



 WISDOM PANEL™

and

**Adopt a Pet**

**Shelter Pet DNA Testing  
Program  
Part 3: Receiving &  
Communicating Results to  
Adopters**

# Overview

## Part 1: Basic Information

## Part 2: Ordering, Collecting and Activating Samples

## Part 3: Retrieving and sharing results

- Developing a DNA program plan
- How to retrieve results
- Sharing results pre-adoption
- How to communicate results to adopters
- Reporting adoption data to Adopt a Pet
- Claiming online reports
- Upgrading claimed reports
- Maximizing results



# Developing Your Shelter's DNA Program

# What dogs to test?

- There is no 'quota' or requirements to test specific dogs
- Popular uses for testing include:
  - Long-stay dogs
  - Large-breed dogs
  - 'Additional marketing' dogs
  - 'Mystery dogs' to drive interest and awareness

## Spike



Lee Allen, Good Shepherd Humane Society, AR

"After receiving our first batch of DNA tests, we discovered our oldest dog in the shelter, Spike, was a true mixed breed. He is 14 years old, heartworm positive, and came from a pretty rough situation. We were prepared to have him hang out with us for the long haul, as we all know senior dogs tend to do. We decided to engage the community on social media by posting about the study and asking them to guess his top three breeds. A few hours later, we posted the results and people were so impressed! Only a day later, Spike went home with his forever family! It was such an unexpected response, but the absolute perfect ending to his story."

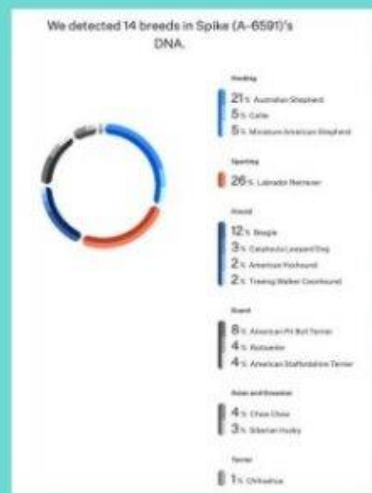


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## Make roles and responsibilities clear

- What are your measurable goals for your DNA program?
- Who is responsible for each step?
- Do you know where to go with questions?
- Close the loop: are wins and opportunities being communicated back to staff, Adopt a Pet, Wisdom Panel™?

# Developing a DNA Program Plan: A Checklist

## Sample Collection

Who will order Shelter Packs?  
Who will collect samples, and have they been trained?  
Who will mail in samples?

## Communicating Results To Adopters

Who will hand out a copy of the adoption report at adoption and point out the QR code?  
Are they delivering a paper or digital copy?

## Kit Activation & Download

Who has the portal admin login for kit activation and report download?  
Where will reports be saved?

## Follow Up with Adopters

Are the adopters told to use the QR code on their adoption report to claim their free online report?  
Have they opted in to receive emails from AAP and Wisdom Panel™?

## Community Outreach

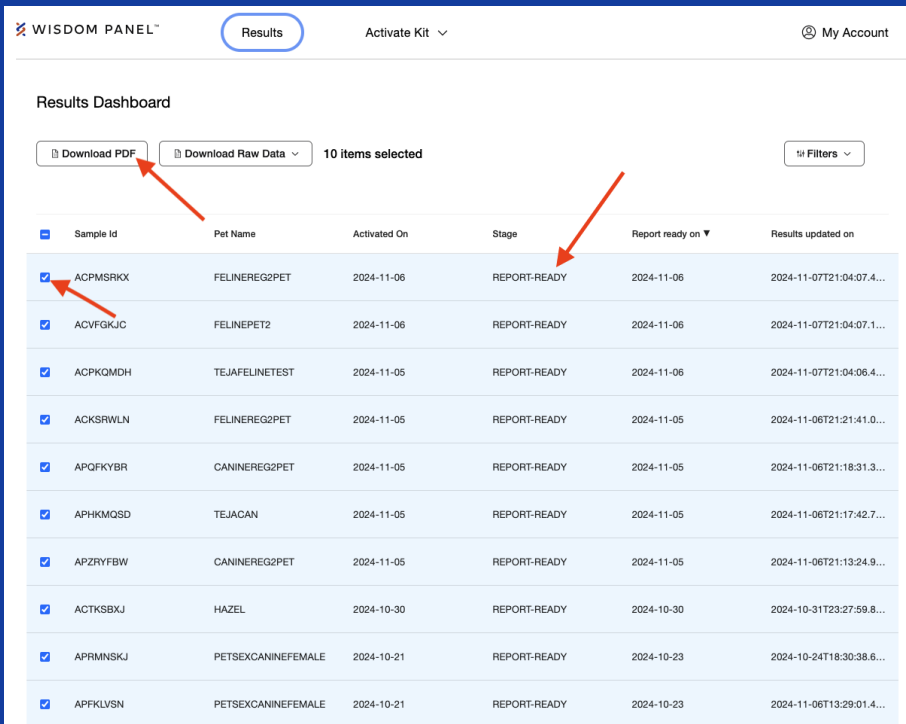
Who will update online pet profiles, and will it be before and/or after results?  
Who will inform the pet's foster or adoption coordinator?

## Maximizing Impact

Will your shelter track what practices result in faster, better-fit adoptions?  
Who will be sending the adoption report info to Adopt a Pet?

# Retrieving DNA Adoption Reports

# Retrieving reports



The screenshot shows the WISDOM PANEL interface. At the top, there is a navigation bar with "WISDOM PANEL™", a "Results" tab (circled in red), and an "Activate Kit" dropdown. Below this is the "Results Dashboard" section, which includes a "Download PDF" button (circled in red), a "Download Raw Data" dropdown, and a "Filters" dropdown. A table below displays 10 items, all with checkboxes selected (indicated by red arrows). The table columns are: Sample Id, Pet Name, Activated On, Stage, Report ready on, and Results updated on. The "Stage" column for all items is "REPORT-READY".

| Sample Id | Pet Name           | Activated On | Stage        | Report ready on | Results updated on       |
|-----------|--------------------|--------------|--------------|-----------------|--------------------------|
| ACPM5R1X  | FELINEREG2PET      | 2024-11-06   | REPORT-READY | 2024-11-06      | 2024-11-07T21:04:07.4... |
| ACVFGKJC  | FELINEPET2         | 2024-11-06   | REPORT-READY | 2024-11-06      | 2024-11-07T21:04:07.1... |
| ACPKQMDH  | TEJAFELINETEST     | 2024-11-05   | REPORT-READY | 2024-11-06      | 2024-11-07T21:04:06.4... |
| ACKSRWLN  | FELINEREG2PET      | 2024-11-05   | REPORT-READY | 2024-11-05      | 2024-11-06T21:21:41.0... |
| APQFKYBR  | CANINEREG2PET      | 2024-11-05   | REPORT-READY | 2024-11-05      | 2024-11-06T21:18:31.3... |
| APHKMQSD  | TEJACAN            | 2024-11-05   | REPORT-READY | 2024-11-05      | 2024-11-06T21:17:42.7... |
| APZRYFBW  | CANINEREG2PET      | 2024-11-05   | REPORT-READY | 2024-11-05      | 2024-11-06T21:13:24.9... |
| ACTKSBJ   | HAZEL              | 2024-10-30   | REPORT-READY | 2024-10-30      | 2024-10-31T23:27:59.8... |
| APRMNSKJ  | PETSEXCANINEFEMALE | 2024-10-21   | REPORT-READY | 2024-10-23      | 2024-10-24T18:30:38.6... |
| APFKLSN   | PETSEXCANINEFEMALE | 2024-10-21   | REPORT-READY | 2024-10-23      | 2024-11-06T13:29:01.4... |

The dashboard will show kit statuses for successfully activated kits. Only kits in REPORT-READY status are ready to download. To download reports:

1. Select the checkbox for one or more reports that you want to download
2. Click "Download PDF" button
3. Reports will download in a zipped folder as "Adopt-A-Pet Reports-Month-Day-Year"
  - Individual PDF adoption reports within the folder will be labeled with Wisdom Panel™ sample ID, not pet name

# Example Report:


## Henry

Kit type: Breed Discovery  
ID kit: BKCTHJHBPQ  
Test date: 2025-10-08

**WISDOM PANEL™**

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### Henry's Profile



**There's more to learn about Henry!**  
Scan the QR code to get access to his full digital report that includes genetic relatives, physical traits, and more.

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#### Pet information

|                 |               |
|-----------------|---------------|
| Registered name | Date of birth |
| Henry           | null-ll       |
| Sex             | Neutered      |
| M               | No            |

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#### Top breeds

50% Chihuahua  
25% Bulldog  
25% Siberian Husky

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#### Predicted ideal adult weight

9-15 lbs

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#### Health summary

**At Risk** 1 condition  
• MDR1 Medication Sensitivity

**Carrier** 0 conditions

**Clear** 0 conditions

Wisdom Panel™ Genetic Report page 1 of 8

## Henry


Kit type: Breed Discovery  
ID kit: BKCTHJHBPQ  
Test date: 2025-10-08

**WISDOM PANEL™**

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### Breed ancestry

We detected 3 breeds in Henry's DNA.



- Terrier**  
50% Chihuahua
- Guard**  
25% Bulldog
- Asian and Oceanian**  
25% Siberian Husky

Wisdom Panel™ Genetic Report page 2 of 8

# Sharing Results Pre-Adoption

# Sharing Results Pre-Adoption

Adopt a Pet has visibility to all shelter program testing

Shelter DNA Program Coordinator

Portal Admin:  
Download Report from Portal,  
Print Report

Report results communicated  
internally

Report results communicated  
externally



Add report to adoption  
documents  
Post to kennel card (if applicable)  
Add to pet's digital records

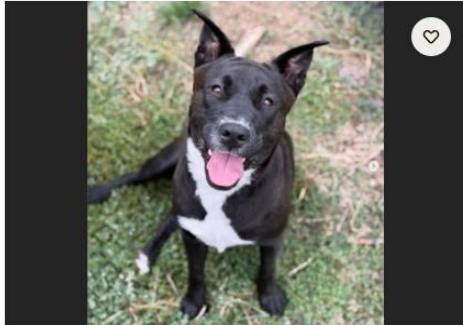
Inform  
Foster/volunteer/caregiver  
Adoption counselor  
Veterinary care team

Update Adopt a Pet listing  
Update shelter website listing and  
post to social media account

# Post-Results Updates

## My name is Thea!

Posted over 3 weeks ago | Updated 2 days ago



Cared for by [Seattle Animal Shelter](#)

Adoption fee: \$100

This helps Seattle Animal Shelter with pet care costs.

[Apply Online](#)



### My basic info

|       |  |        |                  |
|-------|--|--------|------------------|
| Breed | Labrador Retriever                     | Weight | 42 lbs (current) |
| Color | Black                                  | Sex    | Female           |
| Age   | 2 years old, Adult                     | Pet ID | 59198968         |
| Size  | Med. 26-60 lbs (12-27 kg) (when grown) |        |                  |

**My story** [f](#) [t](#) [p](#) [m](#)

Here's what the humans have to say about me:

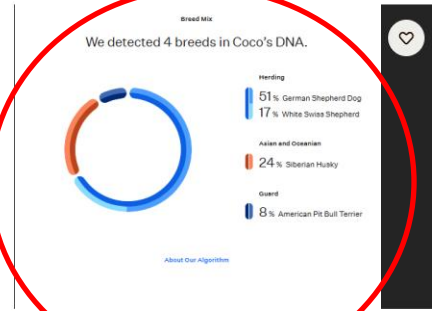
Sweet Thea, is ready to find her forever home where she can feel safe and loved. Thea was transferred to us from a busy rural

Update breed(s) to top two breeds by percentage ancestry

Add screenshot of ancestry report as 1 of 4 photos of dog

## My name is Thea!

Posted over 3 weeks ago | Updated 2 days ago



Cared for by [Seattle Animal Shelter](#)

Adoption fee: \$100

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### My basic info

|       |   |        |                  |
|-------|---|--------|------------------|
| Breed | German Shepherd Dog, White Swiss Shepherd Mix | Weight | 42 lbs (current) |
| Color |   | Sex    | Female           |
| Age   | 2 years old, Adult                            | Pet ID | 59198968         |
| Size  | Med. 26-60 lbs (12-27 kg) (when grown)        |        |                  |

**My story** [f](#) [t](#) [p](#) [m](#)

Here's what the humans have to say about me:

Sweet Thea, is ready to find her forever home where she can feel safe and loved. Thea was transferred to us from a busy rural

# Communicating Results to Adopters

## Remember: there are three levels of reporting available!



# What's included in the **claimed** adoption reports?

## Wisdom Panel™ Shelter Reports

Breed makeup  
down to 1%  
Estimated 3  
generation family  
tree



MDR1 Sensitivity &  
Weight Guidance



2 behavioral traits:  
nesting and paw-  
crossing (after web  
report claim)



Relatives  
(after web report  
claim)



...With offer to upgrade to full Wisdom Panel™ web experience for access to traits, full disorder and full behavior results

## Make sure adopters have opted-in for information



### **Ensure adoption paperwork includes opt-in for additional information about Wisdom Panel™ testing:**

"I'd like to hear from Adopt a Pet and other Mars Petcare brands with special offers, the latest about products, and more. Must be 18 or older to subscribe and may unsubscribe at any time. We may use your data for research to improve our offerings; see our Privacy Policy [<https://www.mars.com/privacy>] for details about how we use your data."


# How Adopters Claim Online Reports

# #1 Adopter must claim report using QR code on adoption report:

**Ginger** WISDOM PANEL™

Owner: Pamela Smith  
ID kit: 12121212  
Test date: 08-10-25

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**There's more to learn about Ginger!**

Scan the QR code to get access to her full digital report that includes genetic relatives, physical traits, and more. Or, visit [wisdompanel.com/shelter/ginger](http://wisdompanel.com/shelter/ginger).

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**Ginger's profile**

**Pet information**

|   |                                    |
|---|------------------------------------|
| <b>Registered name</b><br>Ginger the Best Dog | <b>Date of birth</b><br>08/18/2020 |
| <b>Sex</b><br>F                               | <b>Spayed</b><br>Yes               |

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**Breeds detected**

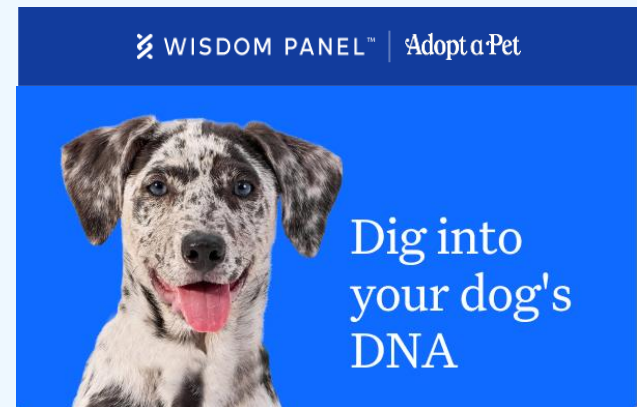
|                          |                      |                     |
|--------------------------|----------------------|---------------------|
| 60% Australian Shepherd  | 1% Golden Retriever  | 1% Finnish Lapphund |
| 23% Chihuahua            | 1% Shih Tzu          | 1% Havanese         |
| 5% Border Collie         | 1% Yorkshire Terrier |                     |
| 4% Australian Cattle Dog | 1% Keeshond          |                     |
| 1% Siberian Husky        | 1% Brussels Griffon  |                     |

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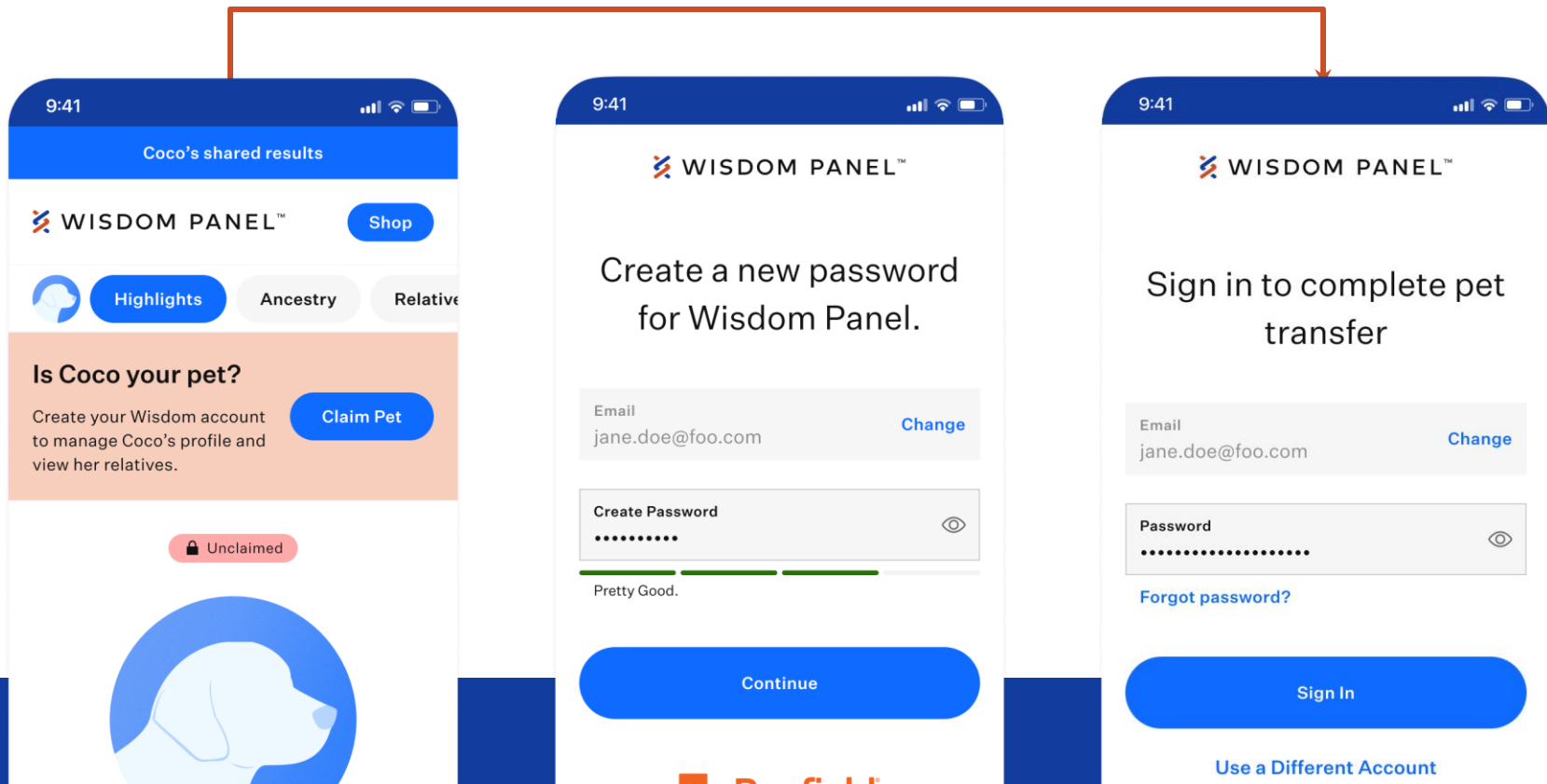
**Predicted ideal adult weight**

27-35 lbs

#2 Adopter will also get emails from Adopt a Pet and Wisdom Panel reminding them to claim their pet



# Important: Don't share QR code with anyone but the adopter!



# Adoption Data Reports

# Weekly Adopter Data Reports

Please report as .csv or .xlsx weekly for all pets (dogs and cats, Wisdom Panel tested or not) to: [adoptiondata@adoptapet.com](mailto:adoptiondata@adoptapet.com)

## **Required Info:**

Adopter first & last name  
Adopter email  
Pet name  
Species  
Pet Sex, S/N Status  
Shelter assigned breed  
Adoption date (Outcome date)

## **Optional Info:**

Date of Intake  
Date of Availability  
Total length of Stay  
Foster or in-person housing  
Social posting pre-testing  
Social posting post-testing  
Adopter mailing address

# Upgrading Claimed Reports

## Inquiries/Upgrading Claimed Reports

- Wisdom Panel™ Breed Discovery report is free for adopter to claim using QR code
- Upgrade to Premium: optional for the adopter for a fee for additional features
- Inquiries from adopters wanting Wisdom Panel testing that didn't get it at the shelter:
  - You can share coupon code **AAPWISDOM** for 20% off discount on dog *and* cat testing!

 WISDOM PANEL™

**20% off a Wisdom Panel™  
Essential DNA test  
with code: AAPWISDOM**



# Maximizing Your Results

## Amplifying Reach for Specific Dogs

- We are available to help!
- Contact Adopt a Pet for this request at [helpdesk@adoptapet.com](mailto:helpdesk@adoptapet.com)
- Wisdom Panel™ can mirror posting if needed for amplification



## Maximizing your results

- Did you update the dog's information on your shelter website? (pre and post results)
- Did you update the top two breeds, photo, and/or 'My Story' information on Adopt a Pet? (post results)
- Did you post about the dog's story and pre- or post-results on social to boost interest?

### Pre-Results Social Posting Ideas:

- **Guessing Game:** Post a poll or ask followers to comment guesses, let them know when results will be in.
- **Mini-Series:** Day 1: “We took a DNA test.” Day 2: “Any guesses?” then... “The results are in!”

# Post-Results Social Media Posting

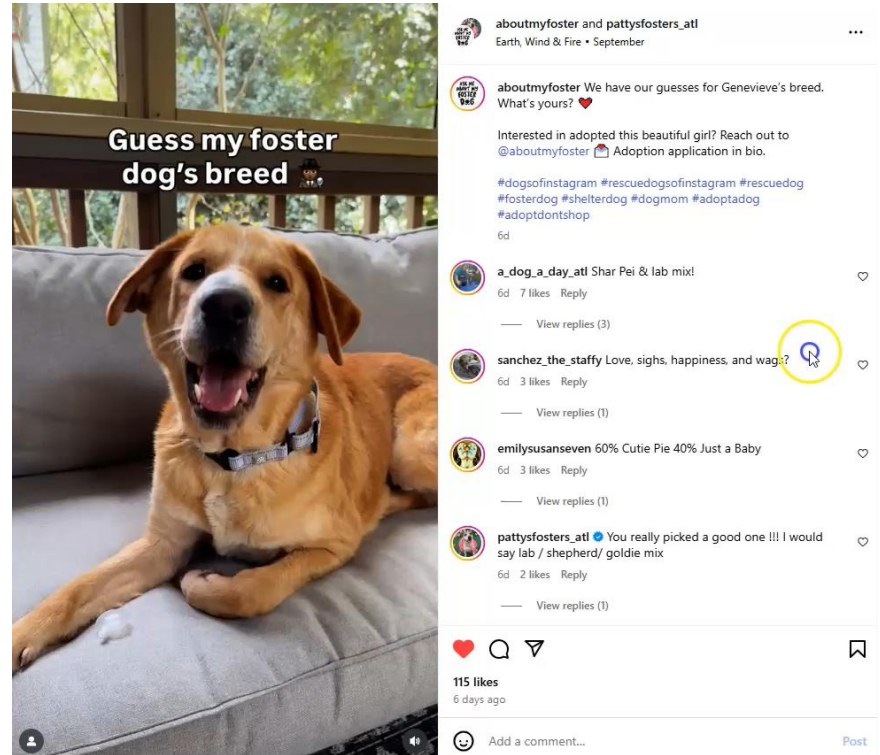
If waiting to post until results are ready, remember samples take 1-3 weeks to process at the lab!

## Images

- Simplest: post Wisdom Panel ancestry results
- “What We Thought vs. What We Got”: Show your guesses vs. the actual surprising results.
- Before & After: A pic of your dog → now with the caption “Mystery solved!”

## Videos/Reels:

- Confetti Toss: Film yourself tossing confetti with the breed results popping up on screen.
- Balloon Pop: Pop balloons filled with colored powder or paper slips, each representing one breed.





# WISDOM PANEL™

The world's leading pet DNA service

## Questions?

Questions about getting started, pet listings, and ordering contact Adopt-A-Pet at [helpdesk@adoptapet.com](mailto:helpdesk@adoptapet.com)

FAQs available on Adopt-A-Pet's Help Center:  
<https://adoptapetcom.zendesk.com/hc/en-us/sections/28684698251547-Wisdom-Panel-Program>

Questions about payment, invoicing, or portal access contact Wisdom Panel:  
[wisdomshelters@wisdompanel.com](mailto:wisdomshelters@wisdompanel.com)