pet industry continues to grow, brands must seek innovative ways to stay ahead of the curve. But first — how lucrative exactly is the pet product industry?

In 2020 the Pet Care global market was estimated at [\\$179.4 billion world-wide](#), with the U.S. being responsible for a \$76.8 billion piece of the market. From \$48 billion in 2010, the industry has almost quadrupled by today!

Share of the pet market worldwide as of March 2020, by leading country



Source: [Statista](#)

With [67% of American homes](#) having at least one pet, it comes as no surprise that the U.S. leads the market for pet products. And with the growing number of pet product niches, it's evident that getting involved with the industry can be both fun and lucrative.



➤ Let's raise the woof!

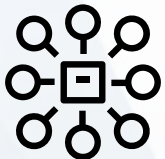
“We could have bought a small yacht with what we spent on our dog and all the things he destroyed. Then again, how many yachts wait by the door all day for your return?” — [Josh Grogan](#). The modern pet owner considers the pet part of the family, and undoubtedly splurges on foods, treats, and other products for their pets.

With the pet industry market drastically shifting from brick-and-mortar to online, the way businesses reach pet owners is also changing at a rapid pace. There's an abundance of pet products and varieties out there, and the digital competition seems to be quite ferocious. You're no longer competing to make your products stand out on a market shelf, you're competing with big businesses and creative content that can easily overshadow your product.

➤ Sniffed out the right solution?

In a dog-eat-dog world, there are a few ways you can turn the tables in your business's favor. Depending on your product niche, and business size you have a few options that you can go for when it comes to marking your territory in the digital space.

What solutions should you go for based on your business size and goals?



Channel

For big businesses who sell products through resellers and distributors, and want to manage them better while enabling them to sell online.



Brand

For big and medium businesses who want to sell more through affiliates. Whether you own the product or are a distributor you can sell more through affiliates.



Online Store

For medium and small businesses who want to sell their products directly to their customers through an eCommerce platform that works for the pet industry ecosystem.

As a business owner, you have to consider and make business decisions that will affect your business directly all the time. To make it easier, we've laid out different options based on different business needs, to simplify choosing the right solution for your business.



➤ Dig into the world of UCM & put a paw on your platform

UCM platforms (or Unified Channel Management Platforms) are uniquely designed to facilitate and transform the way businesses manage distributors and resellers, by streamlining your collaboration with your channel partners online.

UCM platforms are among the most effective and efficient ways to manage Channel Partners and Channel Sales since they encompass a few core solutions in one single software. These core solutions include partner relationship management, partner sales management, channel sales management, and more.

Benefits of a UCM platform range from being able to easily define the new channel strategy and model, effortlessly onboarding your channel partners, managing channel sales and partner performance, controlling pricing, and comfortably managing product distribution and revenue.

Top three rising UCM platforms that you can leverage include:



[UCX](#)

UCX is a SaaS-based platform that empowers users to manage channel partners and channel sales from one central location. The platform is uniquely designed to manage eCommerce channel sales, for solutions and products bought and sold online by your channel partners.



[ZINFI](#)

Enables vendors to drive profitable revenue growth by deploying a set of cloud-based modules for partner recruitment, engagement, enablement, and management that seamlessly work together by fitting into an existing infrastructure.



[Zift Solutions](#)

Boosts channel program productivity and profitability by automating and aligning marketing, sales, and operational processes.

With a UCM platform, you manage channel partners and channel sales digitally and in one centralized location.

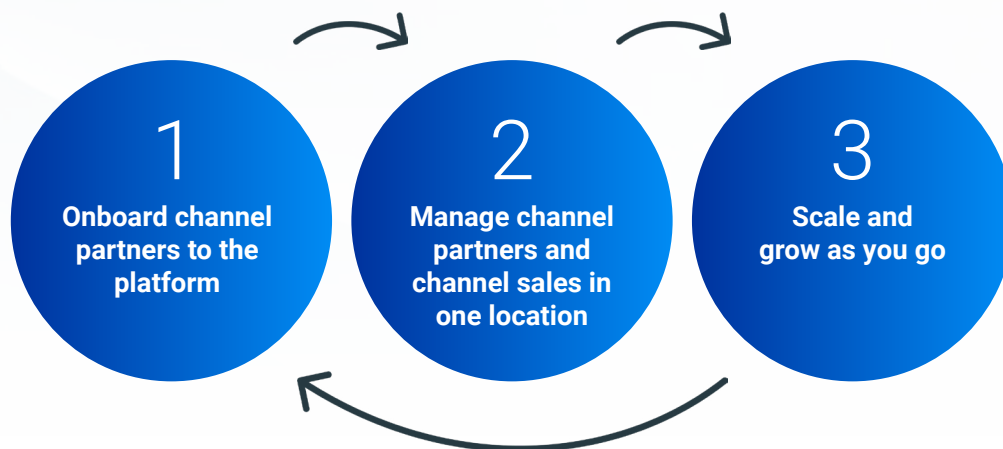


➤ Don't change the channel

With the right UCM platform you can equip your pet product distributors and resellers to sell from anywhere, track all sales in real-time, instantly update product descriptions, and more. The UCX Platform in particular is designed to enable selling online for your channel partners while managing everything digitally from one central location.

Here's what managing channel partners and channel sales with UCX looks like:

1. Onboard channel partners to the platform
2. Manage channel partners and channel sales in one location
3. Scale and grow as you go



Let's dive in and see how the platform works in more detail by digitalizing and centralizing channel sales management.

1. Partner onboarding

As part of the onboarding process, you build online stores for your channel partners, and each online store is connected to your channel within UCX. You equip each channel partner with a custom online store, equip the stores with your products, and empower partners to sell online in minutes.

By digitalizing key elements of channel sales management (like providing your products digitally, setting and managing product prices through price books, automating commission calculation and payouts, and more) the UCX Platform takes away the complexity of channel sales management.

- **Providing your products digitally**

UCX digitizes the vendor's inventory (your inventory) into a virtual stock that mirrors in-house products. You control the product cards, inventory levels, and pricing at all times, while everything is seamlessly made available and synced to your channel partner stores.

- **Automated pricing and payouts**

Product prices and commission rates are set and controlled by you, the vendor, through digital price books. You have the flexibility to create default or custom price books for individuals or specific channel partner clusters, and schedule commission payouts on a weekly or monthly basis.

2. Manage channel partners and channel sales in one location

You get the tools to manage channel partners and channel sales, and have better control over the relationship between the channel partners and the brand. **Here's how:**

- **Streamlined Sales Tracking & Reporting** - Get notified of each order placed in the channel partner stores. Order details from sales made through channel partner stores are sent automatically to you (the vendor) for fulfillment. You track sales activity and channel partner performance transparently at all times and easily access and view all sales data, from all and any channel store.

- **Order Management** - Receive the order information necessary to proceed with the order fulfillment. You also get the data for the exact channel partner store from where the order was placed.
- **Custom Price Books** - Create, assign, and share custom or default price books on the spot. Control retail price, set profit percentages and discounts to particular channel partners on a certain product, or on the whole product line.
- **Automated Commission Payouts** - Automate commission payouts for any number of channel partners. This feature empowers you to set custom commission rates, automate calculation, payouts, reporting, and even schedule payouts on a regular basis.
- **Inventory Management** - Track your inventory and sales, and keep accurate inventory numbers. With a virtual product stock, you make sure sales run smoothly and know how many products you have left after each sale.
- **Secure Checkout** - Buyers pay and checkout directly from the online store. You (the vendor) and your channel partners accept payments from virtually anywhere in the world - easy, fast, and with guaranteed security.
- **Manual Order and Invoice** - Handle payments and send invoices for orders manually, for more control and flexibility in the way you collaborate with clients. This feature allows channel partners to order on behalf of the customer and send the invoice on their email.



3. Scale and grow as you go

At any time, you can grow the number of channel partner stores connected to your channel. So, whether you have 5 or 5000 channel partners, the SaaS-based features of the UCX Platform empower you to streamline the way you manage them from a single platform. Besides onboarding new resellers, you can also scale the UCX Platform at any time with integrations.

You can utilize different integrations:



Avalara AvaTax - Integrate with Avalara Tax to support the tax calculation for each purchase. Get a precise tax rate calculation for every product based on geolocation. The tax is calculated with the latest tax rates as regularly updated by Avalara.



Shopify Integration - Connect one or more Shopify stores to UCX for unified management of orders, products, and channel partners. With the Shopify integration, you sync sales in real-time in both channels, and import products from Shopify to distribute to more channel partners.



SendGrid - Instantly follow up with individual customers and let automated emails be an extension of your brand. The SendGrid integration allows for your automated emails such as receipts, password resets, verification emails, and more to be sent out from your domain and to get custom-branded with your logo and colors.



Builder.io - Build anything from product pages to landing pages and online storefronts. With the Builder.io integration, you create beautiful visuals for the ultimate digital experience. Simply drag and drop the elements you need to optimize your page and launch it instantly.

REMEMBER: Whether you are just looking to sell pet products online, or find a better way to collaborate with your resellers and distributors, opt for a platform like UCX that provides long-term growth and scalability opportunities. [See how the UCX Platform works for pet product vendors!](#)



➤ A flock of sellers, selling for you

Over [80% of brands](#) use affiliates to sell their products. Affiliate marketing is a low-cost way of bringing in more sales while spending less effort on marketing. With affiliate marketing, you only pay for performance and sales, so there is a low risk and minimal start-up cost.

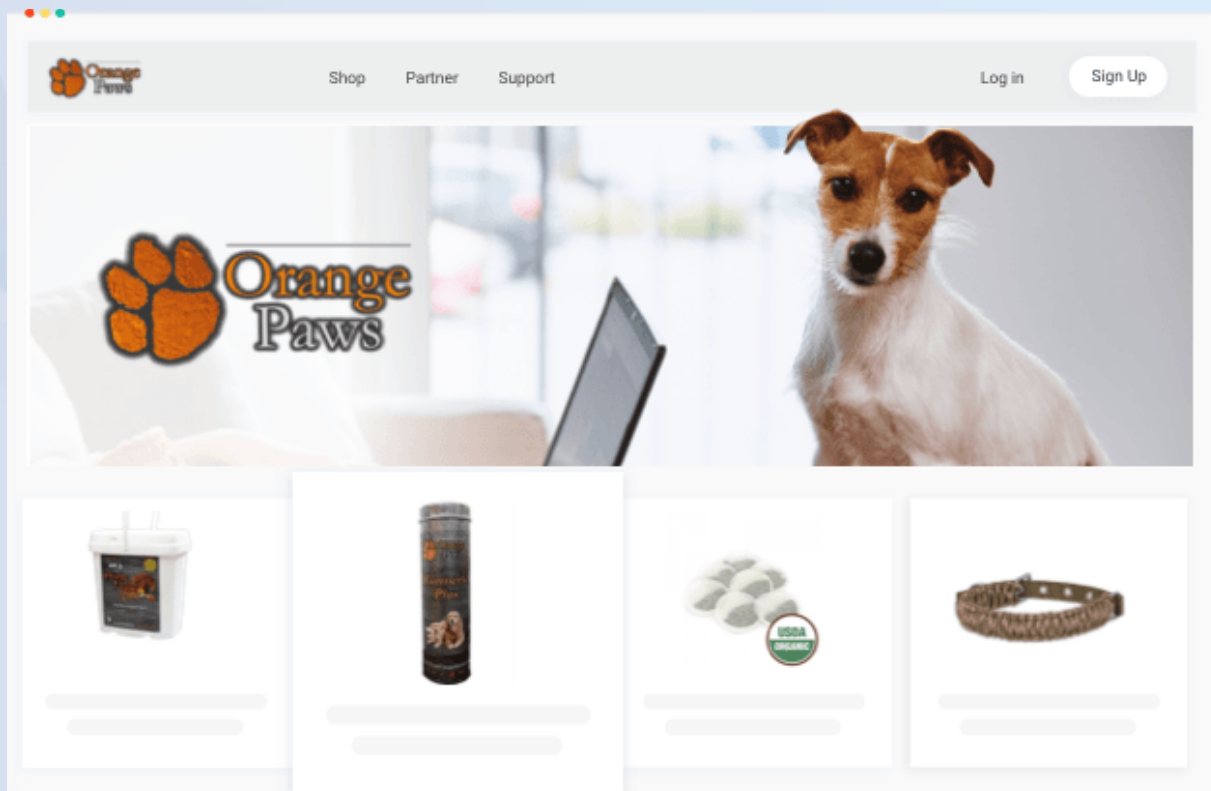
Selling products through affiliates is a great opportunity for brands in the pet industry who want to increase exposure and sales. As a pet product business, you can leverage the power of an extended affiliate network — consisting of pet owners, pet specialty stores, pet clinics, pet boarding and grooming, pet training centers, social media influencers, pet groomers, pet hotels, and more people in the pet industry ecosystem — to tap into new markets, increase brand visibility, and sell more pet products.

You don't even have to struggle to find affiliates of your own. Instead, you can leverage existing affiliate networks like the UCX Affiliate Network, to market your products through them, saving both time and effort.

Here's how you can leverage the extended UCX Affiliate Network:

1. You bring your products to UCX, listing your brand in the [Brand Directory](#), and we put them in front of our extended affiliate network.
2. You decide on the commission rate you want to set for affiliates, and payments are arranged accordingly for product sales.
3. Our affiliates pick up and sell your products through their affiliate stores, and commissions are calculated automatically for sales.

Orange Paws grows brand exposure through the UCX Affiliate Network



Orange Paws is a provider for anti-inflammatory, all natural, pet health products. With turmeric as a main ingredient, their products are used in treating a variety of conditions like arthritis, digestive disorders, and promoting heart health.

[Orange Paws](#) is leveraging the UCX Affiliate Network to sell more products for their furry friends.

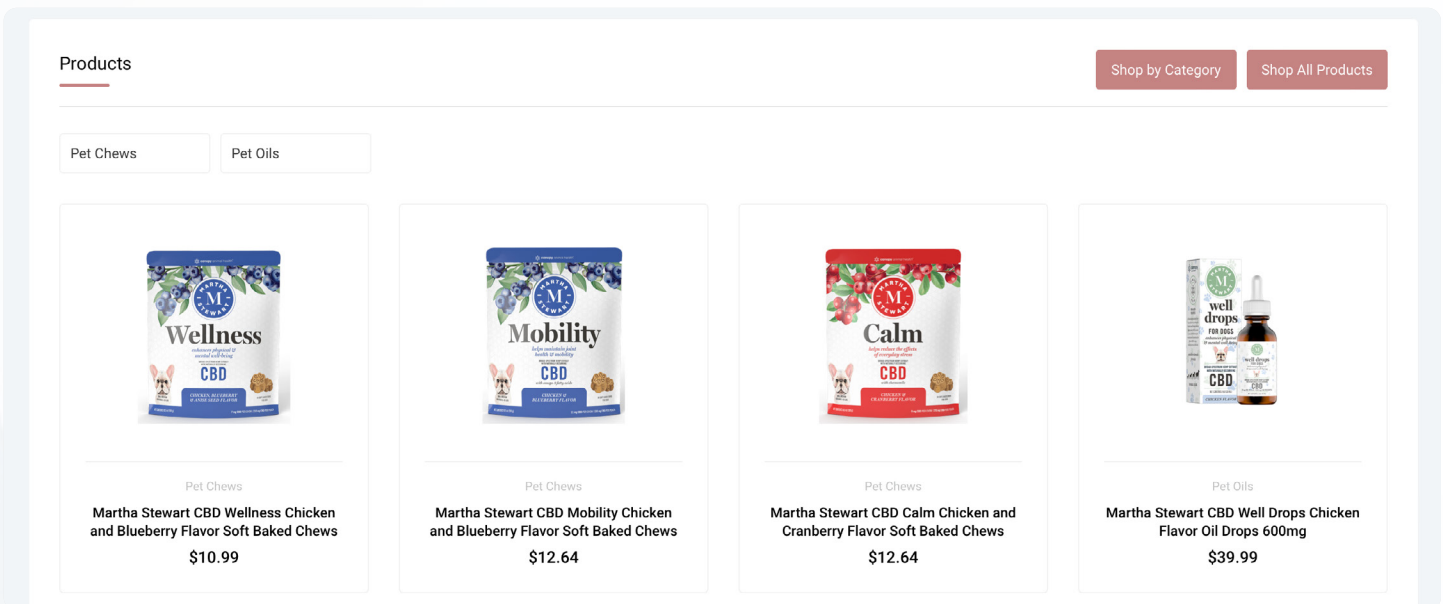
Affiliates browse the Brand Directory where your brand is listed. They click “Sell this brand”, fill in the form to pick your products, and we add your products to their custom-branded affiliate online store. Sales tracking is done automatically, through the UCX Platform.

Once a sale goes through successfully from an affiliate store, that sale is automatically recorded on your Channel within the UCX Platform. Commissions are calculated and paid automatically to the affiliate, and the profit is transferred to you. With automated commission calculations and payment processing, affiliates always receive payouts on time.

Increase brand awareness, boost brand visibility, and sell more products through pet enthusiasts. You tap into new markets and sell more pet products through the UCX Affiliate Network.

Leverage the UCX Affiliate Network





➤ Set up digital shop

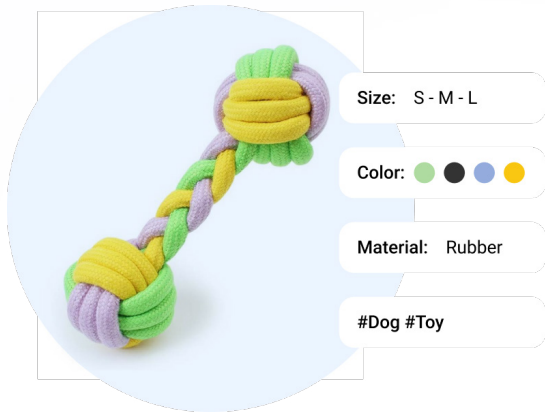
The pet product industry is diverse. With a wide variety of products in the market, offering accurate and ample information on what your products do is essential, to establish trust and help you stand out. That is why you need a platform that embraces the diversity of pet product eCommerce.

So you already have your business and your unique niche ready to go, all that remains is taking your business online. To do that, you need to choose the eCommerce platform that best fulfills your business needs.

There are many eCommerce platforms available that offer different beautiful storefront options. But when choosing a platform go for more than just an attractive storefront. Keep an eye out for a platform that can be easily customized and scaled with your business!

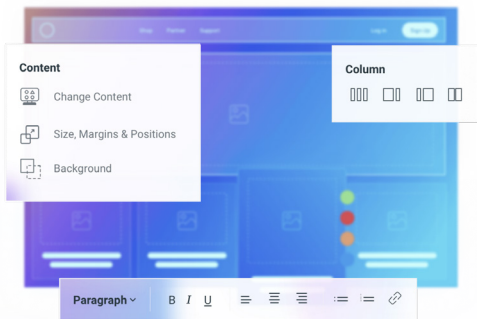
The UCX Platform empowers you to market products, and scale with ease. The eCommerce side of the platform comes with a drag-and-drop builder, limitless customization opportunities, and a flat learning curve.

To empower you to sell pet products to an extended pet industry ecosystem, the eCommerce side of the UCX Platform provides you with:



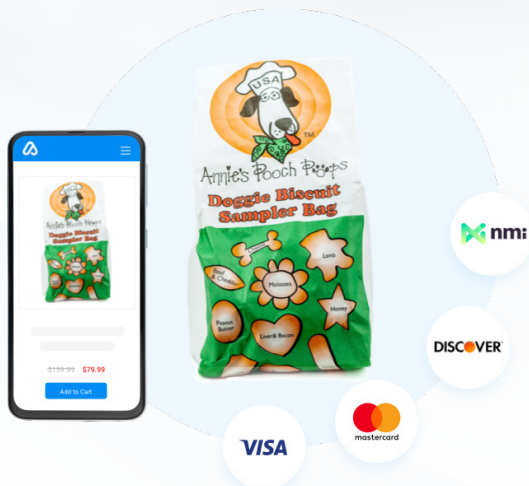
Easy to use product builder

You need to present your products well, with realistic images, and accurate descriptions. Additionally, you need to be able to create and configure your products with ease. With the UCX [Product Builder](#) pictures, attributes, features, or any other product specs can be easily applied with the click of a button and you'll see everything come together in a crisp product card display. You productize and monetize anything – wearables, treats, oils, shampoos, topical balms, litter mats, beds, toys, and more.



Customized theming

A powerful storefront is a given, but Rome wasn't built in a day. By opting for a drag-and-drop builder, however, you cut storefront development time from months to weeks and even days. UCX Platform uses [Builder.io](#) to create your storefront, customized with powerful visuals, intuitive design, flexible layouts, and more. You get a fully branded online store with a digital experience that drives customer engagement and conversions.



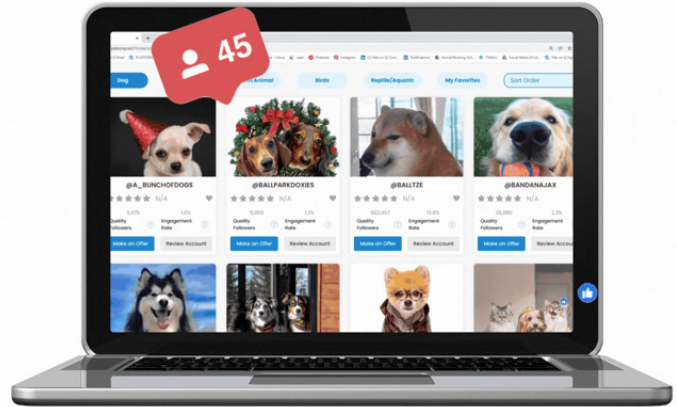
Flexible payment processors

Your buyers should be able to execute payments directly from your online store. UCX uses the [flexible payment processors](#) Stripe and NMI so you can accept payments from virtually anywhere in the world, using all major cards including VISA, Mastercard, Discover, American Express, Maestro, and more. All without being redirected from the checkout page. With the UCX Platform, you get your personalized online store for your pet products, manage sales, track orders, enhance communication, and upgrade your customer experience.



PETS ON Q

The World's Largest Animal Booking Platform



➤ **PetsOnQ lays down the path!**

[Pets On Q](#) works with the biggest animal talent in the pet industry. They love to help the pet talent on their roster make money and grow their following. They wanted to make it paw-sible for their influencers to collaborate with more pet brands and earn additional income as a Pets On Q affiliate.

With the UCX Platform, [Pets On Q](#) facilitates collaboration between pet brands and Pets On Q influencers. With the UCX Platform capabilities, which enable the UCX Affiliate Program, they are simplifying collaboration and enabling financial transactions between the brands, influencers, and buyers from the platform.

Here's how our platform empowers PetsOnQ and their influencers:

- Provides ready-to-sell personalized online stores for each influencer
- Facilitates collaboration and financial transactions on the Pets On Q ecosystem
- Increases transparency and accountability by keeping tabs across influencer stores
- Creates new revenue streams, grows visibility, and provides more networking opportunities

With UCX, Pets On Q brings together brands and influencers in one platform, streamlines sales tracking activities, automates commission payouts for influencers, and more. UCX provides the technology, tools, and team to make it happen.

Brands promote and sell products through pet stars. Collaborate with Pets On Q influencers, grow revenue streams, and reach more customers.

[Promote your products through Pets On Q influencers](#)

Influencers collaborate with multiple brands to earn extra income. Sell pet products through a personalized online store and earn commissions.

[Become an influencer for Pets On Q](#)





➤ **Puppy dog close**

We're not your average dog. But don't take our word for it. Try out our platform free for 15 days, and experience how it works with your pet product business.

Drive growth, scale, and increase revenue. You can leverage our SaaS-based technology to manage channel partners and channel sales, sell through affiliates, and grow your business via eCommerce. Go for the plan that best suits your business goals.

Channel

From driving channel partner sales to managing channel partners - UCX has the tools you need to excel in pet product sales. Empower channel partners to sell online, while you manage everything in one location.

Brand

With each UCX Affiliate, you gain brand exposure to new market segments, saving time and energy in marketing and sales. With the UCX Platform, you track all affiliate sales, fulfill orders, and pay commissions automatically to affiliates.

Online Store

With the UCX Online Store, you provide flexibility, convenience, and easy access to your products for buyers, while you track all sales, manage orders, control inventory, and more through the UCX Platform.

Nothing's on you to figure out. Our dedicated Business Development Representative walks you through everything you need to know, handles all technical needs, and provides continued support.

[Start FREE trial](#)

Scale your pet product business with UCX!

You don't just get our tools, you also get our team!



[Book Your FREE Demo](#)