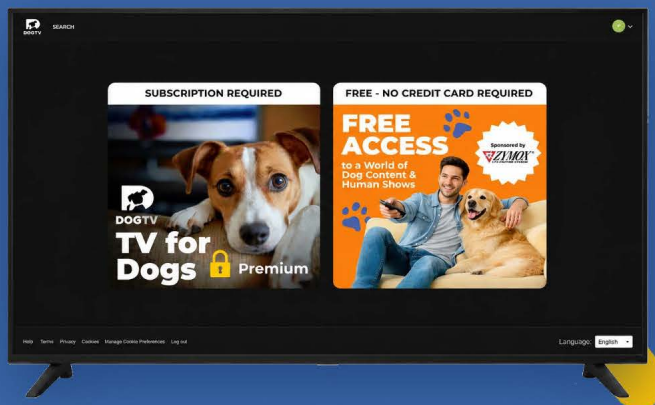
ZYMOX × DOGTV June 2026

How ZYMOX captured 5,800+ lead entries

via a DOGTV Free Hub takeover & giveaway







THE CHALLENGE

Cut through the digital noise

Premium pet healthcare brand ZYMOX needed to achieve two goals: educate pet parents on summer road-trip wellness, and aggressively build a high-intent, first-party email database ahead of the Q3/Q4 retail seasons.

THE STRATEGY

100% share of voice

In June 2026, ZYMOX executed an exclusive monthly takeover of the DOGTV Free Hub — an uncluttered, premium environment with zero competitor noise. Tying into summer travel and the patriotic "AMERICA250" window, ZYMOX launched a 30-day **"American Road Trip Essentials"** giveaway.

Omnichannel execution

3 touchpoints, 1 funnel

01	**Native app takeover**	Premium "Sponsored by ZYMOX" Free Hub branding and a high-visibility Welcome Video banner.
02	**Uncluttered video pre-roll**	:30 and :60 influencer-led video ads played before all free streaming content.
03	**Cross-platform funnel**	Custom in-app playlist, in-app QR code banners, homepage takeovers (DOGTV & Unleashed blog), YouTube video placements, dedicated *Weekly Wag* newsletter features, and giveaway landing page.

THE RESULTS

High-volume conversion metrics

By targeting 100% qualified pet parents around specific seasonal pain points — travel allergies, dirty paws, road-trip close quarters — the campaign eliminated wasted ad spend and yielded massive data capture.

TOTAL DIRECT LEADS

5,800

5,235 regular entries

565 interactive photo submissions

229K+

In-app impressions

92K+

Total video views

55K+ in-app pre-roll + 37K YouTube

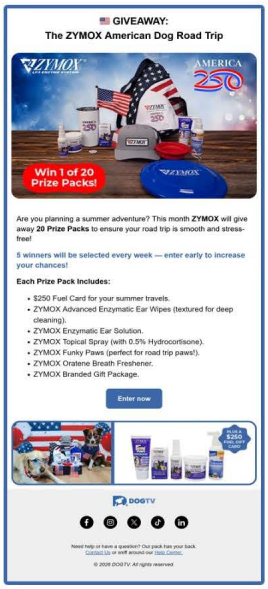
164K+

Social media impressions

2,635

Emails opened





THE ADVERTISER'S TAKEAWAY

An exclusive Free Hub takeover allowed us to cut through the digital noise. By aligning our products with a utility-driven road trip giveaway, we didn't just gain passive brand impressions — we captured thousands of verified, high-quality first-party leads who are actively invested in their pets' health.

— ZYMOX Marketing Team

Own the Hub next month

Don't share the spotlight with competitors. Lock in an exclusive monthly takeover of the DOGTV Free Hub to dominate share of voice, educate consumers and capture high-converting audience data.

Contact sales@dogtv.com to secure your exclusive month.