DocuPet®

A Unified Approach to Pet Licensing

How unified licensing programs improve compliance, reunite pets faster, and streamline operations.



INSIGHTS FROM DOCUPET,

North America's leading pet licensing and reunification solution.

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Introduction

Every year, thousands of pet owners move between towns, only to discover that licensing processes vary widely.

Different fees.
Different requirements.
Different renewal timelines.

Fragmented Licensing Experiences



For pet owners, what should be a simple civic responsibility can become confusing and frustrating. For local agencies, these inconsistencies create fragmented communications and missed opportunities for compliance and pet reunification.

This patchwork approach is common across the United States, where pet licensing is typically managed at the local level. While local agencies work hard to serve their communities, the lack of consistency can create confusion for residents and operational inefficiencies for the organizations responsible for managing licensing programs.

A Unified Path Forward



A unified approach—whether at the state, county, or regional level—can address these challenges by standardizing licensing processes, fees, and communications across jurisdictions. Residents benefit from a seamless, predictable licensing experience, while staff can focus on outreach, policy, and animal welfare. Delaware Animal Services demonstrates the potential of this approach at scale: with DocuPet, the State has streamlined online licensing, utilized rabies vaccination data, and launched coordinated license recovery campaigns, resulting in higher compliance, faster pet reunifications, and measurable gains in revenue.

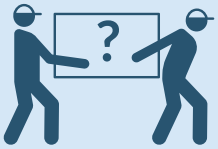
By providing a consistent experience for all residents, united programs help agencies maximize impact, reduce operational complexity, strengthen community trust, and improve understanding of pet licensing and its role in supporting animal welfare and public safety.

The Statewide Opportunity: Addressing Gaps in Local Programs

Even strong local programs have program uncertainties that can frustrate pet owners and administrators. In decentralized systems, programs often face:



Inconsistent processes and fees across municipalities



Confusion when moving between towns



Reduced ability to engage pet owners and drive compliance





The Statewide Opportunity: Delivering Unified Solutions

Through a coordinated statewide licensing approach, Delaware demonstrates the value of:



Consistent licensing processes and fee structures for every resident



Improved compliance and engagement through unified communications and streamlined workflows



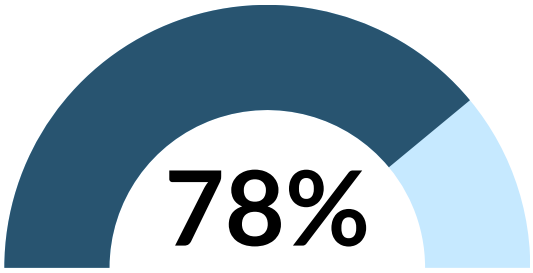
Maximized funding for animal welfare initiatives, ensuring licensing revenue supports programs with the greatest impact

Challenges and Motivation for Change

Delaware Animal Services has long maintained a statewide licensing program serving residents across all municipalities. While the program provided a consistent framework, there were opportunities to enhance efficiency, improve communication touchpoints, ensure timely delivery of tags, and provide residents with a more streamlined licensing experience.

With DocuPet, Delaware enhanced its existing program. Online licensing has increased to 78% of transactions, and rabies vaccination records are uploaded quickly into the platform to support higher new license generation. Temporary licenses simplify compliance by allowing pet owners time to obtain required rabies vaccinations while remaining compliant.

Residents experience faster licensing, clear guidance and support, and consistent licensing messaging statewide. By building on an established program with technology and streamlined processes, Delaware demonstrates how unified systems can evolve to be even more efficient, effective, and user-friendly.



Increase in online licensing transactions



Measurable Results

Since DocuPet launched with the state on April 9, 2025, Delaware has achieved remarkable outcomes:

Sales & Revenue Increases

Total Licensing Sales Volume

+31%

Estimated Revenue

+20%

Note: Result of increased participation and recovery of previously unlicensed pets.

New Pet Licensing

Generation of New Pet Licenses

Above DocuPet Averages

24%

Supported by RVR (rabies vaccination) data

Online Licensing

Licenses Processed Online

78%

~6% higher than average for a shelter partner

Pet Reunifications

42 Pets reunited since launch

Higher reunifications are driven by pet owners choosing tag personalization, which adds their phone numbers to tags and enables immediate contact.



Measurable Results

License Recovery

License recovery programs re-engage pet owners with long-lapsed licenses through targeted outreach campaigns.

4,000
Recovered licenses driven from:

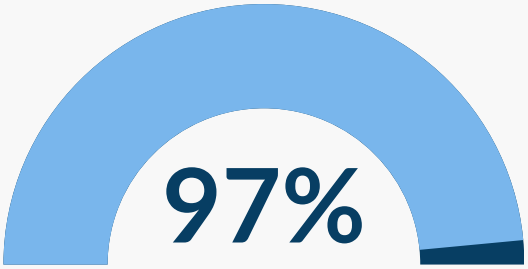
20,000+
Letters

30,000+
Emails

10-15% ▲
higher than average conversion

Customer satisfaction

Based on pet owner feedback following a smooth transition to the new system.



How Unified Programs Deliver Results

Delaware's success is driven by three core pillars that support compliance, strengthen program performance, and create a consistent experience for residents.

Increased Revenue

Higher licensing participation and more effective capture of unlicensed pets drive measurable revenue growth, strengthening funding for animal welfare initiatives.

Unified Program Consistency

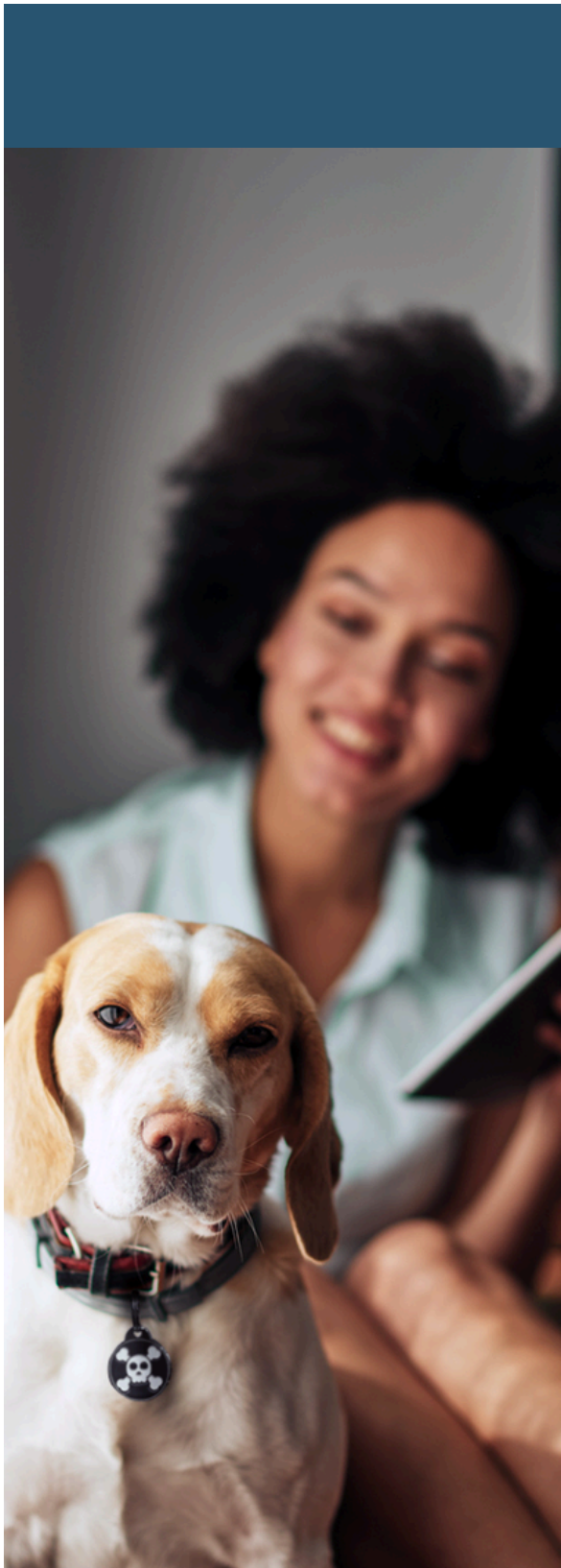
A unified licensing system ensures every resident experiences the same process, fee structure, and renewal timeline. Consistent policies simplify the program, streamline communications, and direct revenue to programs with the greatest community impact.

License Recovery & Engagement

Targeted campaigns re-engage lapsed pet owners through automated communications, increasing licensing compliance and revenue without adding staff burden. These efforts also strengthen community awareness of the benefits of pet licensing and reunification services.

Public Health Data & Compliance

Seamless rabies vaccination records strengthen compliance by ensuring accurate, up-to-date records and supporting alignment with public health requirements. Automated workflows enable timely tracking and help ensure pets remain properly licensed and vaccinated.



Conclusion

Delaware shows the impact of a unified licensing approach. With DocuPet, the State has streamlined workflows, rabies data, and launched coordinated license recovery campaigns—boosting compliance and speeding pet reunifications.

One clear system.

Every resident experiences the same process.

Better outcomes for pets and communities.

Unified licensing programs, whether implemented at the state, county, or regional level, build trust, maximize revenue for animal welfare initiatives, and ensure a clear and predictable licensing experience for everyone. DocuPet empowers agencies to deliver modern programs at any scale, strengthening communities, advancing animal welfare, and reuniting more pets with their families.

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