

Case Study: Scaling a Premium Pet Brand with Data-Driven Paid Media

Duration: October 2025-February 2026

Executive Summary

A premium, single-ingredient dog treat manufacturer partnered with us to accelerate their direct-to-consumer (DTC) growth and penetrate new markets. By deploying a highly targeted, full-funnel paid media strategy across Meta and Google Ads, we transformed their digital storefront into a highly efficient sales engine. Over a single quarter, the brand saw a **202% increase in new customer acquisition**, a **48% increase in DTC gross sales**, and achieved an outstanding **4.22x blended Return on Ad Spend (ROAS)**.

The Challenge & Opportunity

The client produces high-quality, vet-approved, single-ingredient chews made entirely in the USA. While they had a strong product and an established baseline of organic and wholesale success, they recognized a massive opportunity to scale their direct-to-consumer channel.

The goal was clear: aggressively capture new market share among health-conscious dog owners while maintaining strong profitability and a high Marketing Efficiency Ratio (MER).

Target Audience: Health-conscious women aged 30-55 with above-average income, who prioritize their dogs' nutrition and well-being.

The Strategy

To achieve scalable, profitable growth, we implemented a dual-platform strategy designed to capture high-intent search traffic while simultaneously building brand awareness and driving impulse conversions on social media.

- Google Ads:** We structured Search and Performance Max campaigns with brand terms explicitly excluded, ensuring every dollar of ad spend was directed toward net-new customer acquisition rather than capturing traffic that would have converted organically. This approach kept our cost-efficiency high and our new customer numbers clean and attributable.
- Meta Ads (Facebook & Instagram):** Our Meta strategy was built around a strict attribution model (1-day click, 1-day view) to ensure we were measuring only the most direct, high-confidence conversions and eliminating any overlap with wholesale activity. Budget allocation was intentionally weighted toward prospecting, pushing the majority of spend into cold-audience campaigns designed to reach fresh, qualified buyers. A secondary retargeting campaign re-engaged warm audiences who had previously interacted with the brand, and a smaller retention budget was allocated to keep existing customers active. This full-funnel structure allowed us to

simultaneously scale new customer volume while protecting the efficiency of the overall account.

Core Performance Metrics (Quarterly Impact)

The marketing initiatives launched during this period resulted in a significant surge across all primary growth KPIs.

Acquisition, Efficiency, and Scalability

1. Explosive New Customer Acquisition

Our strategy was specifically designed to penetrate new markets rather than simply retargeting the existing customer base. The results validated this approach:

- **New Customer Volume** jumped from 169 to 511 customers (+202%).
- **Revenue from New Customers** increased by 165%.
- **DTC Order Volume** (excluding wholesale) grew by 62%.

A strategic decrease in the "Returning Customer Rate" (-25%) served as a highly positive indicator, confirming that our ad spend was aggressively and successfully capturing fresh market share.

2. High Customer Value & Retention

Understanding the long-term value of acquired customers allowed us to scale ad spend confidently.

- **Adjusted Average Order Value (AOV):** Grew from \$93.57 to \$103.74.
- **Customer Lifetime Value (LTV):** Reached an impressive \$361.67.

With an LTV of over \$360 and strong product margins, the business was positioned for aggressive acquisition, as each new customer proved to be worth nearly 4x their initial order value over time.

3. Financial Efficiency & Blended ROAS

The campaigns delivered highly profitable scale, proving that we were not just "buying sales," but actively building a valuable customer base.

- **Total Ad Investment (Meta + Google):** \$32,568.50
- **Attributable DTC Revenue:** \$137,477.89
- **Blended Return on Ad Spend (ROAS):** 4.22x

Conclusion

The partnership successfully increased the brand's digital presence, proving that a data-driven, cross-channel approach can yield massive returns for premium e-commerce brands.

By combining targeted Meta and Google Ads, we achieved a **4.22x blended ROAS** and a **202% surge in new customers**. With a conversion rate that improved by 65% and a high Customer Lifetime Value, the brand's online store was transformed into a highly scalable, profitable sales engine primed for continued growth.