

# Amanda Blythe

Design Portfolio

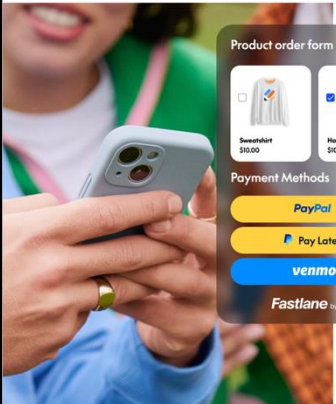
Partner Marketing Social Media Post Creative

Jotform · PayPal Open



We're joining forces with Jotform to help accelerate guest checkout →

Jotform provides your business with powerful forms to accept payments




Guest shoppers who use Fastlane convert around

50%

higher than other guest shoppers

Based on PayPal internal data from November 1, 2024 to December 31, 2024. (n=1,687). Comparing Fastlane-accelerated shoppers vs. non-accelerated shoppers for merchants that have integrated Fastlane.

A powerful solution built for platforms →



Unlock new revenue streams

Embed payments and monetize your platform

Total Sales

+24% YTD



Live webinar reminder


How to scale and monetize your platform

Thursday, July 31  
10:00 to 10:30 AM PT

✓ Unlock new revenue


✓ Get started quickly

✓ Expand globally



Total Sales

+24% YTD



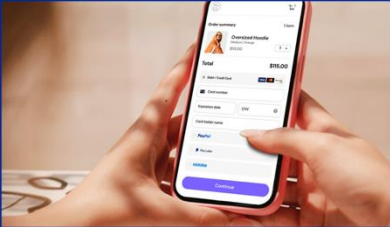
Over the past 12 months

Hear from our product expert



Satya Akkireddy  
Group Product Manager,  
PayPal

Get started quickly





Launch in weeks with a flexible, customizable solution


Expand globally

Tap into PayPal's 400M+ active accounts in 200+ markets

Order Volume

 +28% YTD

 +18% YTD

 +46% YTD

 +22% YTD

## Sales Enablement

## Strengthen the bond with clients - bring pharmacy sales back with on-demand home delivery.

You know the value of pharmacy sales. And industry data shows that 8 in 10 pet owners would consider purchasing pet medications from you instead of third parties. \*You're a better choice for your clients, yet in-house product sales can be inefficient and create bottlenecks. VetShipRx makes it easy for your clients to bring their pharmacy needs back to you - with the added convenience of on-demand delivery!

If you're ready to erase time-sucking faxes, get your pharmacy sales back, and drive recurring revenue, check out VetShipRx.

\*Source: Petpayers (www.petpayers.com)  
\*Vetmarket: Data Shows 'VetMarket' Uniquely Serves the 'Trust' of 2018

**Get Early Access Perks!**

### What's included?

The competitive edge you need to keep your pharmacy sales in-house.

- **REMIIND**  
Intelligent and custom Rx reminders to drive engagement from a trusted source
- **PAY**  
Simplicity and convenience of omni-channel digital payments
- **DELIVER**  
Tap into the on-demand economy like never before

**VetShipRx**  
Partnered with **Shipt**

Sign up by June 30th and the minimum order volume requirement will be waived for the first 2 months!

- No upfront cost or long-term commitment
- 5% service charge on total amount of purchase
- \$9.99 delivery fee per order\*, billed to practice monthly
- Volume based pricing incentives: reduced delivery fees and/or service charge

After your trial period, there will be a minimum order requirement of 100 deliveries per month.


\*Choose the rate to charge clients for same/next day, weekly or recurring delivery options

*Interested? Let's Talk.* [aamonto@vutvet.com](mailto:aamonto@vutvet.com) | 203-815-6181




Social


INFOGRAPHIC




Watch for tick-borne illness in your pet with at-home observation



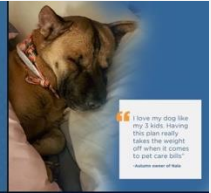
Taking care of a new kitten can be a lot of work.




Give your clients a new, convenient way to pay.




Spent the afternoon




I love my dog like my 3 kids. Having this plan really takes the weight off when it comes to pet care bills!" -Roberta owner of Ruby




I would not recommend it if I vet clinic but still advise them to have it with me for better service. This device makes it easier to get at 10 minutes or more and makes paying easier to take and it's better than waiting in line and it's the best business day. Take control of your business and make sure you're getting the most from a hard question! Test your client loyalty. It's a device for each, simple and fast!




VitusPay is a security blanket. It's the comfort of knowing your pet is being taken care of without worrying about a bill."




"We want to do everything we can to help our clients care for their pets, and VitusPay helps us to do this so we tell clients about it all the time."



Practices offering monthly payment plans are seeing big boosts in revenue while growing loyalty



Helping Pets in Need




Our new contactless payment is great for social distancing and managing customer weather conditions. Your clients can pay remotely.

Thought Leadership

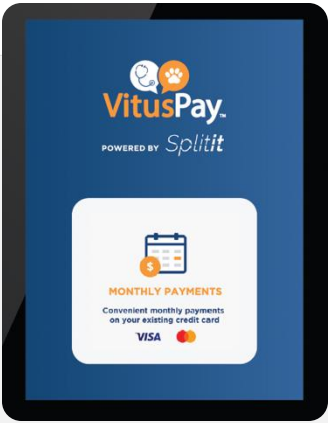
PRACTICE WORKBOOK

# Checkout Experience Audit


Provided by  VitusVet.

Scores of retailers focus a significant amount of their energy on reducing frustrating checkout experiences for their shoppers. Retailers cannot afford to offer an unsatisfying checkout because this is the critical point when a shopper's journey turns into a sale. Stores spend lots of time and resources figuring out how to encourage more visitors to complete the checkout process. Years of online shopping and many studies of online shopping behavior have established a pattern for checkout that customers expect... even when it comes to face to face interactions.

This workbook is to be printable for you through the experience audit



**VitusPay.**  
POWERED BY *Splitit*

  
**MONTHLY PAYMENTS**  
Convenient monthly payments on your existing credit card  


**KEY FINDINGS**

Top line results from the Pilot found significant improvements in conversions and Dasuquin invoices:

PILOT PRACTICES	NUMBER OF CLIENTS REMINDED	NUMBER OF REMINDERS SENT
21	1,115	1,481
REMINDERS CONVERSION RATE	WEEKLY LIFT IN DASUQUIN INVOICES VS PRIOR PERIOD	ANNUAL LIFT IN DASUQUIN INVOICES VS SAME PERIOD PRIOR YEAR
31%	115%	129%

Overall, analysis found that practices participating in the Pilot experienced an increase in Dasuquin invoices generated compared to a group of non-participating practices that produced the same or in some cases a decline in the number of Dasuquin invoices.

Participating practices generated an average of 115% more invoices containing Dasuquin per week versus the prior period. For that same time frame, non-participants generated 12% more Dasuquin invoices.

These numbers increase dramatically when comparing the same period for year-over-year (YoY) data. Pilot participants generated an average of 129% more invoices per week containing Dasuquin compared to the prior year while non-participants generated only 10% more Dasuquin invoices.





There aren't many symptoms that point to a heartworm infection. That's why it's so important to talk with your veterinarian to determine the best preventative treatment for your pet.



What can you do to prevent heartworm in your pet?

- Bring your pet in for an annual exam every year and include a heartworm test.
- Talk with your vet about heartworm preventatives.
- Make sure your pet actually ingests the medication, when giving a heartworm preventative

## What is Lyme Disease?

Lyme disease is caused by bacteria that are transmitted to both humans and dogs through tick bites. It can be found in urban and rural settings, so it's important to check for ticks regularly and use recommended tick preventatives no matter where you live.

*I found a tick, now what?*

Ticks crawling on your pet's body (but not attached) are low-risk. For ticks that are attached, remove as much of the head as possible with a tick removal tool and monitor your pet's behavior for the next few days.



EXAMPLE TICK REMOVAL TOOL



Website

INGO

TAKE YOUR MONEY PLACES

CONSUMERS | FINANCIAL SERVICES PROVIDERS

Ingo MoneyHow It WorksFAQs

In with a check.  
And on with your life.

Cash paychecks, business checks, personal checks—almost any type of check. Get your money in minutes, as good as cash and safe to spend, in your bank account, prepaid card or PayPal account. Or pay credit card bills. Or split a check and do all of these things!

With Ingo Money, it's your money on your terms.

Download on the App Store

GET IT ON Google play

CASH CHECKS AND GET YOUR MONEY IN MINUTES

1%

Payroll and government checks with a pre-printed signature

4%

All other check types

\$5

Minimum fee on each approved check

Check deposit delays are history.

Cash a check with Ingo Money, and if your check is approved, get your money in minutes in your bank account, prepaid card or PayPal account.

No deposit holds. No returned checks. No take-backs. No worries.

Simply link your accounts in the Ingo Money App and tell us how much money to send to each one.

PAY YOUR CREDIT CARDS FAST

Turn your check into a credit card payment in minutes.

Cash a check and pay any of thousands of eligible bank and store credit cards. Most credit card issuers will post your payment the next business day. Some post payments in minutes.

If your payment is less than your check, you can pay more bills or get the rest of your money in other linked accounts.

per credit card bill paid, waived for a limited time

\$5

Plus thousands of other bank and store credit cards.

Sales Enablement

INGO

Forrester Study Reveals the Power of Instant Money to Land New Customers, Increase Revenue, and Build Lasting Customer Loyalty

Your customers today are accustomed to getting things instantly. Whether it's to stream a movie, a song, or get a ride. It's no surprise that they demand the same when it comes to getting paid. This reality — and the undeniable business benefits of instant money, especially when it comes to increasing revenue, retaining new customers, and building loyalty — was validated in a recent study from Forrester Consulting, commissioned by Ingo Money. To conduct the entirely independent research, Forrester spoke with four financial services firms using Ingo Money's service.

INGO

WHITE PAPER

The Instant Money Economy: Making B2C Disbursements Faster

November 2018

Here is what Forrester found, by the numbers:

156%

Fast P2C with instant payments

20%

Instant payment services attracted 20% more new business

50%

Instant payments drove excellent account reuse

\$24.6 million

New revenue generated during the study period

90 days

Repeat time to market

99.4%

Ingo Money has an undeniable high payment delivery success rate

4.5 billion accounts

Funding to virtually any consumer account

The Forrester Consulting findings stand on their own. Ingo Money makes it easy to pay anyone, anywhere, at any time to more than 4.5 billion consumer accounts. Ingo Money makes available everything needed to deliver instant payment with complete confidence so that customers can immediately access their funds.

Pay Anyone. Anywhere. at Any Time

INGO

WHITE PAPER

The Instant Money Economy: Making B2C Disbursements Faster

November 2018

Traditional "Pull"

Funds from card

New "Push"

Funds to card

If you're relying on checks or ACH, you're producing unhappy customers and unnecessary expenditures of time and money. Worse, you might not be keeping pace with the needs of today's customers. That is why modern organizations are embracing real-time digital disbursements also known as instant payments.

Companies that don't move beyond the check with their customers risk being left behind.

Real-time digital disbursements are made possible through push payments technology. Push payments are essentially traditional card-based debit transactions, but in reverse.

The beauty of a push payment is that it introduces speed and choice into the way consumers are paid. The recipient can choose when they wish to accept payment and can direct it to nearly any card, online wallet or other financial account.

Push payments deliver the choice, control and confidence that consumers crave.

A push payment transaction begins with a company sending (pushing) money to a recipient, rather than the recipient requesting (pulling) payment. But there is a lot that happens behind the scenes to make a push payment successful. We've created this eBook to help you understand the most important aspects of a successful push payment solution, including the critical must-have features.

Five Reasons to Deploy Instant Payments Now

1. Customers hate traditional payment instruments and demand to be paid in the same fast, convenient and flexible way they pay companies

2. Push payment technology is proven and available today using the same accounts and cards customers already know and trust with application across numerous industries, including lending, insurance, gig economy, merchant settlement, and more

3. Companies that deploy push payments stand to earn increased customer loyalty, can grow additional lines of revenue, and cut operational costs

4. Small businesses provide a model for adoption, proving that customers will select partners based on payment method and will even pay for the privilege

5. Awareness is growing and adoption is inevitable; companies that delay run the risk of being left behind.

Running 96 miles makes you a marathoner however the last .2 miles are perhaps the most critical part of the race. That same "last mile" conundrum is one that haunts many industries today.

Digital technologies and consumer expectations have transformed entire sectors. Need a place to eat? Look it up on a phone. Have a trivia question? Ask a virtual assistant. Want to get a loan, be reimbursed for a company expense, or use your insurance payout? Better pull up a chair and plan to wait.

Transactions involving disbursements have not kept pace with evolution in other industries. This is because legacy financial transactions like paper checks and ACH take time, slowing down the last mile and turning what might be a last experience — such as submitting an auto claim or applying for a loan — into a slow crawl while waiting for final proceeds to become available.

Consumers hate it — literally. In a recent PYMNTS Disbursement Satisfaction Index, checks rank dead last (with a score of 4.4 out of 100 points) when it comes to customer satisfaction. Conversely, a Federal Reserve Study found that 70% of U.S. consumers prefer to be paid instantly or within an hour. This is only accelerated by the demands of the Gig Economy and the Sharing Economy. The delta is wide and the intent is clear — consumers demand instant money. It's time to kill the check!

"We've heard time and again that traditional methods of depositing checks to accounts is too slow — people want access to their funds more quickly. Providing this [push payments] flexibility is just one more way that ADP creates a more valuable financial services platform for gig workers and the employers who pay them."

Gary Lott  
Division VP/GM  
ADP



## Website



## Sales Enablement

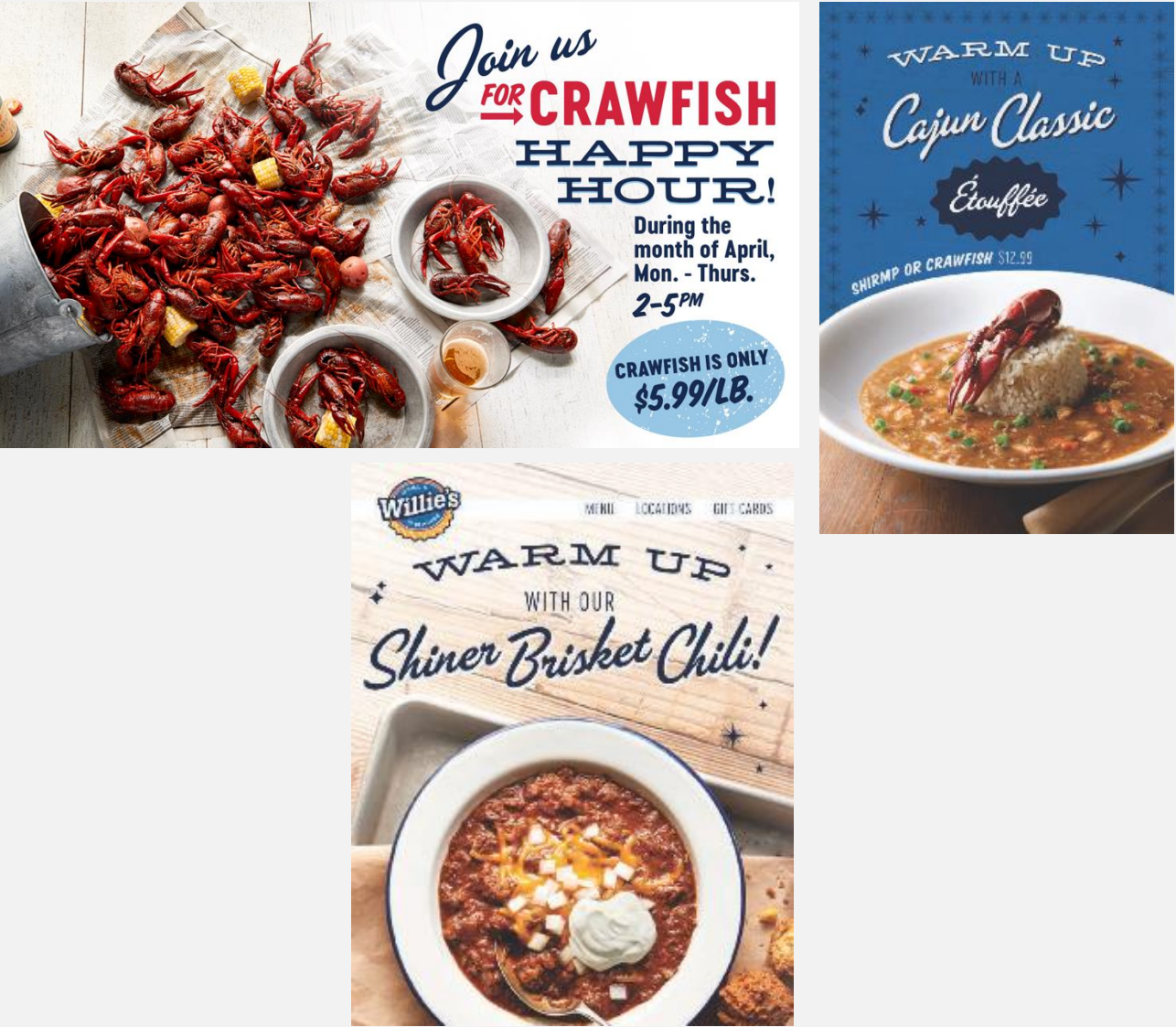


Willie's Grill and Icehouse

Print

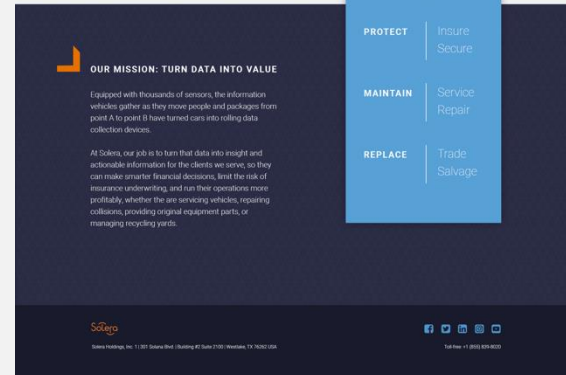


Digital

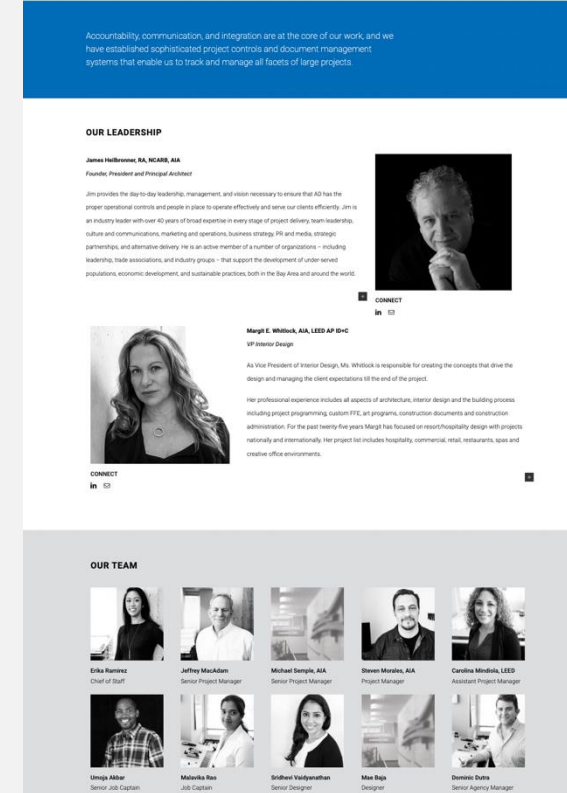
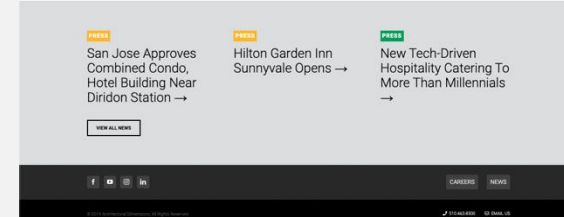
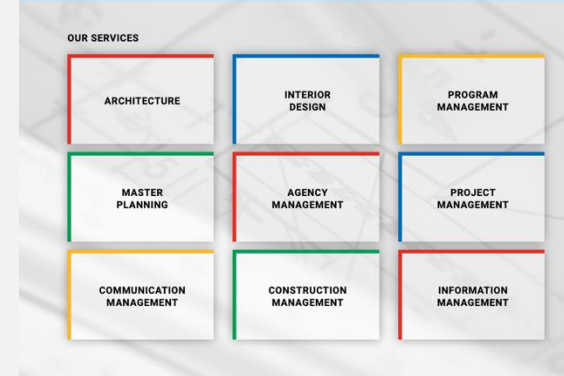




## Website



## Website





## At Dublin

## Website



## Verizon Ventures

## Newsletter



## Social



## Video



