

PET CART PARTNERS

Strategic Partnership Case Study

Multi-Year Engagement ❤️ Lifestyle & Home Goods Brand

KEY BUSINESS RESULTS

4 X

Amazon YOY
Sales Increase

4.5 X

Shopify
Sales

+ 50 %

Attributed
Email Sales

- 60%

Shipping
Lead Time

BUSINESS IMPACT SUMMARY

- ✓ Reversed flat Amazon sales and unlocked new revenue with improved listings
- ✓ Boosted conversion rate after Shopify Plus migration
- ✓ Increased email-attributed sales through a new lifecycle strategy
- ✓ Established scalable processes for inventory and fulfillment
- ✓ Built a complete digital marketing funnel for ongoing acquisition and retention

STRATEGIC SOLUTIONS DELIVERED

01

Amazon
Channel Revival
& Listing
Optimization

SALES
RECOVERY

02

Shopify Plus
Migration &
UX Overhaul

FOUNDATION
FOR GROWTH

03

Full-Funnel
Marketing
Engine

REVENUE
BOOSTER

04

Inventory &
Fulfillment
Optimization

OPERATIONAL
OPTIMIZATION

In just the first year of our engagement, we worked with this brand to **break through stagnation and lay the operational and marketing groundwork for sustainable growth**. From replatforming the website to rebuilding the Amazon channel, streamlining inventory, and launching a full-funnel marketing strategy, our focus was on using data to prioritize efforts that would generate the highest return across DTC, Amazon, and marketplace channels.

READY TO GET STARTED?

Transform your business with
our strategic partnership

[Let's Connect!](#)

CASE STUDY 01

REVIVING STALLED AMAZON CHANNEL WITH OPTIMIZATION

THE CHALLENGE

The client was experiencing stagnating sales on Amazon. Listings had low visibility in search and poor conversion rates, which contributed to underperformance on a high-potential sales channel.

DATA SOURCES ANALYZED

- Amazon search term reports
- Conversion and traffic rates per listing
- Customer reviews about unclear value props
- Competitive listing structure & keyword analysis

THE SOLUTION

Listings were rewritten to align with keyword intent, product benefits, and customer use cases. Launched Sponsored Product Ads with clear ROI goals to drive visibility and sales. Variations were created to group related products, simplify the shopping experience, and consolidate product reviews.

BUSINESS IMPACT

Sales rebounded quickly with better on-page conversions and became reliable channel with measurable ROI.

CASE STUDY 02

WEBSITE REPLATFORM TO UNLOCK GROWTH

THE CHALLENGE

The website was outdated, slow, and lacked essential UX and backend functionality with high bounce rates & low conversion rates.

DATA SOURCES ANALYZED

- Conversion rate trends by device
- Site speed and mobile usability audits
- Heatmaps showing drop-off before CTAs
- Cart abandonment metrics

THE SOLUTION

Led a full website migration to Shopify Plus and implemented a modern, mobile-friendly design with improved UX and backend functionality.

BUSINESS IMPACT

Boosted conversion rate, reduced customer friction, and established a scalable foundation for future sales.

CASE STUDY 03

BUILD A FULL-FUNNEL MARKETING ENGINE

THE CHALLENGE

The brand lacked a functioning marketing funnel with no consistent email touchpoints and no paid advertising in place.

DATA SOURCES ANALYZED

- Email revenue compared to site revenue
- Open and click rates from past campaigns
- Customer journey gaps after purchase
- Subscriber churn and inactivity rates

THE SOLUTION

Launched new Klaviyo flows for newsletter sign-up, updated welcome series, post-purchase, and abandoned cart recovery.

BUSINESS IMPACT

Email became a reliable, high-ROI channel. Sales attributed to email increased 130% year over year and retention improved.

CASE STUDY 04

BUNDLING STRATEGY DRIVES REVENUE AND AOV

THE CHALLENGE

Customers were buying individual SKUs without realizing the value of product combinations. AOV was flat.

DATA SOURCES ANALYZED

- Customer order combinations
- Product-level profitability
- Inventory & Sales Velocity
- Subscriber churn and inactivity rates

THE SOLUTION

Created data-informed bundles and seasonal gift sets. Product pages were optimized to showcase the value of combining items. Upsells were added where applicable.

BUSINESS IMPACT

Average order value increased 27%. Bundles grew to over one-third of annual revenue. Customers reported greater satisfaction, leading to more positive reviews and repeat purchases.

READY TO TRANSFORM YOUR BUSINESS?

Let's discuss how strategic partnerships can drive sustainable growth for your brand.

[Let's Get Started](#)