

How Andeza Empowered a Leading Pet Food Brand to Achieve eCommerce Growth



BACKGROUND

In August 2023, a renowned pet food brand decided to shift from indirect sales channels to directly managing their Amazon storefront. This strategic move aimed to enhance their brand autonomy and improve customer interactions. The partnership with Andeza began at the SuperZoo 2023 event, setting the stage for a transformative journey.

THE CHALLENGE

The pet food brand faced significant challenges in this transition. Moving from reseller-dependent sales to direct sales meant they had to navigate the complexities of Amazon's marketplace, optimize their product listings, and ensure a seamless supply chain. Additionally, they needed to maintain a consistent and authentic brand experience to build trust with their customers. These challenges were critical as they directly impacted the brand's ability to attract and retain customers, manage inventory efficiently, and maintain their brand's reputation.

ANDEZA'S STRATEGY

Andeza implemented a comprehensive strategy to address these challenges and drive the brand's success:

1. **Subscribe and Save (SNS) Implementation:** In January 2024, Andeza recommended enrolling all eligible ASINs in Amazon's Subscribe and Save (SNS) program with a maximum seller-funded discount of 10%. This initiative aimed to increase customer loyalty and recurring revenue. The results were impressive: In the brand's first quarter participating (Q1 2024), the brand generated \$58K in SNS revenue, which grew to \$145K in Q2 2024—a 146% quarter-over-quarter increase.

Furthermore, the brand acquired 2.7K customer subscriptions and is growing the subscriber base by 15% each month. This steady increase in subscriptions not only boosted revenue but also fostered a loyal customer base.

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2. **New to Brand Customers:** After Andeza took over management of this brand (Jan 2024), New to Brand customers increased by +16.6%, sales by +19.8%, and potential new customers by +55% compared to the prior quarter (Q4 2023). This was a holistic strategy to increase upper funnel awareness in NTB customers through advertising campaigns, convert more NTB customers through better SNS incentives, and grow sales steadily by consistently adding NTB customers month over month.
3. **Creative Redesign of Brand Storefront:** In February 2024, Andeza undertook a complete creative redesign of the brand's Amazon storefront. The redesign included improved navigation, product grouping, pages, copy, and images. This enhanced user experience led to significant engagement improvements. In the first six months of 2024, the brand garnered 10.6K visitors compared to 13.4K for the entirety of 2023, and sales in these 6 months reached \$123K compared to \$165K for all of 2023. The number of new visitors increased dramatically from 270 in 2023 to 6.9K in the first half of 2024. The click-through rate (CTR) also improved from 3.7% to 5.5%, and sales on the treat page alone increased from \$27K (FY 2023) to \$41K (H1 2024).

RESULTS

SUBSCRIBE AND SAVE PROGRAM:

- **Revenue Growth:** Increased from \$58K in Q1 to \$145K in Q2 2024, highlighting the program's effectiveness in driving recurring sales.
- **Customer Loyalty:** The steady monthly growth in subscriptions (15%) indicates a strong and loyal customer base, which is crucial for long-term business stability and growth.

NEW TO BRAND CUSTOMERS:

- **New to Brand Customers:** Increased by +16.6% due to increased SNS incentives.
- **Sales:** Increased by +19.8%, with NTB sales making up 36.2% of total sales.
- **Potential New Customers:** Increased by +55% as a result of new advertising campaigns targeting NTB customers.

BRAND STOREFRONT PERFORMANCE:

- **Increased Visitors and Sales:** Significant increase in both visitors (10.6K in the first six months of 2024) and sales (\$123K), compared to the full year of 2023.
- **Higher Engagement:** Dramatic rise in new visitors and improved CTR, indicating better engagement and user experience.
- **Product Page Success:** Enhanced treat page performance, reflecting successful product grouping and presentation strategies.

Andeza's strategic approach and innovative solutions transformed this pet food brand's Amazon presence, driving exceptional growth and establishing the brand as a leader in direct-to-consumer sales in the pet food industry. Through meticulous optimization, creative redesign, and effective marketing strategies, Andeza enabled the brand to achieve significant increases in sales, customer subscriptions, and brand visibility. This case study exemplifies Andeza's ability to empower brands to navigate and excel in the competitive e-commerce landscape.

FOR MORE INFORMATION, CONTACT:

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SUBSCRIBE AND SAVE PROGRAM



146%

Quarter-Over-Quarter
Increase



+2.7K

Customer
Subscriptions

NEW TO BRAND CUSTOMERS



+16.6%

New to Brand
Customers



+19.8%

Sales



+55%

Potential New
Customers

BRAND STOREFRONT PERFORMANCE



10.6K

Storefront Visitors



12%

Brand Growth