

Case Study

Fetch Meets Fast: How Wag! and Vetty Power Pet Care



As one of the largest pet-care marketplaces in the country, Wag! connects pet parents with more than 500,000 trusted caregivers. With a lean internal team and a business that shifts gears faster than you can say “walkies,” every operational process has to be airtight.

Wag!’s mission was simple to state but tough to nail: keep the caregiver side of the marketplace strong, safe, and always ready. That meant lightning-fast onboarding, uncompromising trust and safety standards, and a screening engine that could scale on command.

That’s when Vetty came in.

The Challenge

Each spring and summer, new cohorts of college-aged caregivers flood Wag!’s applicant pool, sending volumes soaring. These surges were expected, but managing them without adding friction, cost, or risk is a different kind of tug-of-war.

Before Vetty, Wag!’s onboarding and screening lived across multiple vendors. Everything sat in separate systems with rigid workflows that didn’t play nicely with Wag!’s evolving in-house ATS and LMS. Manual reviews piled up, operational lift crept higher and fraud-related edge cases, like mismatched names or underage applicants, demanded hands-on intervention.

Meanwhile, the price tag kept climbing. Wag! had previously relied on a pricey background check provider that wasn’t built to adapt, making it hard to focus screening on what actually matters in pet care.

Wag! didn’t need another vendor. They needed a partner who could modernize trust and safety without slowing down.

Wag! moves fast, and so does Vetty. As our platform evolved, Vetty has scaled alongside us through 10x surges in applicant volume, helping drive a 75% reduction in screening-related support tickets.

— Keith Mosley, General Manager of Services

Wag!

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The Fix

Wag! partnered with Vetty to unify their screening into a single, seamless flow. Vetty worked closely with Wag!'s team to embed screening directly into their ATS, making it feel native. Automated name matching resolved issues for more than half of previously reviewed applicants, while live ID verification cut identity failures by 75%.

Our custom screening matrix focused on what matters most to pet parents, like animal abuse-related offenses, while deprioritizing non-relevant records. The result was thousands of unnecessary manual reviews eliminated and a faster path to approval for qualified caregivers. That foundation was put to the test when a viral TikTok drove a 10x spike in applicants overnight. Vetty absorbed the surge, turnaround times stayed steady, and automated candidate communication deflected support requests—turning a potential meltdown into momentum.

Why It Worked

As Wag! evolved its internal systems and workflows, Vetty moved in lockstep, adapting integrations, refining logic, and supporting new programs without disruption. When volume spiked unexpectedly, Vetty scaled. When communication threatened to overwhelm support teams, Vetty stepped in. And when trust and safety became a growth lever, Vetty helped Wag! capture it.

Vetty became a core component of Wag!'s trust and safety infrastructure, visible to caregivers, meaningful to pet parents, and essential to keeping the marketplace running smoothly.

The Results

With Vetty in place, Wag! unlocked measurable, durable impact across trust, operations, and growth:

75%

less identity-related fraud

Live ID verification and automated name matching dramatically reduced fraudulent and mismatched applications.

2.3%

faster turnaround times

Fewer manual interventions and smoother review flows helped qualified caregivers get approved much faster.

75%

fewer support tickets

Automated workflows and proactive candidate communication deflected most screening questions upfront.

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