



WILD LOVE TAILS

shop. love. wag. repeat.

WildLoveTails.com is a discovery-driven online marketplace for pets and pet lovers, designed to help shoppers explore, compare, and find products naturally through curated collections rather than transactional shopping.

Wild Love Tails is an affiliate-based online marketplace and content creator that is redefining how people shop online through discovery, curation, and inspiration. Part of The Unforgettable Group, Wild Love Tails is being positioned as the leading destination for pet content, shopping, pet-friendly décor, and gifts for pet lovers worldwide.

Media Kit

Wild Love Tails

Online Pet Marketplace

Vision: to create the largest and most inspiring online shopping destination for pets and pet lovers, where curated products, engaging content, and a passionate pet community come together

Mission: To make life with pets even better through inspiration, invention, and innovation.

Headquarters

Northwest Arkansas

Co-Founders

Christine Meier
Randy Meier



Key Drivers

- Patent-Pending Online Shopping Platform
- Affiliate-Based Marketplace
- Curated Online Shopping
- Focused on pet and pet-friendly supplies and gifts
- Noise-free online shopping environment
- No cost for shoppers or featured brands



A UNIQUE ONLINE PET MARKETPLACE

THREE WAYS TO SHOP OUR SITE

1. fetch
FIND ANYTHING HERE

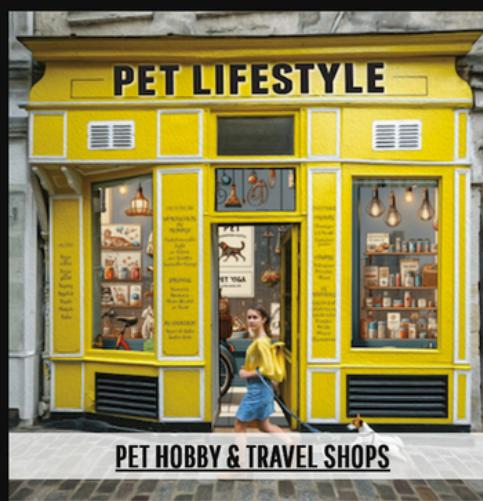
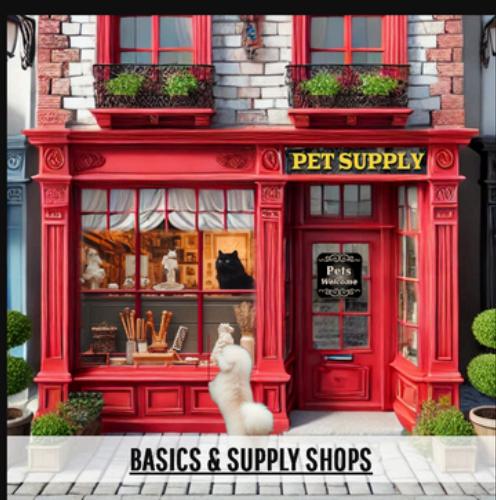
2. explore
INTERACTIVE SITE MAP

3. shop
FIND ANYTHING HERE



Shops *curated product collections*

- Wild Love Tails is divided into 6 apex category shops
- Site offers 3 distinct ways to shop - Fetch Search, Browse, or Shop Map
- Shoppers choose where they want to begin their shopping journey
- Shops are organized into curated collections of like or coordinated product categories.
- All brands featured on the site offer pet and pet-friendly products
- All products featured on the site are connected through affiliate links to e-commerce sites.





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Co-Founders

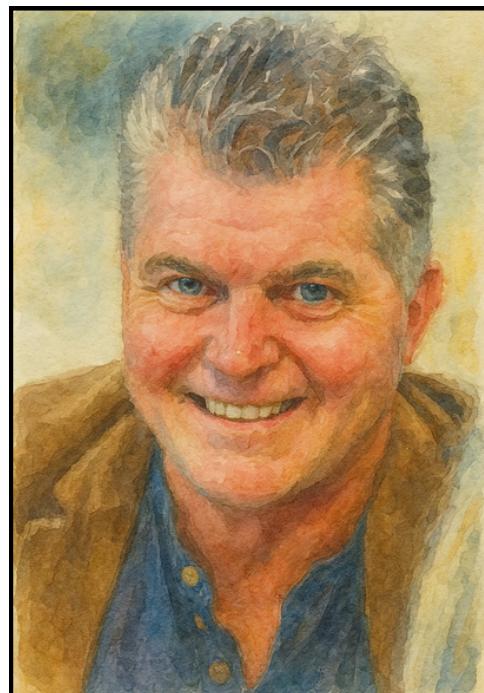
Christine Meier, inventor, and co-founder of The Unforgettable Group, is the visionary behind a revolutionary eShopping marketplace platform and methodology that is poised to change the way people shop online. The Online Shopping District began with a personal goal to create a better online pet store that quickly transitioned into a new way of conducting online shopping.

Wild Love Tails, an online pet marketplace is the first to launch in the Online Shopping District. Christine is bringing her vision for a new way to shop online for pet and pet people products.

Christine is an innovative entrepreneur who started her career in merchandising during the explosive growth days of Walmart and went on to be a co-founder in multiple manufacturing and retail startups with successful exits. She focuses on voids she sees in the market and introduces creative ways to fill them. Her last startup gave her insight into the tech side of the business, leading to this big and bold solution. Each company she has founded has led the way and now she is doing it again.



Christine Meier, Inventor and Co-Founder



Randy Meier, CEO and Co-Founder

Randy Meier is the CEO and co-founder of The Unforgettable Group, bringing more than three decades of entrepreneurial, financial, and executive leadership to the company. A finance-trained entrepreneur, Randy has a long history of founding, scaling, and exiting successful businesses, and he uses his financial expertise to guide strategy across product development, operations, marketing, and long-term planning. Known for a leadership style rooted in collaboration, clarity, and belief in people, Randy focuses on solving complex business challenges and building teams capable of carrying big ideas forward. At The Unforgettable Group, he is leading the development of a new commerce ecosystem that prioritizes shopper experience through behavioral insight, intuitive design, and thoughtful use of technology positioning platforms like Wild Love Tails to change how online shopping is done.

The Unforgettable Group



ABOUT

- Based in Northwest Arkansas
- Founder-led
- Patent-Pending Platform and Technology That Is Transforming the Way Online Shopping Is Done
- Developed 8 Unique Online Shopper Profiles To Help Better Serve The Consumer
- Connecting Brands and Consumers by minimizing online noise curating products, and allowing the shopper to control their online shopping journey

The Unforgettable Group is re-imagining how online shopping is done by shifting the focus from transactions and demographics to real shopper behavior. Built around the belief that how people shop matters more than who they are, the company is creating a new consumer-focused commerce model that blends merchandising, technology, and behavioral insight to serve different shopping needs in more human ways. Through its patent-pending e-shopping framework, The Unforgettable Group designs online environments that reduce friction, encourage discovery, support decision-making, and respect the shopper's intent in the moment. By aligning creativity, data, and AI to serve the shopper rather than interrupt them, The Unforgettable Group is leading the way toward a more intuitive, respectful, and effective future for online shopping.



Logos & Assets



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THE DAILY WAG
FETCHING THE BEST PET CONTENT. FUR REAL



**WILD
LOVE
TAILS**
™



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TUG
THE UNFORGETTABLE GROUP



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Pet-lication is the editorial voice of Wild Love Tails, created for people who don't just shop for pets, but live life with them. Published exclusively on the Wild Love Tails platform, the Pet-lication series brings together original articles, curated product discoveries, themed shops, and thoughtful brand highlights that reflect what's happening now across the pet and pet-lover landscape. Each month, we explore seasonal moments, emerging trends, timely topics, and standout products through a focused editorial theme connecting inspiration with practical ideas readers can actually use. Along the way, we spotlight influential pet brands, creators, industry leaders, and experts shaping the future of pet living. Editorial content is seamlessly linked to products across the site, encouraging organic discovery and introducing readers to new brands in context, not interruption. Pet-lication is online-only and intentionally curated, with a limited number of aligned advertising placements that enhance the story rather than distract from it—creating a trusted, content-led destination where information, inspiration, and shopping naturally come together.



All of our articles are written by our **Pet-atorial Team** from pet and animal perspectives, allowing us to tell stories, ask questions, and present ideas to pet lovers who are want to be in the know.

Pet-lication

virtual publication series

ABOUT

- Monthly online publications curated around a seasonal, trend-driven theme, or pet-relevant content.
- Focused on pets and pet-people, blending everyday care with lifestyle inspiration
- Feature-driven editorial including in-depth articles, trend spotlights, and timely guides
- Curated product collections tied directly to the content for natural discovery
- Pet-themed books, resources, and expert insights that educate and inspire
- Monthly highlights of unique pet brands and thoughtfully designed products
- Coverage of pet industry leaders, celebrities, influencers, and emerging voices shaping the future of pet living
- Lifestyle-forward storytelling spanning travel, hobbies, fashion, wellness, home, and seasonal moments
- Contextual brand exposure through limited, content-aligned advertising placements
- Online-only, discovery-driven format designed to connect readers with ideas, products, and stories—not interrupt them

HOW

- We welcome editorial collaborations that add a fresh, thoughtful perspective to life with pets
- Seeking connections with pet authors and innovators
- We are seeking original articles, interviews, and expert commentary aligned with our monthly themes
- We partner with pet brands, creators, authors, and industry leaders whose work enhances the reader experience
- We collaborate on product features and curated collections that fit naturally within the editorial narrative
- We prioritize authentic storytelling, lifestyle relevance, and seasonal impact over promotional content



The **Daily Wag Blog** is a Wild Love Tails production. Every article comes from our pet loving heart. We love to have a good time, write about fun things and sometimes tell it like it is. Every article is lead by one of clever writers with the help of pet experts, influencers, and people who just love pets. We hope you enjoy our style and want to keep on reading. Choose a category or read them all.



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Contact

let's connect

CHRISTINE MEIER

Media & Merchandising Contact

Wild Love Tails & The Unforgettable Group welcome collaborations, content creators, editorial, brands, authors, and event ideas, reach out to start the conversation.

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 www.wildlovetails.com

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