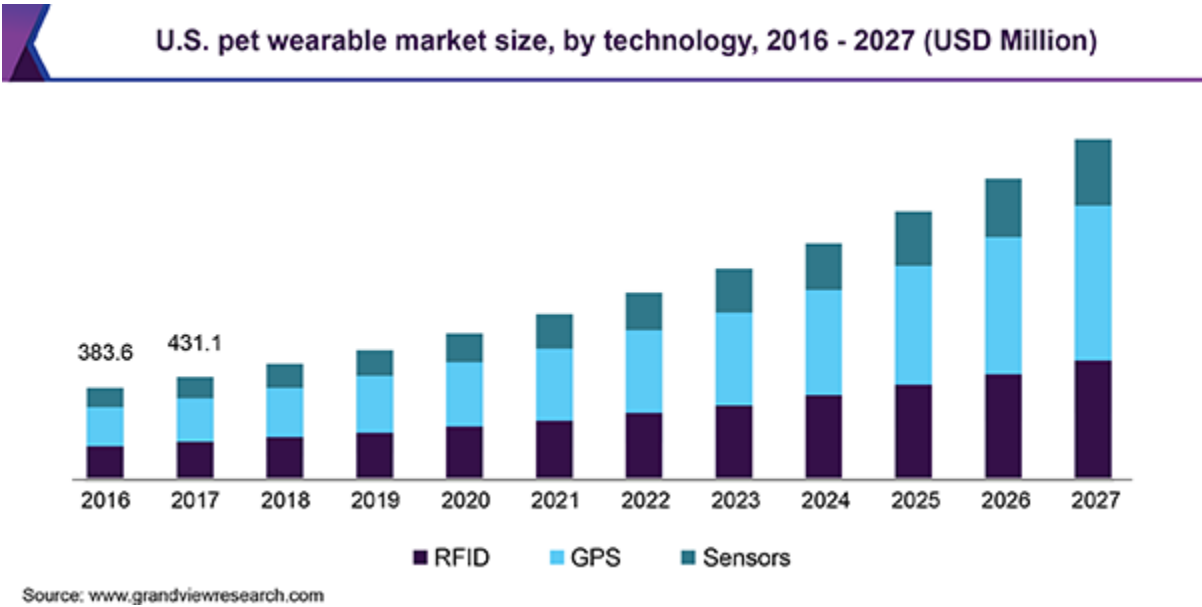


Introduction

SIMBER is a Startup based in Salzburg, Austria. They are planning on launching their first product, which is an IoT GPS Dog-Tracker. Accordingly, they're interested in understanding the market size of the Pet Wearables market along with trends, buying motivations and the key competitors. This research aims to answer those questions and provide meaningful insight that will shape SIMBER'S go to market strategy.

Market Research



Market Size

The pet wearable market was valued at approximately USD 1,779 million in 2020, and it is expected to witness a revenue of USD 2,870 million in 2026, with a CAGR of 8.49% over the forecast period (2021-2026).

The adoption rate of pets, especially dogs, during the COVID-19 has been observed to be increasing. As the majority of the population worldwide is working remotely, mostly work from home, the interest in pet adoption is on the rise, as the pet owners can spend considerable time taking care of the pets. As per the article published in CNBC 2020, animal rescues and adoptions spiked during the initial days of the pandemic. However, the need for vaccination, neuter programs, and frequent veterinary doctor visits during the COVID-19 pandemic have been considered to restrict the

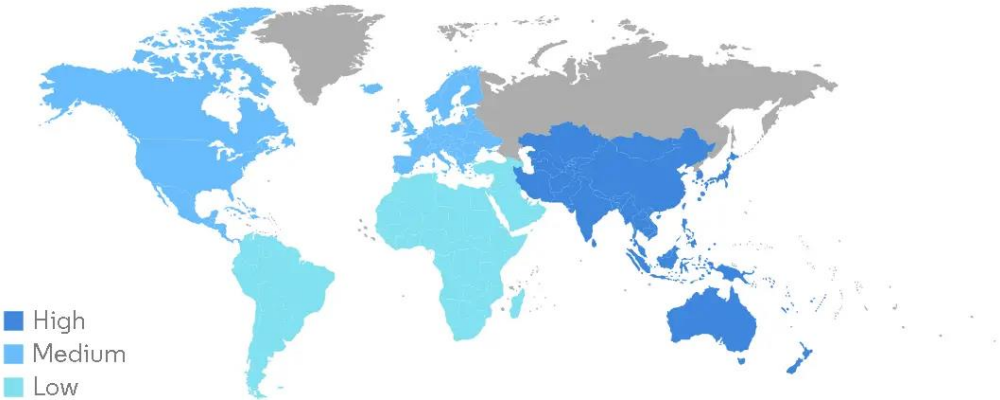
continued pet adoption during the pandemic. However, as per the research article published in Humanities and Social Sciences Communications 2020, the dog adoption rate significantly increased during the COVID-19 pandemic, and the demand for adoptable dogs and the requests to serve as foster families increased significantly, along with the shortening of the length of stay of dogs at the shelter. Thus, COVID-19 has a significant impact on pet adoption, which is directly related to the surging demand for pet wearables.

The key factors propelling the growth of the pet wearable market are the increase in awareness about the pet's physical and mental fitness, increasing adoption of IoT, and rise in the demand for pet monitoring and technological advancements.

The pet wearable market is gaining traction, due to the rising awareness among pet owners about their health. The increasing inclination toward the adoption of pets as companions for mental stability, fitness, and entertainment is boosting the expenditure on the well-being of pets. The rising awareness, coupled with easy availability of wearables, globally, is expected to boost the global pet wearable market.

Additionally, the use of pet wearables offers benefits, such as connecting humans to their pets, in order to track their daily activities and monitor their health using these devices. This monitoring generates data for food intake, heart, and respiratory rate and patterns and calories burnt by pets during the day. The data generated by these devices is used for analyzing the health of pets. The aforementioned factors are boosting the adoption of pet wearables by pet owners, which in turn, is propelling the growth of the market studied.

Pet Wearable Market - Growth Rate by Region



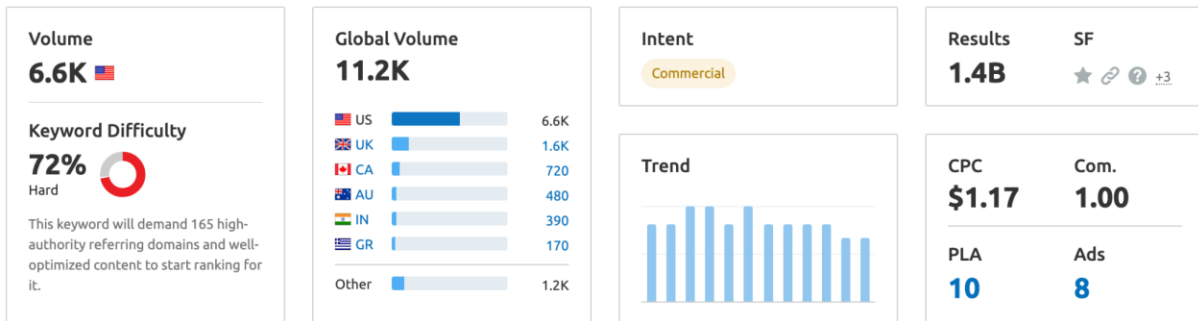
Source: Mordor Intelligence



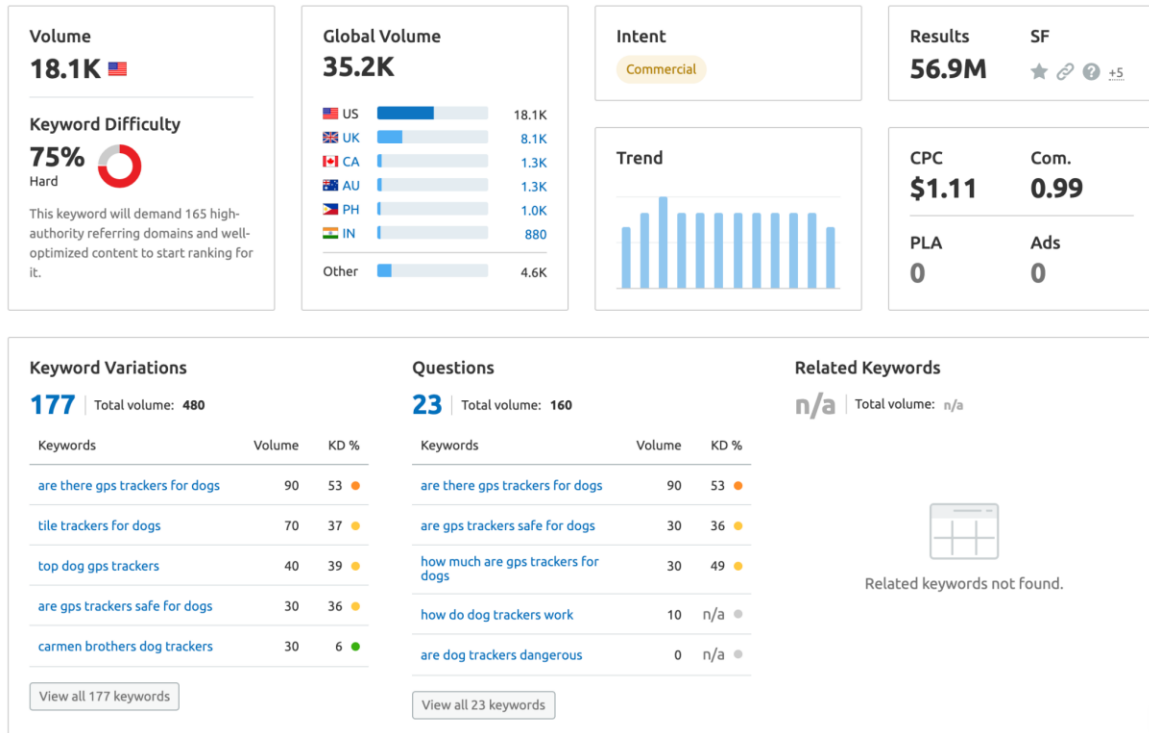
Market Demand

The market size information and predictions above show a growing market with increasing market demand. The overwhelming evidence is that dog tracking devices will become increasingly popular among dog owners — particularly as more and more of the world is connected by the Internet of Things and wider network availability.

Another determinant of market demand is the number of consumers searching for the product. The two charts below show the volume of searches for two keywords (dog tracking, dog GPS). While both show good volume, there's no inflection point yet, and we suspect that consumers are searching pain points (e.g. microchip tracking etc.) and not the solution (as the solution is so novel). Slmber's job is to continue to boost the popularity of the category at the same time as growing their market share.



Keyword Variations			Questions			Related Keywords		
Keywords	Volume	KD %	Keywords	Volume	KD %	Keywords	Volume	KD %
2.6K Total volume: 99.7K			165 Total volume: 1.5K			1.7K Total volume: 711.5K		
dog gps tracker	22.2K	72 ●	do dog microchips have gps	210	50 ●	dog tracking collar	12.1K	75 ●
gps dog collar	22.2K	79 ●	do dog chips have gps	140	47 ●	gps collar tracker for dogs	70	69 ●
dog gps	6.6K	72 ●	is there a gps chip for dogs	110	50 ●	gps tracking dog collar	2.9K	65 ●
gps dog fence	3.6K	50 ●	are there gps trackers for dogs	90	53 ●	animal gps tracking collars	50	69 ●
gps tracking dog collar	2.9K	65 ●	can i get a gps microchip for my dog	90	36 ●	canine gps tracker	50	61 ●



Market Trends

Identification and Tracking Segment, by Application, is Expected to Hold the Largest Market Share over the Forecast Period

One of the most common uses of pet wearables, such as smart collars, is tracking the whereabouts of pet animals using GPS. With the help of wearables, owners can not only track their pets, but also help other people identify pets that have strayed off and return them to their rightful owners. Owners can track the location of their pets and identify them easily within a limited time, just by using their smartphones.

According to the Lost Pets Statistics published in 2019, nearly 15% of cat owners and 14% of dog owners missed their pets in a five-year period. The pets wearing an identification ID or wearable are likely to be found and recovered. Hence, with wearables, such as the GPS tracking device, the chances of a pet getting lost or stolen may reduce drastically. Additionally, the increasing product launches with advanced features drive the studied segment. For example, in September 2020, Garmin Ltd. launched Alpha200i, with enhanced mapping capabilities; a larger, 3.5" sunlight-readable touchscreen display; six-button, easy operation of the dog tracking-focused user experience; and inReach satellite technology, for tracking and training of sporting dogs.

Hence, given the advantages of using GPS-based wearable in the identification and tracking of pets, the segment is expected to grow significantly over the forecast period.

North America Dominates the Market and is Expected to Follow the Same Trend in the Forecast Period

North America currently dominates the pet wearable market, and it is expected to continue its stronghold for a few more years. The United States is expected to retain its significant market share in the pet wearable market over the forecast period, owing to the growing adoption of companion animals, high disposable income, and increasing per capita animal healthcare expenditure. The rise in awareness about pet health among pet owners, the increase in product innovation, sophisticated technology, and a high percentage of tech-savvy owners are some other significant factors driving the growth of the pet wearable market in North America.

Additionally, the high concentration of major players in the region, along with increasing product launches, is anticipated to drive the market. For instance, in November 2019, FitBark, Inc. launched FitBark GPS in the United States, which is an all-in-one dog health and location tracker. Thus, the aforementioned factors are expected to drive the growth of the pet wearable market in North America over the forecast period.

Insurance companies boost sales and market relevance

The insurance companies are eyeing up collaboration. The data that the insurance company could gather on pets this way — it could start to compile some of those comparative figures about how active different dog breeds are, for example. Insurance customers could be offered small discounts if they were to use a tracker and share the data from it.

Medical companies too, are likely to be interested in the data, says Hurnaus. “There is a huge opportunity to create medical data for the pet world. The big pharma companies need this data but they don’t want to build their own devices in-house.”

Investors enter the fray

For the investors, the market is also starting to look like it could be big enough. Ebersweiler estimates that the wearables market is worth around \$1.6bn and the overall pet tech market is worth some \$5.4bn growing to \$30bn in 2027.

What is still missing is a pet tracker trailblazer.

“You need a trailblazer showing investors that you can build a billion-dollar business, that’s what VCs are interested in,” said Ebersweiler. Still, he muses, explosive growth can come almost out of

nowhere. Until recently, he said, sports hardware startups were as poorly rated as pet tech hardware.

“But then — boom — you have Peloton,

Pet trackers have had to figure out how to build monthly subscription offerings — PitPat and Tractive both do this — in order to become investable.

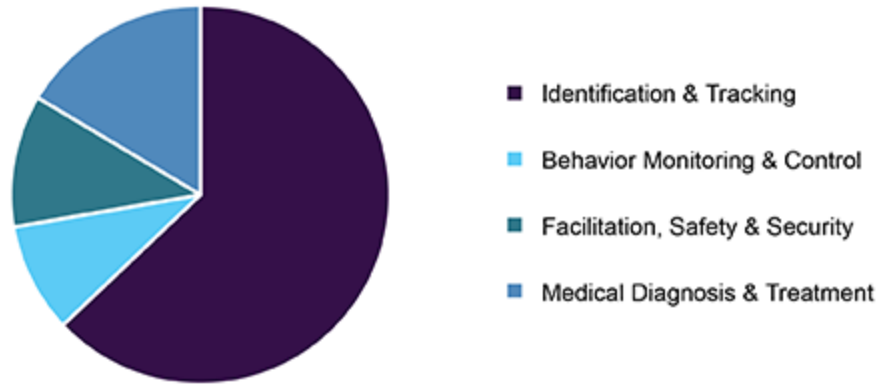
Recent News

- In January 2021, a new feature was added to the myQ Smart Access Ecosystem, the myQ Pet Portal of Chamberlain Group (CGI), which allows pet parents to safely let their dog out to potty and play while they are away. Additionally, the solution also provides live video streaming and 2-way communication through the myQ Pet Portal app.
- In January 2020, Whistle Labs launched Whistle FIT, a preventative healthcare tool that utilizes its wellness program for dogs for the monitoring of a pet's key health behaviors, food intake management, and activity.

Market Segmentation

Product	Smart Collar Smart Camera Smart Harness and Vest Other Products
Application	Identification and Tracking Monitoring and Control Medical Diagnosis and Treatment Other Applications

Global pet wearable market share, by application, 2019 (%)



Source: www.grandviewresearch.com

The segmentation of the market can broadly be illustrated in the table below:

Location Tracking	Health Tracking (incl. activity, sleep and symptoms)	Training and Obedience	Cameras (and Trackers)
<ul style="list-style-type: none"> - Household Pets - Framing Dogs - Trail Running Dogs 	<ul style="list-style-type: none"> - Dogs - Cats 	<ul style="list-style-type: none"> - Dogs 	<ul style="list-style-type: none"> - Dog Cams
Additional Segments <ul style="list-style-type: none"> - GPS - WiFi and Bluetooth 			

Competitor Analysis

Before we dive into the actual competitors in the space. It's worth pointing out that there are two main types of tracking devices:

- Assisted GPS devices make use of cell phone technology to locate your pet from information transmitted from the dog's collar. These require monthly subscription services since they

make use of cell phone towers for information transfer. The benefit with these is your pet could literally end up across the country and provided there's a cell signal where Molly ends up, the two of you will be reunited.

- Traditional GPS devices operate via a radio transmission device embedded in the dog's (or cat's) collar. The benefit to this is they will work where there's no cell phone signal, like in the backcountry or other cell phone “unfriendly” areas. The limitation is you must be close enough to your pet to receive the radio transmission. The transmission areas with these devices vary, some can only cover about a mile, while others purport to cover up to a twelve mile range. The bonus is you don't have to deal with monthly subscription fees.

Competitor Features Battle Card

Feature	Whistle	Tractive	FI	Link	Cube	FitBark
Health Monitoring	✓	✓	✓	✓	X	✓
GPS Location Tracking	✓	✓	✓	✓	✓	✓
Geofencing (Escape) Alerts	✓	✓	✓	✓	✓	✓
Tele-vet Access	✓	X	X	X	X	X
Fitness Goals	✓	✓	✓	✓	X	✓
Weekly Wellness Updates	✓	✓	X	X	X	✓
Food Portion Calculator	✓	X	X	X	X	X
Behavior Tracking	✓	✓	✓	✓	X	✓
Temperature Alerts	X	X	X	✓	X	X
Battery Life	15 - 20 Days	7 Days	8 Weeks	3 Days	10 - 60 Days	10 - 20 Days. 6 Months
Multiple Pets per Subscription	✓	✓	✓	✓	✓	✓
Interchangeable Batteries	✓	X	X	X	X	✓
Night Light	✓	X	✓	✓	X	X
Suitable for Cats	X	Bespoke Cat Trackers	Bespoke Cat Trackers	Bespoke Cat Trackers	Bespoke Cat Trackers	Bespoke Cat Trackers

Waterproof	✓	✓	✓	✓	✓	✓
Additional Comparison Links: <ul style="list-style-type: none"> - https://www.bestproducts.com/tech/gadgets/g1169/gps-pet-trackers/ - https://www.pettrackerreviews.com/rankings/best-pet-trackers/ - https://www.imore.com/best-gps-trackers-cats-and-dogs - https://pethelpful.com/dogs/GPS-for-Dogs-GPS-for-Cats 						

Competitive Analysis

Competitor	Things They Do Well	Things They Don't
Whistle	<ul style="list-style-type: none"> - Outline their deduction to research with the Pet Insight research group (https://www.petinsight.com). Users are given free devices for unlimited access to their pets data. - Contains a remote-activated built-in light and a long-lasting battery that can run for up to 20 days on a single charge. - Provides a weekly health report that monitors your pet's licking, scratching, and sleeping. - Can be set up so that multiple owners all receive alerts. - Relatively small device compatible with a wide range of dog collars. 	<ul style="list-style-type: none"> - Some consumers are disappointed that the product also requires an app subscription. - The activity tracking is basic, using the distance traveled by your pet and then counting the calories burned from there. The problem arises when you drive with your pet in the car. - Battery Longevity: Moreover, there are issues with the battery since trying to locate your pet will seriously shorten battery life. - Tracking info is limited to 24 hours. You will not be able to see tracking data beyond a 24-hour period. - Areas with poor cell service may see limited utility.
Interesting Whistle Links: <ul style="list-style-type: none"> - https://techcrunch.com/2016/03/31/whistle-acquired-by-mars/ - https://techcrunch.com/2015/01/29/fitbit-for-dogs-maker-whistle-acquires-tagg-pet-tracker-and-raises-15m/ - https://www.inc.com/cameron-albert-deitch/whistle-pet-wearables-best-industries-2020.html 		

<p>Tractive</p>	<ul style="list-style-type: none"> - Designed for pets nine pounds and up, this Tractive GPS dog collar device offers tracking in over 150 countries with an app for iOS and Android (or any web browser). It's also lightweight and fully waterproof for dogs who love to swim or splash around in mud in their wanderings. - 100% waterproof - No range limitation; works in over 150 countries with a variety of cellular networks. - Has a battery life of two to five days. 	<ul style="list-style-type: none"> - There have been a few comments about the battery draining fast. However, there is a power saving mode which allows you to have periodic gps updates if you prefer which increases the battery life. Also, as it's very quick to charge when it does drain, you can easily do that overnight when your pet is sleeping. - There have also been a few comments about any help via the app or online to be somewhat lacking. Hopefully that will improve as the tech wear industry for pets becomes more popular. - There have been some comments about GPS delays or intermittent service.
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Interesting Tractive Links:

- <https://www.businesswire.com/news/home/20210526005346/en/Tractive-Raises-35-Million-as-It-Brings-World's-Most-Trusted-GPS-Tracker-for-Dogs-and-Cats-to-the-U.S.>
- <https://siliconcanals.com/crowdfunding/tractive-raises-28-7m/>

<p>FI Smart Collars</p>	<ul style="list-style-type: none"> - Robust design - Exceptional battery life - Waterproof - Ability to set multiple safe zones and owners - It also tracks and monitors your pet's sleeping. Sleep is often overlooked as one of the most important parts of a dog's health. Making sure they have a healthy cycle is key to understanding your dog's mannerisms and habits. With 	<ul style="list-style-type: none"> - Limited color options - Key functions require cell signal and a subscription
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	<p>alerts and notifications you can set on the app, Fi can alert you if your dog has left a safe zone, changed his sleep schedule sporadically, or has unhealthy fitness habits.</p>	
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Interesting FI Links:

- <https://techcrunch.com/2021/02/25/connected-pet-collar-company-fi-raises-a-30m-series-b/>
- [Business Wire.Fi launches First Smart GPS Dog Collar on Low Power CellNEW YORK--\(BUSINESS WIRE\)--Fi, a dog technology company reinventing the dog collar, aims to put an end to lost dogs and let the modern dog....14/03/2019](#)

Link	<ul style="list-style-type: none"> - The leather strap is probably the most stylish of the devices (as the tracking unit slips a leather collar that can also be used as a collar only). - Fits all dog sizes. - Strong fitness and activity tracking. - Strong warranties, guaraties. - 24/7 vet access. 	<ul style="list-style-type: none"> - Scores really poorly in battery life tests and reviews. - Some users complained of Link being "bik, bulky and pricey". - Only works in the US - Some users complained of delayed location and activity information.
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Interesting Link Links:

Cube (Note, this is more of an asset tracker than a specific pet product)	<ul style="list-style-type: none"> - This is an affordable product that is a great value for money - It has a thin and waterproof design - This multifunctional tool can be used for your belongings as well as your pets - The battery can last up to two months. - It is lightweight and easy to put onto a dog collar. 	<ul style="list-style-type: none"> - It only has a range of 200 feet - It is most effective when used inside - This tracker may not fit on your pet's collar - You need to subscribe to monthly Verizon service - There is a definite range for Bluetooth in locating functionality
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	<ul style="list-style-type: none"> - This is a durable product that offers a 200-foot coverage range, even when you are under trees - There is no monthly subscription fee - It has a replaceable battery - You can easily connect it to a mobile app - It allows you to multitask and track more than one of your pets 	<ul style="list-style-type: none"> - The alert is very quiet, so you may not hear it - You can't recharge the battery, you simply replace them.
<p>Interesting Cube Links:</p> <ul style="list-style-type: none"> - https://www.iottechrends.com/product-review/cube-review-keep-track-of-everything-important-to-you/ 		
<p>FitBark</p>	<ul style="list-style-type: none"> - Made of high-impact polycarbonate - 3-axis accelerometer - Compact and stylish design - Lightweight - Waterproof IP67 - Battery life up to 6 months - LED indicator lights - Up to 100 days of minute-by-minute data - Works anywhere in the world - Ideal for dogs of all sizes - Android and iOS app 	<ul style="list-style-type: none"> - Short communication range - No GPS sensor

Interesting FitBark Links:

- [TechCrunch.FitBark Has Another Go At Proving Its Health Tracker For Dogs Isn't Barking Mad.FitBark is also the first platform that leverages existing APIs of human fitness trackers to bring you a unified view of your fitness level and....25/07/2013](#)
- [Startland News.FitBark GPS launches with embedded sim card for trackingFitBark's latest treat for pet lovers: A four-legged friend finder. FitBark GPS recently launched in the Kansas City-based startup's U.S.....27/12/2019](#)

Competitor Focus - Whistle

As the market leader in pet trackers we reviewed the growth marketing efforts employed by Whistle. Using a mixture of third party tools and our own research we've gathered the following insight on their marketing strategies.

Marketing Reports	<ul style="list-style-type: none"> - Facebook Ads - Display Ads - Organic, Keywords and Rankings Report 				
Marketing Channels	<ul style="list-style-type: none"> - YouTube 1000 subscribers and about 30 videos. It's hardly a strong acquisition play, but all the videos are well produced and professional. Lots of testimonials and brand ads. - Twitter Used regularly for helpful dog owner content and brand showcases. Images have a very Apple ad feel, but none of their posts receive much engagement from Twitter users. - Facebook Dogs in Whistle collars essentially, but excellently done and just the type of content that's likely to resonate on Facebook and Instagram. - Instagram - Google Ads <p>Sample Text Ads (166)</p> <table border="0"> <tr> <td data-bbox="418 1612 678 1738"> Whistle™ Official Site - Shop Whistle™ Switch™ Collar https://www.whistle.com/ </td> <td data-bbox="695 1612 922 1738"> Whistle™ Switch™ Smart Collar - One Collar, Countless Styles https://www.whistle.com/ </td> <td data-bbox="938 1612 1166 1738"> The Smartest Dog Collar Ever Real time GPS Location Tracker https://www.whistle.com/ </td> <td data-bbox="1182 1612 1409 1738"> The Smartest Dog Collar Ever - Real-Time GPS Tracking https://www.whistle.com/ </td> </tr> </table> <ul style="list-style-type: none"> - Sales Channels <ul style="list-style-type: none"> - Direct to Consumer via Whistle Website - Amazon 	Whistle™ Official Site - Shop Whistle™ Switch™ Collar https://www.whistle.com/	Whistle™ Switch™ Smart Collar - One Collar, Countless Styles https://www.whistle.com/	The Smartest Dog Collar Ever Real time GPS Location Tracker https://www.whistle.com/	The Smartest Dog Collar Ever - Real-Time GPS Tracking https://www.whistle.com/
Whistle™ Official Site - Shop Whistle™ Switch™ Collar https://www.whistle.com/	Whistle™ Switch™ Smart Collar - One Collar, Countless Styles https://www.whistle.com/	The Smartest Dog Collar Ever Real time GPS Location Tracker https://www.whistle.com/	The Smartest Dog Collar Ever - Real-Time GPS Tracking https://www.whistle.com/		

	<ul style="list-style-type: none"> - Walmart - Chewy (and other pet retailers) <p>Most Effective</p> <ul style="list-style-type: none"> - Google Ads - Amazon - Public Relations
<p>Interesting Marketing Links</p>	<ul style="list-style-type: none"> - http://kristasanders.com/work/whistle - https://lanternco.com/marketing-genius/whistle-gps/ - https://www.enlisteddesign.com/whistle -

Audience Analysis

The following analysis comes from a range of Internet forums. I.e. These are the questions dog owners are asking when they seek recommendations for dog trackers. We believe it gives us a useful insight into the purchase considerations, objections, pain points and motivations. Too many forums were assessed to record them all. They ranged from framing forums, pet forums, gadget forums and more.

Demographics

Age

- Millennials—who have reached ages between 25 and 39 years old in the last decade—have received special attention because of their high rate of pet ownership. But they only constitute [27% of all pet owners](#) according to Packaged Facts.

- But Baby Boomers have an even higher rate of pet ownership. Individuals in the 55 to 74-year-old age group increased their rate of pet ownership from 50% to 54% according to the same study. They also make up about 47% of aggregate expenditures on pets.
- The age group that owns the most pets is 40 to 54-year-olds. About 64% of them own a pet.
- The average age of a dog owner is about 47 years.

Millennial Pet-Ownership Habits

- "Millennials are moving away from small dogs toward medium-sized dogs, and that pet ownership is becoming more balanced between men and women. There are more male dog and cat owners among millennials than previous generations."
- They want to be partners with their veterinarians, they are also more likely to use veterinary products rather than just a treatment, and they use dental rinses and get dental cleanings for their pets.
- Millennial pet owners value the veterinary service that has 24/7 chat or texting availability. They contact their veterinary service provider using social media or email.
- Seventy percent of millennial pet owners "would take leave from work to care for a new pet if it was offered."
- Nearly 67% of them say that their pet is a part of the family, considering it as their "fur baby."
- Eighty-two percent of millennial pet owners view their pet parenting as "preparation for having a baby."
- Make better decisions, faster with customized market research delivered by trusted analysts in as little as 24 hours.
- About 51% of them buy gifts for their pets once a month or more.
- Most Millennial pet owners (65 percent) say it would be more stressful to be separated from their pet for a week than their cell phone.

Millennial Pet Owners: Spending Habits

- Millennial spend \$1,285 per year on their dogs, while cat owners spend \$915 per year.

- "If their pet falls ill, Millennials are ready to spend an average of nearly \$2,000 for the animal's medical care. One in 10 said they are prepared to spend upwards of \$10,000 on a sick pet."
- As a tech-savvy generation, millennials prefer to buy toys, accessories, and food from online retailers.
- "The least purchased pet products from online retailers include treats (23 percent), bedding (24 percent) and clothing (24), with Millennials preferring to purchase them at brick-and-mortar stores."

Amount Spent on Pets

Expense	Dog
Surgical vet	\$426
Routine visit	\$212
Food	\$259
Food treats	\$76
Kennels / Boarding	\$229
Vitamins	\$58
Grooming	\$73
Toys	\$48

Additional Demographic Info

- <https://joybird.com/blog/pet-ownership-statistics/>
- <https://www.psychologytoday.com/us/blog/animals-and-us/201707/large-study-finds-pet-owners-are-different>
- <https://pijac.org/sites/default/files/pdfs/2014T2TpptRichter.pdf>
- <https://www.wearewoodruff.com/blog/pets/targeting-pet-owner-audience-psychographic-segmentation/>
- https://www.petbusiness.com/featured_articles/understanding-today-s-pet-owner/article_4ebc1194-bcf5-11eb-af77-4f65cce3dec5.html

Motivations and Pain Points

Why I want a pet tracker

- I want to know my dog is safe when I'm not around
- I want to be able to track many dog if she wanders or gets lost / separated
- I live in a rural area and need coverage for any place my dog may wander
- I want to know my dog is getting the exercise she needs
- I want to be able to see health and fitness data for my dog
- I want peace of mind that my dog is healthy

The features I'm looking for

- I want the tracker to be comfortable, light and not cumbersome
- I want the tracker to have a long battery life
- I want the tracker to have replacement / interchangeable batteries
- I want the tracker to be waterproof
- I want the tracker to have a night light

My objections

- I need help understanding why a subscription is also necessary
- I want multiple dogs under one subscription cost
- want the tracker to have a subscription

Customer Persona

Who	Key Demographics	Pain Points	Research Journey and Influences
Owner Greg	<ul style="list-style-type: none">- 42- Communications Manager- \$110,000 p.a.- Married with two kids (7 and 9)- Lives in urban areas but walks and runs rurally- Owns home	<ul style="list-style-type: none">- Wants the peace of mind of knowing he can track his dog if it gets lost- Doesn't know enough about dogs to know if there are hidden ailments.	<ul style="list-style-type: none">- Sees pet wearable via social media post or ad.- Starts to notice these collars on other dogs at the local park. Starts chatting with other owners.- Watches product videos, and reads third party review sites (both in-depth and star rating)- Influenced by tech blogs, gog owner forums and social media.- Purchase

Motivations	Must Haves
<ul style="list-style-type: none"> - He's a gadget guy. Has a fitness tracker himself and is drawn to new technology solutions. - He's a fitness guy. Loves taking his dog for walks, particularly in parks, on hikes and trail running. - Works in the office, family out of the house too and leaves his dog at home. Wants to be able to check in to make sure the dog is at home. - As the dog ages, wants to be able to monitor health and activity levels. 	<ul style="list-style-type: none"> - Accurate tracking - Health and fitness capabilities - Great customer service - Easy instructions and installation - Replaceable batteries

Verbatim Comments and Questions

"I am moving 200 metres along the road, and will be closer to a busy traffic road. I am worried that the dog will a) go back to where she thinks she lives b) play in the traffic.

I am looking at pet trackers, there seem to be two kinds, the GPS one you can see where she went on the computer or your phone (some you have to find the dog and download, which seems kinda pointless) and the kind that send a signal to a locating machine, so you can wander about beeping until you find her.

Anybody used any of these ? Any good ? How long on average did it take your dog to get the collar off ? (my averages 2 days with any collar I have tried so far)"

—

"Hi All - new to the website so sorry if this has been discussed before.

Our puppy comes home soon and I want to invest in a collar-worn dog tracking device. Is there a common consensus on which device works best?

There seems to be a significant trade-off. GPS devices offer better range but have a monthly subscription. Beacon devices which 'talk' to each other have no subscription fee but seem to lack range - especially if the dog runs off in woodland.

Is that the main consideration? Dog tracking is more about the dog getting lost on walks rather than stolen - so that's the primary need for me."

—

"Anyone using or used one..... The mutt has gone awol chasing deer and rabbits twice in the last couple of months so the wife wants me to get a tracker fitted. I've had a read through a few internet sites but would like some real world thoughts. Many thanks in advance."

—

"I walk my dog about 5 miles a day through the woods. She likes to take off into the woods to explore. There is nothing out there that can hurt her and I know she will come back in a while. so I am fine with that, but it would really be nice to be able to find her if it ever came to that. I bought a Tractive GPS collar. It more or less works out in the open, but in the woods it is useless. Either the GPS doesn't connect or the telephone doesn't connect, even though my phone shows good signals for both.

Is there a GPS unit out there that actually works? (it would be great if it wasn't \$1,000...)"

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Q: "Wondering how reliable are those type of devices, been considering the Whistle model from amz but would appreciate any feedback on efficiency, thx!"

A1: I purchased one a while back thinking it was gps. Some of these companies don't tell you, in their ads, that it works off Bluetooth and wifi. Very limited range. Sent it back

A2: "Yes, I have experience with this technology: my young neighbor has one on his chocolate lab, Buddy. It's a thoroughly useless device, in my experience. Buddy gets out a lot, and since his GPS tag is is only link to his owner, it's hard to get him home. The owner never seems to have noticed Buddy's gone, so he's not using the map to locate the dog. Even when he's using it, the tech doesn't seem to be all that accurate, as he's sometimes a street over.

To find his owner, someone has to bring Buddy inside, post him to the neighborhood Internet forum and/or Lost Dogs on FB, wait for his owner to notice the post and call to arrange to come get him. A simple, cheap metal or plastic tag from the machine in the lobby of Walmart or Petsmart would have had Buddy home within minutes of finding him. Heck, even a registered microchip would work for me because I have a scanner.

Even if the tech allowed it to have its own cell phone connection that pinged the owner when the dog was on the move, I would not have my dog wear a device that would keep exposing the dog to constant cell

phone radiation against its throat -- too many unknowns right now (and dogs concentrate exposure into smaller bodies):

<https://techcrunch.com/2018/02/02/nih-study-links-cell-phone-radiation-to-cancer-in-male-rats/>

Save your money. Microchip your dog and register it (cost: \$15 at a Petco or feedstore vaccine clinic). Buy an ID tag (cost: \$5 from a machine at Walmart). You'll be out around \$20, and your dog will have connections to get back home that people who find dogs know how to use."

A3: "I have experience with this type of device. We used a Whistle 3 GPS tracker for our collie, and it worked very well for us.

Our house is in a wooded area, set back far from the nearest street, and that street is a quiet dead end, so we felt comfortable using an Invisible Fence to "confine" her. When our collie was elderly (13 years old at the time), she went deaf and because she could no longer hear the warning beep from the Invisible Fence, we turned it off so she wouldn't get shocked. It just seemed unfair. We weren't overly concerned that she'd run off because she moved slowly and we never left her outside unless an adult was home. But she did sometimes walk over to the neighbor's yard, and we wanted to know if she left our property.

The Whistle 3 tracker was very small and light, and I think would be comfortable even on a small puppy's collar. It came with an app for our phones that would alert us if she left the yard and tell us while direction she'd gone (by telling us the closest house number). We had it set to alert us via the app and also via text messages. I practiced tracking using it by sending my husband out with it to hide in the woods behind our house, and I found him.

We only used it to track the dog once or twice, but it worked quite well. I was very happy with the peace of mind it offered."