


Fenway



Lola



 GoodPup Rescues | Dog Training Case Study

Early Dog Training Prevents Surrenders

The Problem

National statistics show that shelters are currently experiencing both an increase in animal intake and a decrease in adoptions, pushing many organizations over capacity. This is made worse when previously adopted dogs are returned, leading to increased costs and, in some cases, higher rates of euthanasia.

We hypothesized that access to free training immediately following adoption would significantly decrease the return rate of dogs. This decrease would be driven by an improved human-animal bond at the start of the relationship, foundational work that would help prevent behavioral problems, and access to immediate support to address issues or concerns if they arise.

Shelters are seeing an increase in intake and decrease in adoptions.

The Study

To demonstrate the impact early training can have on return rates, we partnered with the Ryan Animal Rescue Foundation and Humane Society of Tampa Bay to provide all adopters with a free 4-week training scholarship. The scholarships were provided during a one-month adoption promotion advertised through social media and local media outlets. We then measured the return rate during this period and compared it to the organization's historical average.

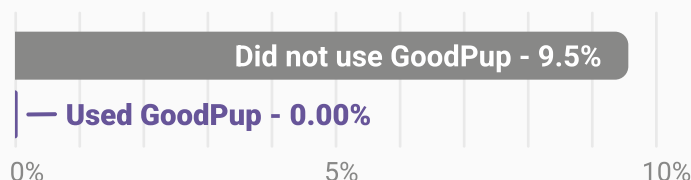
Returns for behavioral reasons were reduced by 59%, from 4.4% to 1.8%.

The Results

Before the study, the Humane Society of Tampa Bay averaged an 11% return rate. During the test period, this rate dropped to 6%, a **45% overall reduction**.

Returns for behavioral reasons were reduced by 59%, from 4.4% to 1.8%. And, during the study period, **zero dogs enrolled in the GoodPup training program were returned**. Based on this data, we are confident that early access to training reduces return rates.

Return Rates



GoodPup Lowers Return Rates

Dogs Adopted	Return Rate
Did not use GoodPup	9.5%
Used GoodPup	0%
Overall return rate before test	11%
Overall return rate during test	6%
Total dogs adopted	386
Adopters who used GoodPup	102
Adopters who did not use GoodPup	284
Adopters who used GoodPup	26.4%

Test ran from July 27 - Aug 26, 2022. Adopters using GoodPup completed at least one training session.

About Our Organizations



GoodPup



GoodPup is today's leading positive reinforcement dog training company, having now trained over 65,000 dogs and their owners. Training happens over live video chat, allowing anyone in the United States and Canada the ability to work one-on-one with a top trainer in a program that covers potty training, essential cues, behavior, and socialization.

The Ryan Animal Rescue Foundation (RARF) is a non-profit organization whose mission is to partner with animal welfare organizations nationwide to promote adoption and provide financial and educational resources to better the lives of pets and people. The Humane Society of Tampa Bay is a nonprofit organization located in Tampa Bay, Florida with an animal intake in 2021 of approximately 14,000. Of those, nearly 6,000 were owner surrenders.

If you are interested in learning more about this case study or how to offer scholarships to your adopters, please email us at shelters@petcarenow.com.