



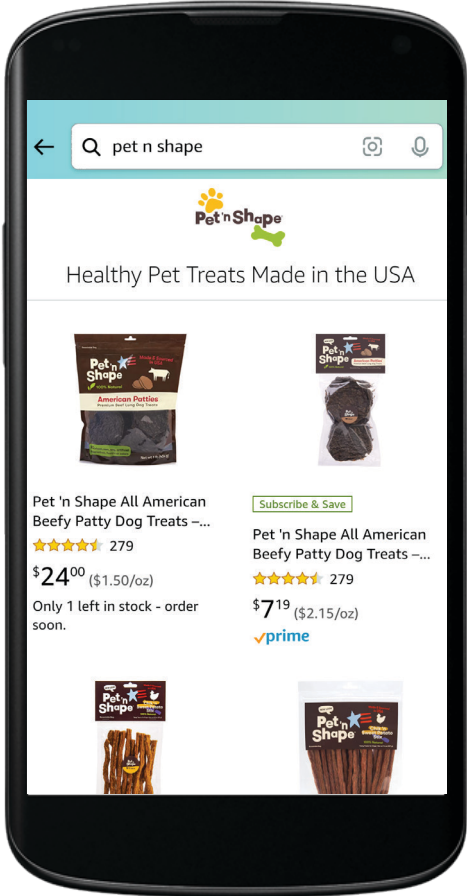
PET 'N SHAPE CLIENT SUCCESS STORY

Optimization and New-to-Brand Advertising Increase Amazon Subscribers by 168%

OVERVIEW

Pet 'n Shape serves happiness to people and pets through a variety of all-natural treats and chews. Their mission began in 2005 when founder Ahdee Abramson sold dog treats out the back of his car to local Mom and Pop shops. Today, the company is one of the country's leading dog treat suppliers, offering a wide catalog to satisfy every dog's unique tastes and needs.

As demand grew, Pet 'n Shape built a profitable subscription service on Amazon that offered savings to members. Under this model, the bottom of the funnel is motivating customers to join the Subscribe and Save program rather than make a single purchase. Pet 'n Shape partnered with Channel Key to develop a marketplace strategy to grow and scale its Subscribe and Save business on Amazon.



APPROACH

- **Identify the Subscriber Funnel**
Narrow the target audience based on Amazon Retail Insights and Seller Central Fulfilled Shipment data
- **Improve Retail Readiness**
Revamp the Pet 'n Shape Brand Store by performing a content audit and optimizing product listings
- **Drive High Quality Traffic**
Improve organic ranking by targeting high-traffic keywords and those not bid on by competitors
- **Increase New-to-Brand Conversions**
Target new-to-brand buyers through a combination of various marketing levers and metrics

RESULTS



168%

Year-Over-Year Subscriber Increase from Q1 2020 to 2021



70%

Average Conversion Rate



23%

Average Quarterly Growth In New-to-Brand Customers

CONCLUSION

An analysis of Pet 'n Shape's Amazon business revealed that subscription customers purchase 2.4 times more than non-subscribers. To increase new Subscribe and Save conversions, Channel Key focused on increasing visibility for new-to-brand customers.

After optimizing the Pet 'n Shape Brand Store, Channel Key utilized Sponsored Brands, Sponsored Display, and DSP campaigns to drive and convert more traffic from new-to-brand customers. This improved Detail Page Views by 26% from Q1 2020 to 2021 and achieved an average conversion rate of 70%. New-to-brand orders from Sponsored Ads grew by 23% each quarter. Overall, Channel Key's strategy increased YoY Subscribe and Save members by 168%.