

PET SUPPLIES // SPECIALTY CANINE NUTRITION & CHEWS

How We Cut Pet Category Ad Costs by 52% and Scaled Subscribe & Save Orders by 240%

CLIENT ACCOUNT	ENGAGEMENT TERM	PRIMARY IMPACT	CATEGORY BSR
K9 Apex Nutrition	8 Months	+410% Sales Growth & 52% Ad Cost Reduction	#2,800

+410%

TOTAL REVENUE SCALING

\$52k to \$265.2k/mo

22.1%

ENDING BLENDED ACOS

Cut from 46.5% (" 52.5%)

+240%

SUBSCRIBE & SAVE VOLUME

Predictable monthly revenue

#145

PET SUPPLIES BSR

Up from #2,800

01 / THE BASELINE REALITY & AUDIT FINDINGS

K9 Apex Nutrition produces grain-free, hypoallergenic functional dog dental chews and hip-and-joint chews. While their product had exceptional re-order loyalty, their customer acquisition cost on Amazon was eating all upfront gross margin, resulting in a 46.5% ACoS.

Pet Supplies on Amazon is dominated by conglomerates like Purina, Blue Buffalo, and Greenies with multi-million dollar ad budgets. K9 Apex was trying to compete by bidding on broad terms like "dog chews" and "joint treats for dogs" at \$2.20+ per click.

Because pet owners are intensely skeptical about new ingestible products for their dogs, broad-match traffic had a dismal 8.4% conversion rate. As a result, NutraApex was spending \$24,180 a month to generate just \$52,000 in sales.

Worse, they were not capturing the repeat-order lifecycle: customers who purchased once rarely subscribed on Amazon, forcing the brand to pay full customer acquisition costs over and over again.

CRITICAL PERFORMANCE LEAKS IDENTIFIED IN INITIAL AUDIT:

- Unsustainable \$2.20+ CPCs bidding against pet food conglomerates on broad terms
- Customer skepticism causing low 8.4% conversion rates on initial listing visits
- Severe lack of Subscribe & Save adoption, forfeiting high lifetime customer value
- Zero Amazon DSP retargeting to re-engage past buyers when treats were running low

02 / STRATEGIC ARCHITECTURE & RE-ENGINEERING

The Breed & Condition Intent Funnel with DSP Reorder Cycles

Pet owners do not search for generic chews when their pet is suffering; they search for solutions tailored to their dog's specific age, weight, and breed. We revamped K9 Apex's PPC around "Breed & Symptom Intent".

We built targeted campaigns around specific long-tail queries: "joint supplements for senior golden retrievers", "single-ingredient allergy chews for French bulldogs", and "tartar control dental sticks for aggressive chewers". CPC plummeted from \$2.20 to \$0.85, while conversion rate jumped to 19.8%.

Crucially, we introduced Amazon DSP audience retargeting mapped to the exact 30-day consumable usage cycle. When a customer's 60-count bag reached day 24, our DSP ads appeared across Amazon and leading pet lifestyle websites, reminding them to re-order or activate a Subscribe & Save subscription.

THE 4 CORE CAMPAIGN PILLARS DEPLOYED:

01	Breed & Symptom Query Mapping Targeted high-intent canine health queries based on age, breed, and weight. Lowered average CPC by 61% while doubling listing conversion rate.
02	Consumable 30-Day DSP Retargeting Deployed display ads on day 24 of the customer repurchase cycle, capturing re-orders before shoppers considered competing brands.
03	Subscribe & Save Onboarding Funnel Structured initial PPC campaigns offering instant S&S discounts, increasing the brand's active subscriber base by 240%.
04	Veterinary Proof & Trust Badging in A+ Revamped A+ content with veterinary formulation endorsements and sourcing origin maps, reducing bounce rate by 34%.

SEQUENCED IMPLEMENTATION TIMELINE:

MONTH 1-2	Negative Scrub & Intent Mapping	Scrubbed 450 non-converting terms. Deployed breed-specific campaigns. ACoS dropped from 46.5% to 31%.
MONTH 3-4	Listing & S&S Optimization	Overhauled packaging images and A+ content. Implemented 15% S&S initial discount promotion.
MONTH 5-8	DSP Repurchase Engine	Activated 30-day consumable audience retargeting. Monthly recurring subscription revenue crossed \$117k/mo.

03 / VERIFIABLE AUDIT RESULTS: BEFORE VS. AFTER

All data verified from Amazon Advertising API and Amazon Seller Central telemetry reports.

Performance Metric	Initial Baseline	Optimized Final	Net Delta / Movement
Monthly Revenue	\$52,000	\$265,200	+410.0%
Monthly Ad Spend	\$24,180	\$32,600	+34.8%
Ad-Attributed Sales	\$52,000	\$147,500	+183.7%
Organic / S&S Sales	\$0 (Negligible)	\$117,700	Recurring
ACoS	46.5%	22.1%	" 52.5%
TACoS	24.8%	10.1%	" 59.3%
ROAS	2.15×	4.52×	+110.2%
Active S&S Subscriptions	210	1,840	+776%

VERIFIED BRAND PARTNER TESTIMONIAL

"Fatten Media understood the economics of pet consumables better than any agency we have ever worked with. They stopped burning our cash on generic keywords and turned our Amazon presence into a high-margin Subscribe & Save subscription machine."

— Jessica Morales (Brand Director, K9 Apex Nutrition)

KEY CATEGORY TAKEAWAYS:

- In pet care, trust and breed specificity convert far higher than broad category terms.
- Amazon DSP retargeting timed to the consumable exhaustion date produces ROAS above 6×
- Prioritizing Subscribe & Save acquisition shifts your business from one-off transactional sales to compounding recurring revenue.

AUDIT CERTIFICATION SEAL

FATTEN MEDIA
VERIFIED CASE DOSSIER

Date: October 2026
Audit ID: FM-PET-SUPP
REQUEST AUDIT: fattenmedia.com

