

# PET CART PARTNERS

## Strategic Partnership Case Study

Multi-Year Engagement ❤️ Lifestyle & Home Goods Brand

### KEY BUSINESS RESULTS

4X

Amazon YOY  
Sales Increase

4.5X

Shopify  
Sales

+25%

Conversion  
Rate

+18%

Repeat  
Purchases

-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

- Website analytics (traffic and conversion data)
- Email performance metrics
- Customer journey gaps after purchase
- Subscriber churn and inactivity rates

### THE SOLUTION

Built and implemented core email flows and campaigns to capture, nurture, and convert traffic. Improved on-site experience to support stronger conversion.

Launched paid acquisition and retargeting to drive traffic and connect the full funnel.

#### BUSINESS IMPACT

Increased conversion rate by 25% and repeat purchases by 18%, while driving new customer acquisition. Built a scalable funnel that grew revenue by 30% within 90 days.

## CASE STUDY 04

# STREAMLINING INVENTORY & FULFILLMENT FOR GROWTH

### THE CHALLENGE

The business was dealing with long lead times, fulfillment delays, and operational drag from a bloated product catalog with low-performing SKUs.

#### DATA SOURCES ANALYZED

- SKU-level sales velocity & margin reports
- Inventory aging & stockout frequency
- Fulfillment & lead time tracking
- Customer service complain reports

### THE SOLUTION

Unprofitable SKUs were discontinued so focus could shift to high-margin best-sellers. Popular products were partially transitioned to Amazon FBA for better shipping speeds and Prime visibility.

#### BUSINESS IMPACT

Shipping times improved by 60% and operational complexity decreased. Visibility and sales on Amazon soared due to flywheel effects of Amazon Prime & faster shipping.

# READY TO TRANSFORM YOUR BUSINESS?

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

[Let's Get Started](#)