

⇒ PET CART PARTNERS ⇒

Strategic Partnership Case Study

Multi-Year Engagement ❤️ Founder-Led Pet Brand

KEY BUSINESS RESULTS

2.5 X

Website
Sales

2 X

Top-10 Ranked
Keywords

+40 %

Attributed
Email Sales

+25 %

Average Order
Value

5 X

Subscription
Growth

BUSINESS IMPACT SUMMARY

- ✓ Improved profit margins and pricing confidence across DTC and marketplaces
- ✓ Organic traffic growth through strategic product page optimization
- ✓ Email became a reliable, high-ROI channel with significant retention improvements
- ✓ Subscription program became a consistent source of recurring revenue
- ✓ Enhanced customer satisfaction leading to more positive reviews and repeat purchases

STRATEGIC SOLUTIONS DELIVERED

01

Product
Costings &
Pricing Models

MARGIN
CLARITY

02

Product
Page SEO
Optimization

INCREASED
TRAFFIC

03

Update
Email Lifecycle
Marketing

AUTOMATED
GROWTH

04

Strategic
Product
Bundling

REVENUE
BOOSTER

05

Subscription
Optimization

CUSTOMER
RETENTION

What began as a series of small operational wins evolved into a full-scale strategic partnership that increased both top-line revenue and long-term profitability. Through systematic, data-driven optimization across pricing strategy, product page SEO, email marketing, bundling, and subscription growth, we transformed multiple business functions while maintaining focus on sustainable, profitable growth.

READY TO GET STARTED?

Transform your business with
our strategic partnership

[Let's Connect!](#)

CASE STUDY 01

BUILDING A PRODUCT COSTING AND PRICING MODEL

THE CHALLENGE

No standardized method to calculate COGS, shipping impact, or margin thresholds. Pricing was inconsistent and profit margins were unclear.

DATA SOURCES ANALYZED

- SKU-level gross margin reports
- Packaging and shipping cost breakdown by bundle type
- Historical discounting patterns and their margin impact
- Competitive pricing analysis across marketplaces

THE SOLUTION

Created a master costing sheet that calculated all product offerings, estimated shipping tiers, and margin thresholds. Pricing structure was revised and bundles were adjusted to support profitability.

BUSINESS IMPACT

Improved pricing confidence, allowed for scalable discounting, and ensured promotions protected profit margins.

CASE STUDY 02

PRODUCT PAGE OPTIMIZATION FOR ORGANIC GROWTH

THE CHALLENGE

Product pages and product descriptions were basic. They lacked keyword intent, product benefits, and product reviews.

DATA SOURCES ANALYZED

- SEO audit of current product pages
- Keyword ranking reports for core products
- Conversion rate comparisons across product types

THE SOLUTION

Product pages were rewritten to include clear, benefit-driven copy using targeted keywords. New imagery was added to visually communicate product value, and a review widget was implemented to showcase customer feedback.

BUSINESS IMPACT

Organic traffic grew by 40% year over year, total ranking keywords doubled, and top 10 keyword rankings increased by 1.5 times.

CASE STUDY 03

EMAIL FLOW & LIFESTYLE SEGMENTATION FOR GROWTH

THE CHALLENGE

Email automation and lifecycle segmentation were outdated and underused.

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.

CASE STUDY 05

TURNING SUBSCRIPTIONS INTO SCALABLE GROWTH CHANNEL

THE CHALLENGE

The existing subscription model relied on manual invoices. Customers had to approve each reorder and there was no automation or incentive to subscribe.

DATA SOURCES ANALYZED

- Subscription opt-in and churn rates
- Customer service logs showing confusion
- Reorder frequency for key products
- Competitor research on subscription experience and benefits

THE SOLUTION

Transitioned to an auto-ship model with built-in discount. Created a customer-facing landing page explaining the benefits and management options.

BUSINESS IMPACT

Subscriptions increased 300% year over year and continued to grow. The program became a consistent source of recurring revenue and reduced the burden on customer support.

READY TO TRANSFORM YOUR BUSINESS?

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

[Let's Get Started](#)