

BrandRocket Case Study #51

Ryan's Pet Supplies increases revenue by 38%



Ryan's Pet Supplies is an international business featuring top quality products for pet care and grooming. The company was purchased in 2018 by Nexus Brands Group with a goal to serve the grooming and pet owner communities. Since then they have continued the mission to not only distribute products, but to be a resource to people who take care of pets.

The Challenges

Ryan's Pet Supplies came to me for help with boosting revenue, driving more sales for higher margin products, and to assist with several new brand launches targeted to niche markets within pet care.

Smart Shopping was running, but seemed to have hit a barrier and it was struggling to scale in a very competitive pet market. In addition, the company wanted to focus more on products with higher profit margins. Finally, the company also purchased a well-known brand and was set to launch a handful of its own brands that were targeted to niche markets within pet care.

How We Did It

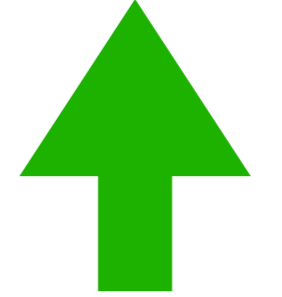
I immediately went to work on Smart Shopping, setting the proper ROAS goals and using a stagger-step method with ROAS targets and budget adjustments in order to capture new market share.

I then focused on high-margin products by creating Dynamic Search Ads powered by the product data feed, and specific to our target SKUs.

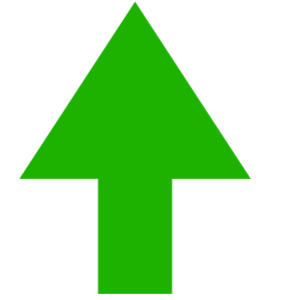
Extensive work was dedicated to product feed optimization, enhancing the feed to optimize the Google Shopping search experience. We worked closely with Feedonomics to introduce significant enhancements, fixing placement challenges due to unique shipping rates.

The Results

 **38%**
Increase in revenue

 **16%**
Increase in conversions

 **14%**
Increase in ROAS

 **22%**
Increase in targeted impression share



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