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Interview with Dogs.ie's CEO Paul Savage on VeriPet



Paul Savage, CEO dogs.ie

1. Can you give us a short overview about dogs.ie, and what security measures you have in place to ensure a safer dog trade?

We have a number of security precautions in place, the first is that each account is tied to an Irish mobile phone number. We verify them by sending a unique SMS code to each account. After that the buyers / sellers can use the website fully. We monitor credit card transactions, and actively block pre-paid and virtual cards (companies that allow credit card numbers to be generated on demand). We have fraud detection software, Radar from Stripe, the credit card company, that allows us to reject / hold payments based on different sets of rules. For example, if a credit card has been attempted to be used in a somehow fraudulent transaction, this card can't be used subsequently. These steps help to identify users and keep buyers safe.

2. What motivated you to implement VeriPet, what benefits do you see for your company?

From our early discussions with Fido and their CEO, Dr. Finbarr Heslin, we immediately saw the merits when the process was explained to us. We see that verifying the contact details of the



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seller explicitly via the pet registration database only has benefits for consumers. It also gives the seller a quicker way to enter the details for the ad, and it allows the potential buyer to verify the microchip information on their own.

3. The usage of VeriPet is voluntary. How many users use it?

Currently about 30 - 35% of ads use the VeriPet system.

4. Why do you think that users use VeriPet even though it's not mandatory? Did you receive any feedback from them?

Ads verified via VeriPet get a little bit of an extra exposure on the website, and are more visible in searches. It also is quicker for potential buyers to verify the information at hand too (breed, date of birth, colour, sex, etc.)

5. Do you notice a difference or even decrease in rejected ads and complaints for VeriPet approved advertisements compared to unverified ones?

Issues rates of ads that have gone through the VeriPet system are less than 1/10th of issues with non-VeriPet ads.

6. Are VeriPet verified ads more popular among your users compared to unverified ones?

We do see a slight uptick in views for these ads. So these tend to be viewed more often. We have a dedicated filter on the website where people can just see "Verified by VeriPet" ads.

7. Could you tell us a bit about the implementation process of VeriPet on dogs.ie? Were there any difficulties? How did you solve them?

The implementation was done in less than a week by a developer. We had some internal changes we needed to do prior to adding the functionality, but the implementation itself is straightforward and well documented. Familiarity with REST APIs and signing these via secure keys is all that is needed for implementation by your developer. As it's available as REST API, the systems are programming language agnostic.

8. Do you have any recommendations for other platforms that would consider adding the VeriPet verification system to their pages?

It is straight forward to add, we run it alongside the non-VeriPet work flow, in the same window and bring people through the verification steps. When entering the microchips for the ad, the user selects what way they want to enter them. The VeriPet option is the first option for sellers.

Thank you for the interview!

[The interview was done in spring 2024]