



chewy

Q1-Q2 PERFORMANCE REPORT

REVIEW FOR SEM AND META



MEET THE COOPERY TEAM



JASMINE LONG



NADINE GIOVANNI



EMILY NINH



JACKLYN CARRASCO



AGENDA



1

SEM

2

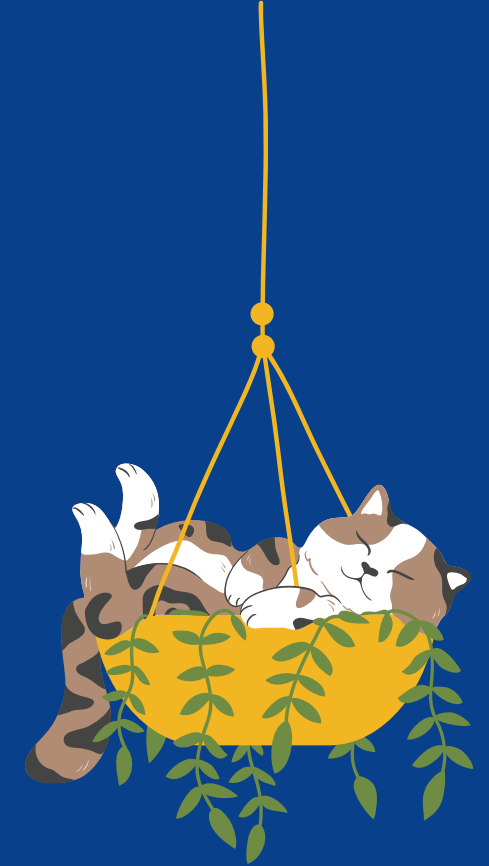
META

3

OVERALL PERFORMANCE

4

FINAL RECOMMENDATIONS



SEM



SEM PERFORMANCE

Campaign Name	Spend	Orders	Revenue	Impressions	Clicks	CTR	CVR	CPC	CPA
Bird	\$76,938.09	4,484	\$1,524,188.70	7,320,681	116,484	1.59%	3.85%	\$0.66	\$17.16
Cat	\$108,536.51	8,858	\$3,214,260.26	5,455,027	81,225	1.49%	10.91%	\$1.34	\$12.25
Dog	\$110,077.59	11,436	\$4,338,716.39	6,188,644	241,422	3.90%	4.74%	\$0.46	\$9.63
Fish	\$47,484.17	5,372	\$445,260.88	9,227,276	47,229	0.51%	11.37%	\$1.01	\$8.84

SEM PERFORMANCE CALLOUTS



- **Lowest spend:** Fish – \$47K
- **Highest Orders:** Dog – 11,436
- **Top Revenue:** Dog – \$4.3M
- **Best CTR:** Dog – 3.90%
- **Best CVR:** Fish – 11.37%
- **Lowest CPA:** Fish – \$8.84
- **Lowest CPC:** Dog – \$0.46
- **Weakest Performers:** Fish (445K revenue, 0.51% CTR) & Bird (\$1.5M revenue, 3.85% CVR, \$17.16 CPA)

SEM CONQUEST PERFORMANCE

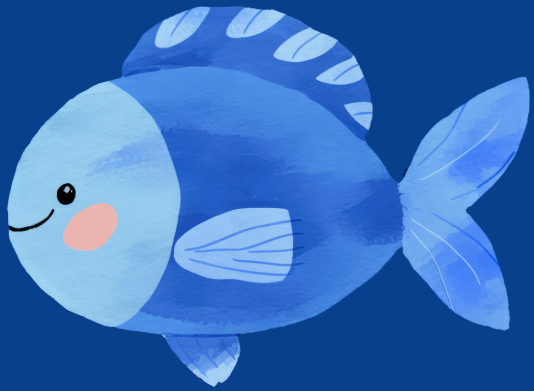
Campaign Name	Spend	Orders	Revenue	Impressions	Clicks	CTR	CVR	CPC	CPA
Bird	\$18,103.08	1,896.00	\$304,837.74	2,179,200	7,512	0.34%	25.24%	\$2.41	\$9.55
Cat	\$25,538.00	4,052.00	\$642,852.05	1620236	5,152	0.32%	78.65%	\$4.96	\$6.30
Dog	\$25,900.61	5,324.00	\$867,743.28	1,837,510	15,816	0.86%	33.66%	\$1.64	\$4.86
Fish	\$11,172.75	2,298.00	\$89,052.18	2750792	2,890	0.11%	79.50%	\$3.87	\$4.86

SEM CONQUEST PERFORMANCE CALLOUTS

- **Lowest Spend:** Fish – \$11K
- **Highest Orders:** Dog – 5,324
- **Top Revenue:** Dog – \$867,743
- **Best CTR:** Dog – 0.86%
- **Best CVR:** Fish – 79.50%
- **Lowest CPA:** Fish – \$4.86
- **Lowest CPC:** Dog – \$1.64
- **Weakest Performers:** Fish (\$89,052 Revenue, 0.11% CTR) & Bird (\$304,837 Revenue, \$9.55 CPA)



SEM FISH CAMPAIGN PERFORMANCE

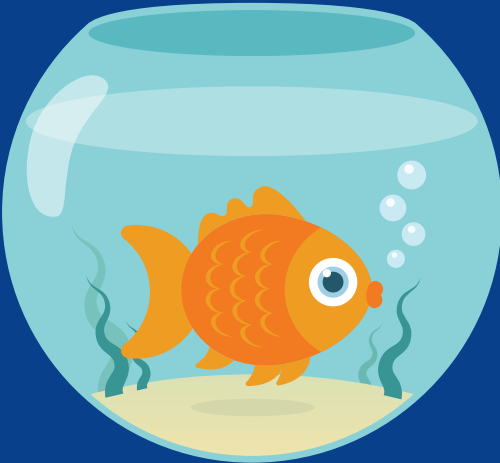


SEM CHANNEL (SEM & SEM CONQUEST)									
Campaign Name	Spend	Orders	Revenue	Impressions	Clicks	CTR	CVR	CPC	CPA
Bird	\$95,041.17	6,380	\$1,829,026.44	9,499,881	123,996	1.31%	5.15%	\$0.77	\$14.90
Cat	\$134,074.51	12,910	\$3,857,112.31	7,075,263	86,377	1.22%	14.95%	\$1.55	\$10.39
Dog	\$123,254.85	14,066	\$4,746,597.33	7,192,080	248,558	3.46%	3.46%	\$0.50	\$8.76
Fish	\$52,651.85	6,709	\$496,442.86	10,526,905	49,016	0.47%	13.69%	\$1.07	\$7.85

THE FISH CAMPAIGN WAS OVERALL THE LOWEST PERFORMER

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Spend: \$53k
Orders: \$6.7K
Revenue: \$495K
Clicks: 49k
CTR: 0.47%
CPC: \$1.07
CPA: \$7.85



OVERALL SEM CHANNEL PERFORMANCE



SEM CHANNEL (SEM & SEM CONQUEST)									
Campaign Name	Spend	Orders	Revenue	Impressions	Clicks	CTR	CVR	CPC	CPA
Bird	\$95,041.17	6,380	\$1,829,026.44	9,499,881	123,996	1.31%	5.15%	\$0.77	\$14.90
Cat	\$134,074.51	12,910	\$3,857,112.31	7,075,263	86,377	1.22%	14.95%	\$1.55	\$10.39
Dog	\$123,254.85	14,066	\$4,746,597.33	7,192,080	248,558	3.46%	3.46%	\$0.50	\$8.76
Fish	\$52,651.85	6,709	\$496,442.86	10,526,905	49,016	0.47%	13.69%	\$1.07	\$7.85
Grand Total	\$405,022.38	40,065	\$10,929,178.94	34,294,129	507,947	1.48%	7.89%	\$1.25	\$12.68

OVERALL SEM PERFORMANCE CALLOUTS

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Top Revenue: Cat - \$134M

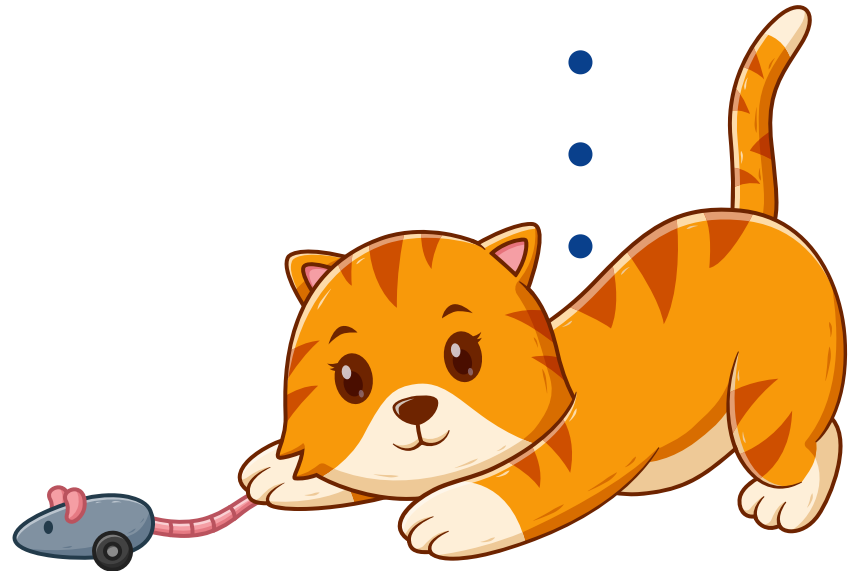
Best CTR: Dog - 3.46%

Best CVR: Cat- 14.95%

Lowest CPA: Fish - \$7.85

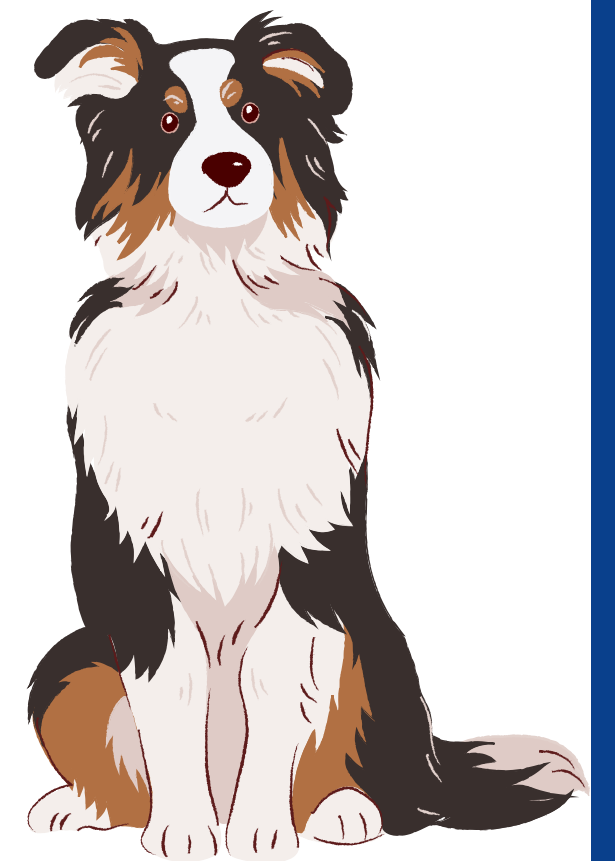
Lowest CPC: Dog- \$0.50

Weakest Performer: – Fish \$52K, CTR-0.47%, CPC \$1.07





META

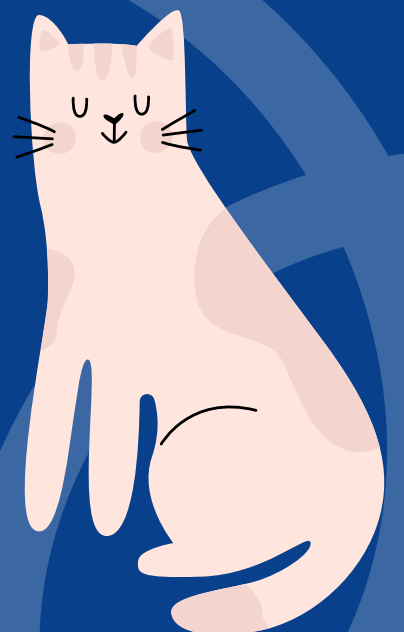


META AWARENESS PERFORMANCE

Campaign Name	Spend	Orders	Revenue	Impressions	Clicks	CTR	CVR	CPC	CPA
Bird	\$142,535.31	11,605.00	\$1,741,772.80	26,031,313	425,149	1.63%	2.73%	\$0.34	\$12.28
Cat	\$306,769.89	17,020.00	\$5,135,304.80	38,920,622	293,734	0.75%	5.79%	\$1.04	\$18.02
Dog	\$153,539.31	10,655.00	\$4,023,189.20	19,523,413	424,318	2.17%	2.51%	\$0.36	\$14.41
Fish	\$138,104.06	5,152.00	\$1,712,668.80	9,977,547	194,541	1.95%	2.65%	\$0.71	\$26.81
Reptile	\$108,393.49	4,396.00	\$801,896.00	18,635,492	326,426	1.75%	1.35%	\$0.33	\$24.66

META AWARENESS PERFORMANCE CALLOUTS

- Highest performer: Cat– \$306K Spend, \$17k orders, \$5M revenue
- Best CTR: Cat – 0.75%
- Best CVR: Cat – 5.79%
- Lowest CPA: Cat– \$12.28
- Lowest CPC: Reptile– \$0.33
- Weakest Performer: Reptile \$801K Revenue, 1.35% CVR



META RETARGET PERFORMANCE



Campaign Name	Spend	Orders	Revenue	Impressions	Clicks	CTR	CVR	CPC	CPA
Bird	\$351,496.23	19,995.00	\$5,889,486.79	38,062,976	764,212	2.01%	2.62%	\$0.46	\$17.58
Cat	\$688,807.52	42,593.00	\$8,702,630.19	130,690,373	1,265,132	0.97%	3.37%	\$0.54	\$16.17
Dog	\$805,584.96	76,570.00	\$31,235,789.45	124,021,594	1,906,717	1.54%	4.02%	\$0.42	\$10.52
Fish	\$211,785.52	10,719.00	\$3,336,072.89	53,427,627	237,336	0.44%	4.52%	\$0.89	\$19.76
Reptile	\$154,112.82	3,425.00	\$495,805.21	27,331,652	84,107	0.31%	4.07%	\$1.83	\$45.00

META RETARGET PERFORMANCE CALLOUTS

- Top Revenue: Dog – 31M
- Best CTR: Bird – 2.01%
- Best CVR: Fish– 4.52%
- Lowest CPA: Dog – \$10.52
- Lowest CPC: Dog– \$0.42
- Weakest Performer: – Reptile Revenue \$495K, CPA-\$45



META REPTILE CAMPAIGN PERFORMANCE



META CHANNEL (META RETARGET & META AWARENESS)									
Campaign Name	Spend	Orders	Revenue	Impressions	Clicks	CTR	CVR	CPC	CPA
Bird	\$494,031.55	31600	7,631,260	64,094,289	1,189,361	1.86%	2.66%	\$0.42	\$15.63
Cat	\$995,577.40	59613	13,837,935	169,610,995	1,558,866	0.92%	3.82%	\$0.64	\$16.70
Dog	\$959,124.27	87225	35,258,979	143,545,006	2,331,035	1.62%	3.74%	\$0.41	\$11.00
Fish	\$349,889.58	15871	5,048,742	63,405,173	431,877	0.68%	3.67%	\$0.81	\$22.05
Reptile	\$262,506.31	7821	1,297,701	45,967,144	410,533	0.89%	1.91%	\$0.64	\$33.56

THE REPTILE CAMPAIGN WAS OVERALL THE LOWEST PERFORMER

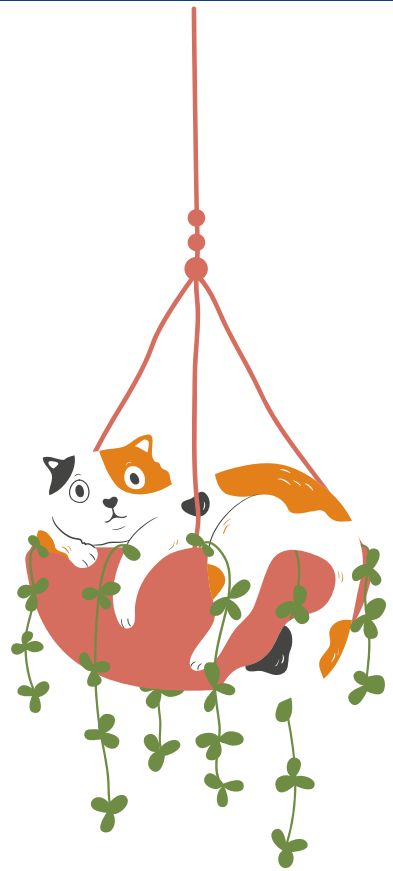
- Spend: \$262K
- Orders: 7.8K
- Revenue: \$1.2M
- Clicks: 410K
- CTR: 0.89%
- CPC: \$.054
- CPA: \$33.56



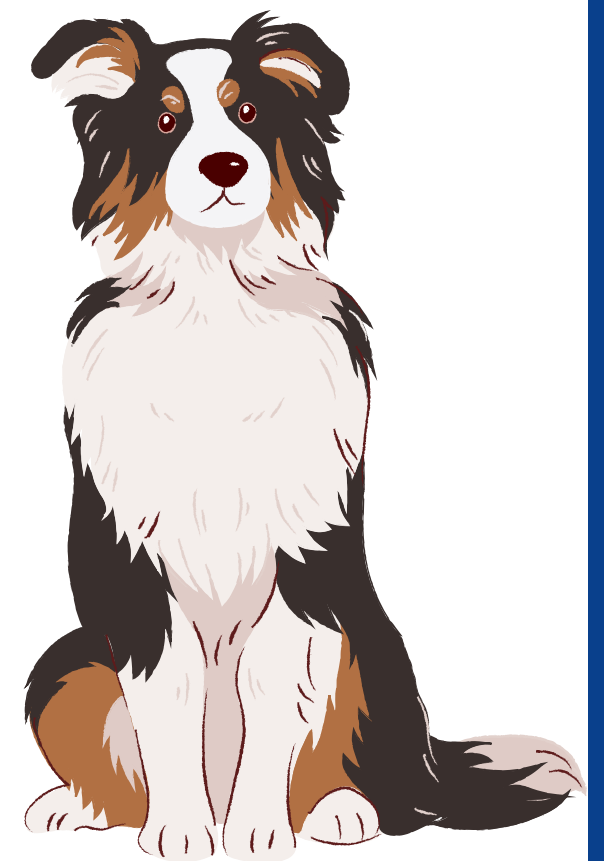
OVERALL META CHANNEL PERFORMANCE

META CHANNEL (META RETARGET & META AWARENESS)									
Campaign Name	Spend	Orders	Revenue	Impressions	Clicks	CTR	CVR	CPC	CPA
Bird	\$494,031.55	31600	7,631,260	64,094,289	1,189,361	1.86%	2.66%	\$0.42	\$15.63
Cat	\$995,577.40	59613	13,837,935	169,610,995	1,558,866	0.92%	3.82%	\$0.64	\$16.70
Dog	\$959,124.27	87225	35,258,979	143,545,006	2,331,035	1.62%	3.74%	\$0.41	\$11.00
Fish	\$349,889.58	15871	5,048,742	63,405,173	431,877	0.68%	3.67%	\$0.81	\$22.05
Reptile	\$262,506.31	7821	1,297,701	45,967,144	410,533	0.89%	1.91%	\$0.64	\$33.56
Grand Total	\$3,061,129.11	202130	\$63,074,616.13	486,622,606	5,921,672	1.22%	3.41%	\$1.93	\$29.30

- Highest performer: Dog-Top revenue \$35M
- Best CTR: Bird – 2.01%
- Best CVR: Fish – 4.52%
- Lowest CPA: Dog – \$10.52
- Lowest CPC: \$0.42
- Weakest Performer: Reptile- Lowest revenue \$1.2M

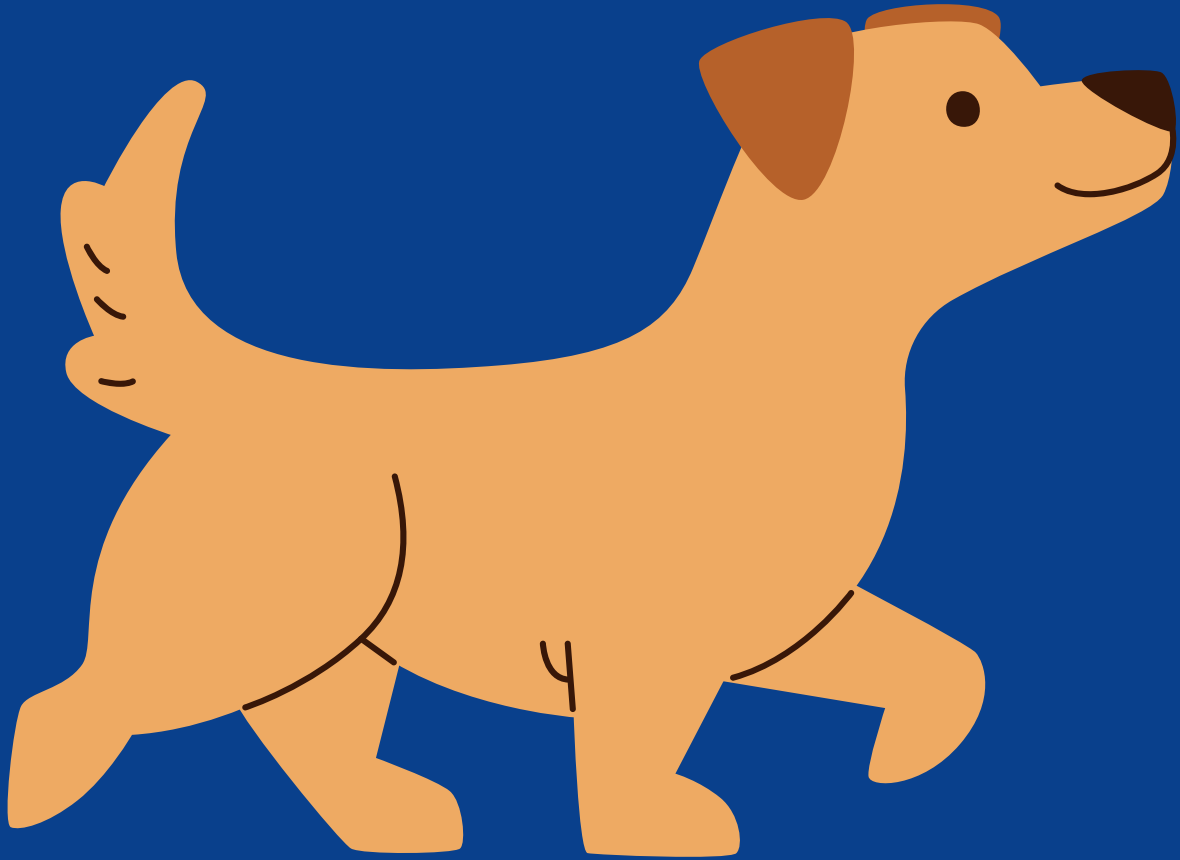


Overall Performance



QUARTER 1 HIGHLIGHTS

Q1 Performance									
Campaign Name	SUM of Spend	SUM of Orders	SUM of Revenue	SUM of Impressions	SUM of Clicks	CTR	CVR	CPC	CPA
Bird	\$287,676.27	20587	\$4,707,286.46	37,059,140.00	649,855.40	1.75%	3.17%	\$0.44	\$13.97
Cat	\$571,327.91	38846	\$9,276,463.08	95,129,684.67	788,542.73	0.83%	4.93%	\$0.72	\$14.71
Dog	\$513,042.22	52830	\$20,190,961.68	71,808,797.50	1,217,831.13	1.70%	4.34%	\$0.42	\$9.71
Fish	\$197,962.89	12903	\$2,821,021.77	37,414,241.00	258,100.33	0.69%	5.00%	\$0.77	\$15.34
Reptile	\$131,469.84	5121	\$674,130.21	22,994,526.00	213,620.33	0.93%	2.40%	\$0.62	\$25.67
Grand Total	\$1,701,479.12	130,287.00	37,669,863.19	264,406,389.17	3,127,950	1.18%	4.17%	\$0.54	\$13.06



- Top Revenue: Dog Campaign – \$20.19M
- Best CTR: Bird – 1.75%
- Best CVR: Fish – 5.0%
- Lowest CPA: Dog – \$9.71
- Lowest CPC: Bird – \$0.23
- Weakest Performer: Reptile – \$674K revenue, \$25.67 CPA

QUARTER 2 HIGHLIGHTS

Q2 Performance

Campaign Name	SUM of Spend	SUM of Orders	SUM of Revenue	SUM of Impressions	SUM of Clicks	CTR	CVR	CPC	CPA
Bird	\$301,396.45	17393	\$4,752,999.57	36,535,029.67	663,501.60	1.82%	2.62%	\$0.45	\$17.33
Cat	\$558,324.01	38846	\$8,418,584.22	81,556,572.83	856,700.07	1.05%	4.53%	\$0.65	\$14.37
Dog	\$582,060.25	51155	\$20,274,476.64	79,762,362.67	1,370,441.93	1.72%	3.73%	\$0.42	\$11.38
Fish	\$197,962.89	10638	\$2,762,032.98	37,969,000.17	223,896.07	0.59%	4.75%	\$0.88	\$18.61
Reptile	\$131,036.47	2700	\$623,571.01	22,972,617.50	196,913.00	0.86%	1.37%	\$0.67	\$48.53
Grand Total	\$1,783,400.78	115,563.00	36,831,664.42	250,536,849.90	3,311,453	1.32%	3.49%	\$0.54	\$15.43



- Top Revenue: Dog Campaign – \$20.27M
- Best CTR: Dog – 1.72%
- Best CVR: Fish – 4.75%
- Lowest CPA: Dog – \$11.38
- Lowest CPC: Dog – \$0.28
- Weakest Performer: Reptile – \$624K revenue, \$48.53 CPA

Q1 VS Q2

Campaign Name	SUM of Spend	SUM of Orders	SUM of Revenue	SUM of Impressions	SUM of Clicks	CTR	CVR	CPC	CPA
Q1	\$1,701,479.12	130,287.00	37,669,863.19	264,406,389.17	3,127,950	1.18%	4.17%	\$0.54	\$13.06
Q2	\$1,783,400.78	115,563.00	36,831,664.42	250,536,849.90	3,311,453	1.32%	3.49%	\$0.54	\$15.43
Grand Total	\$3,484,879.91	245,850.00	74,501,527.61	514,943,239.06	6,439,403	1.25%	3.82%	\$0.54	\$14.17

Quarter Over Quarter Changes								
Spend	Orders	Revenue	Impressions	Clicks	CTR	CVR	CPC	CPA
4.81%	-11.30%	-2.23%	-5.25%	5.87%	11.73%	-16.22%	-0.99%	18.17%

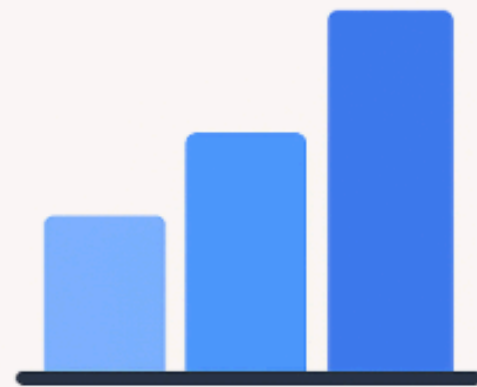
- Spend: Increased (\$1.7M → \$1.8M) ▲
- Orders: Declined (130k→ 115K) ▼
- Revenue: Flat (\$37.7M → \$36.8M) 💰
- Impressions: Declined (2.6M→2.5) ▼

- CTR: Improved (1.18% → 1.32%) ✓
- CVR: Declined (4.17% → 3.49%) ▼
- CPC: Rose (\$0.31 → \$0.34) ▼
- CPA: Worsened (\$13.06 → \$15.43) ✗



SUMMARY

Meta



Scale & Volume

SEM



Efficiency & Cost-
Effectiveness

Meta drives growth at scale, while SEM maximizes efficiency.

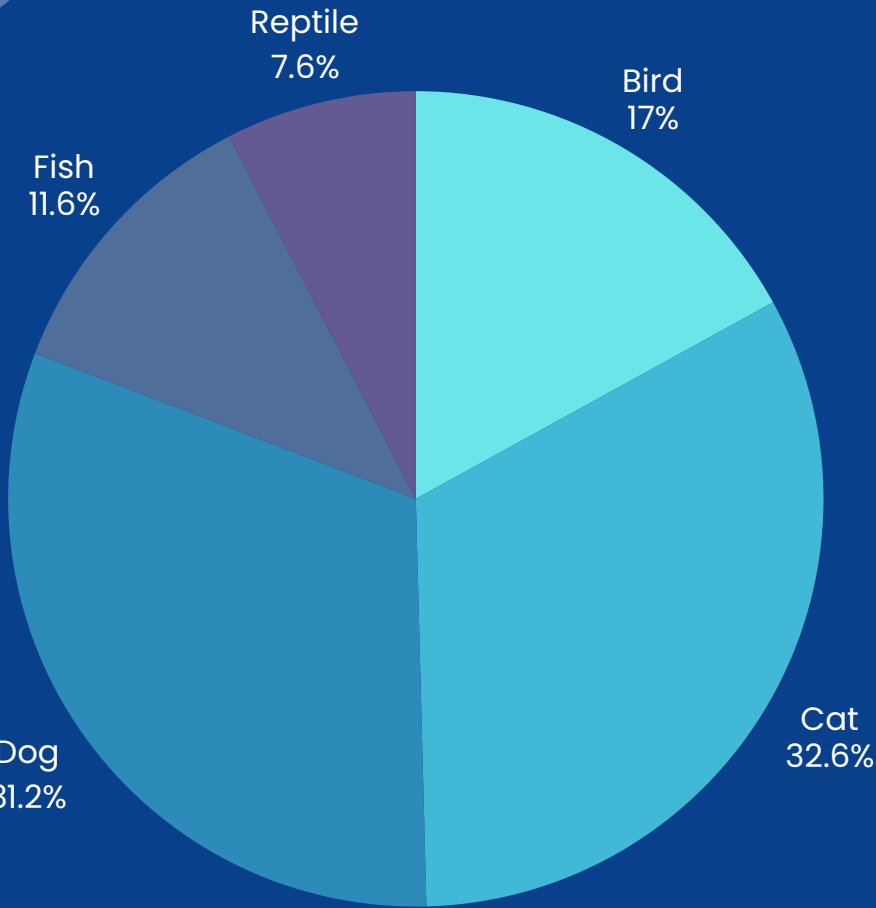
- Meta = Scale & Volume (majority of revenue + orders).
- SEM = Efficiency & Cost-Effectiveness (higher CVR, lower CPA).
- 📌 Meta drives growth at scale, while SEM maximizes efficiency.



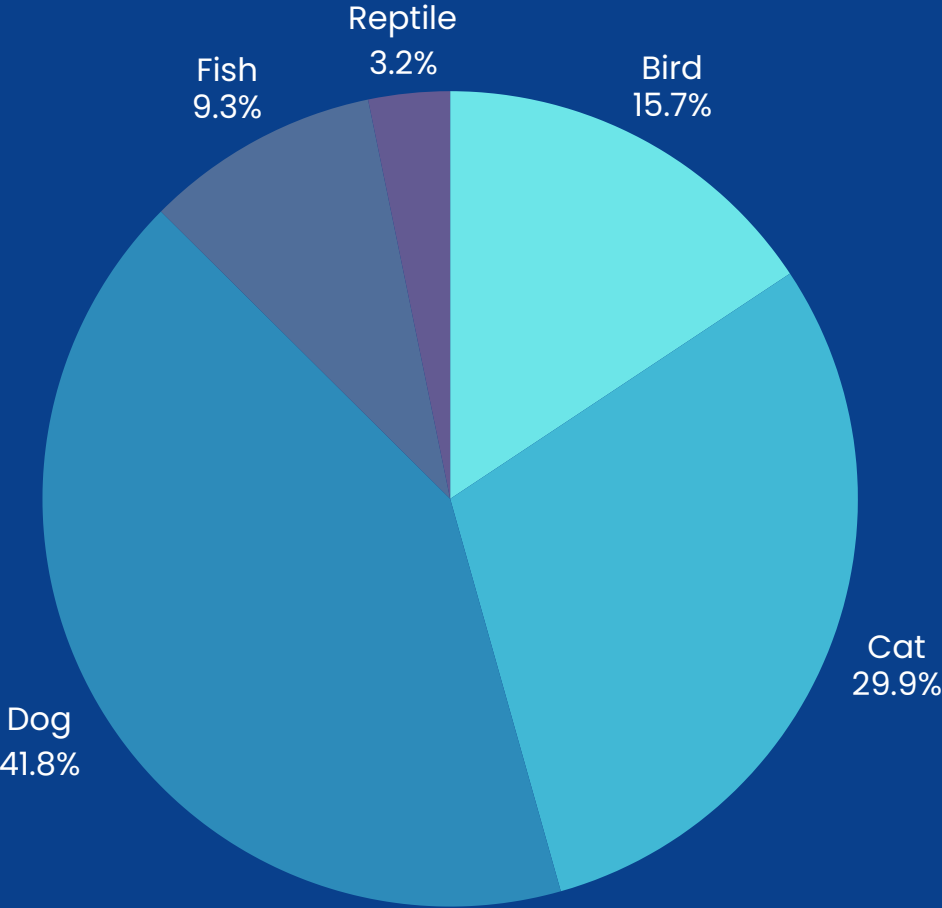
OVERALL PERFORMANCE



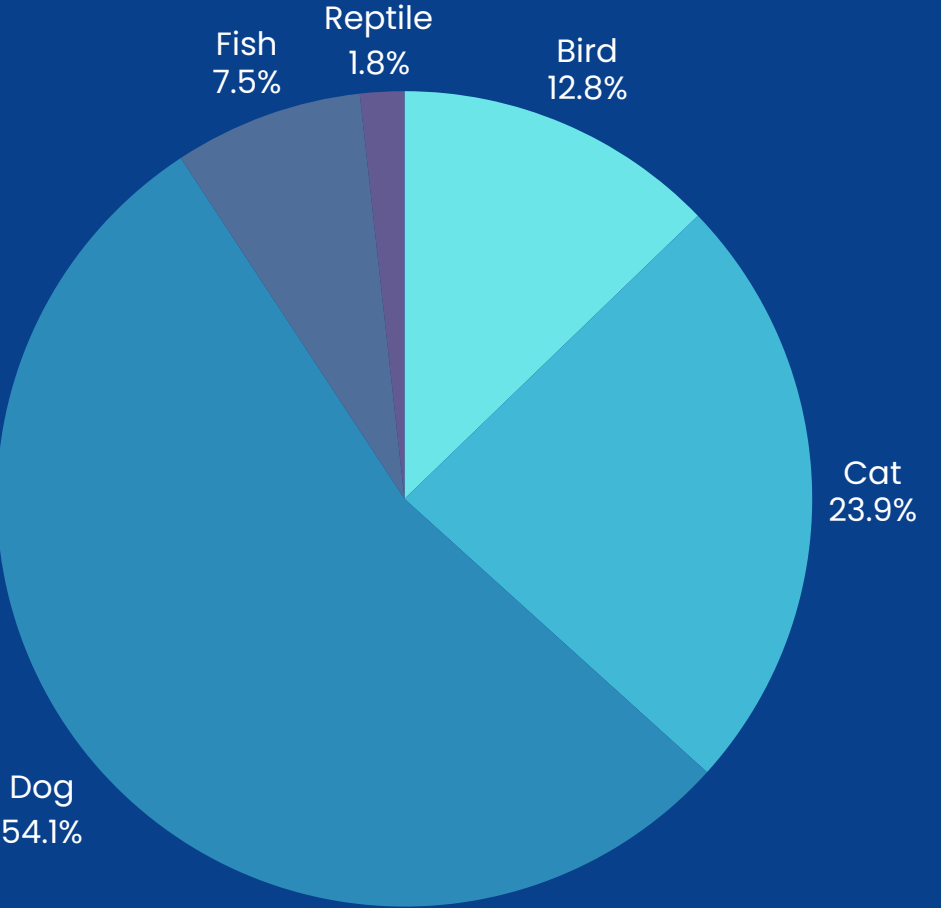
Spend

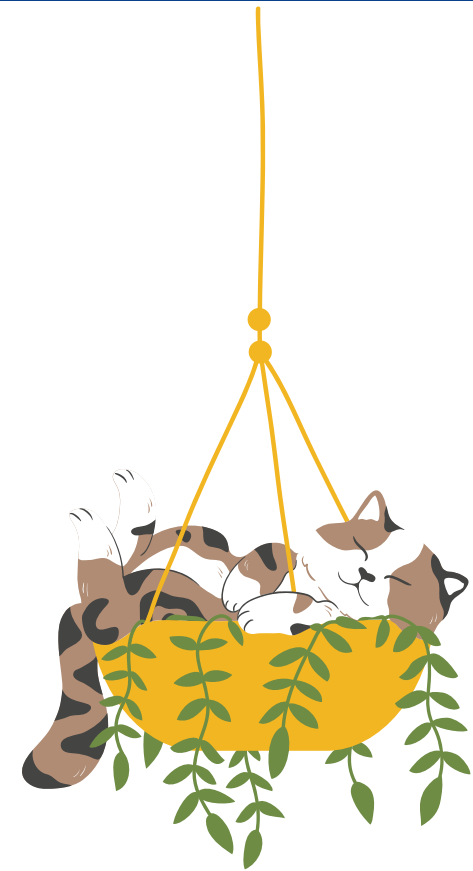


Orders

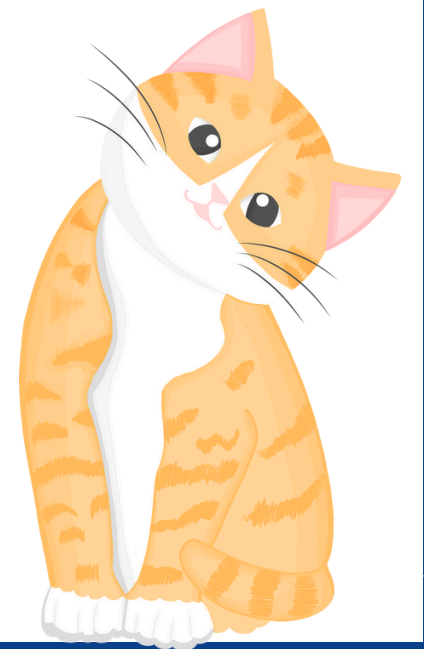


Revenue





Final Recommendations



BUDGET RECOMMENDATIONS

Q1 BUDEGET FORCAST						
	Bird	Cat	Dog	Fish	Reptile	Total
SEM	\$40,000.00	\$55,000.00	\$50,000.00	\$25,000.00		\$170,000.00
SEM (Conquest)	\$10,000.00	\$12,000.00	\$12,000.00	\$6,000.00		\$40,000.00
Social (Awareness)	\$80,000.00	\$150,000.00	\$60,000.00	\$70,000.00	\$60,000.00	\$420,000.00
Social (Retargeting)	\$180,000.00	\$350,000.00	\$380,000.00	\$120,000.00	\$80,000.00	\$1,110,000.00
Totals	\$310,000.00	\$567,000.00	\$502,000.00	\$221,000.00	\$140,000.00	\$1,740,000.00

Q1 BUDGET ACTUALS						
	Bird	Cat	Dog	Fish	Reptile	Total
SEM	\$38,407.21	\$53,461.43	\$51,155.53	\$21,962.61		\$164,986.78
SEM (Conquest)	\$9,036.99	\$12,579.16	\$12,036.60	\$5,167.67		\$38,820.42
Social (Awareness)	\$67,290.51	\$159,985.89	\$65,170.91	\$65,651.26	\$54,281.49	\$412,380.06
Social (Retargeting)	\$172,941.55	\$345,301.43	\$384,679.17	\$105,181.35	\$77,188.36	\$1,085,291.85
Totals	\$287,676.26	\$571,327.90	\$513,042.21	\$197,962.89	\$131,469.85	\$1,701,479.11



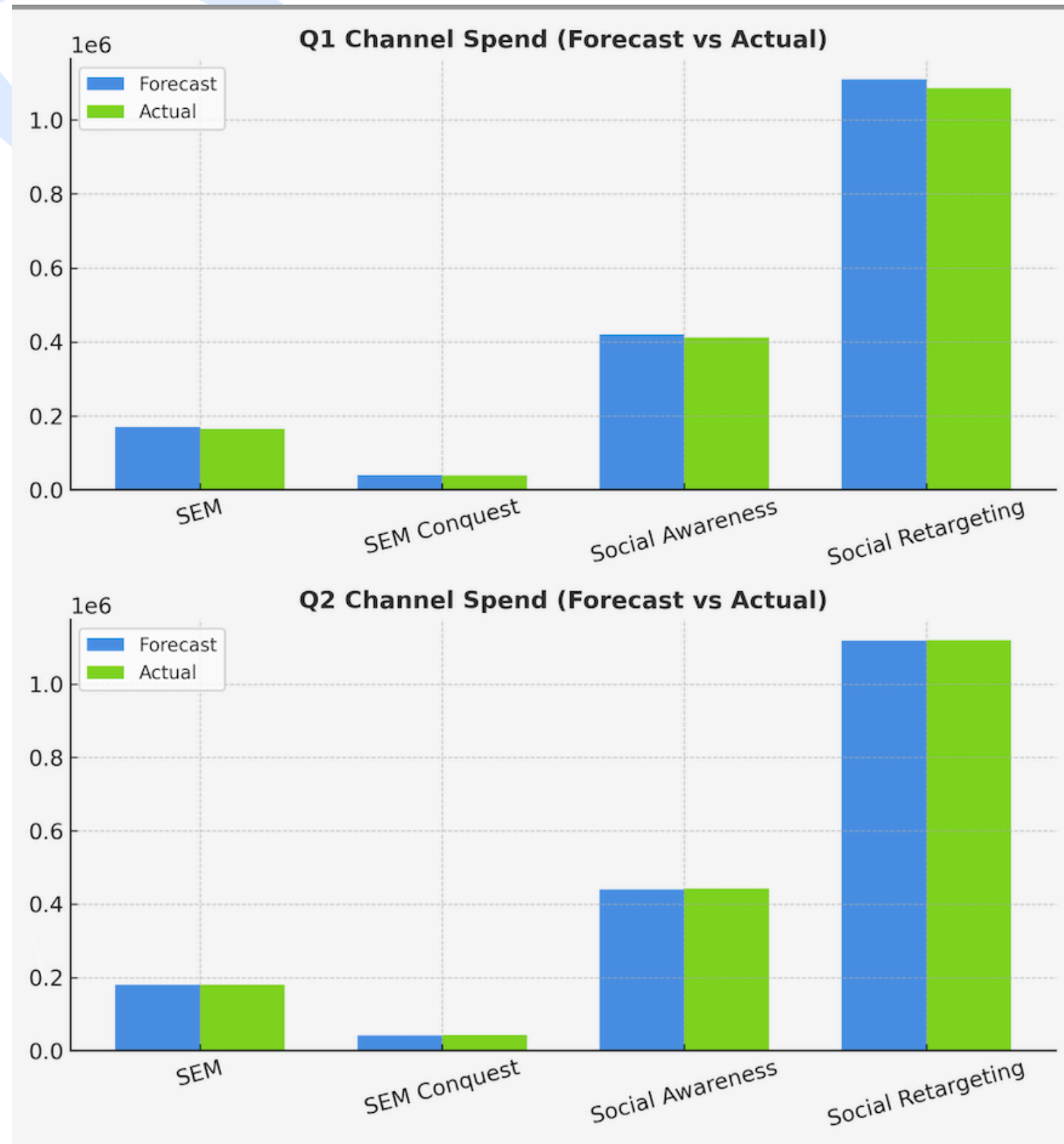
BUDGET RECOMMENDATIONS

Q2 BUDGET FORCAST						
	Bird	Cat	Dog	Fish	Reptile	Total
SEM	\$40,000.00	\$45,000.00	\$55,000.00	\$30,000.00		\$170,000.00
SEM (Conquest)	\$10,000.00	\$12,000.00	\$15,000.00	\$5,000.00		\$42,000.00
Social (Awareness)	\$76,000.00	\$140,000.00	\$88,000.00	\$75,000.00	\$60,000.00	\$439,000.00
Social (Retargeting)	\$180,000.00	\$340,000.00	\$420,000.00	\$110,000.00	\$80,000.00	\$1,130,000.00
Totals	\$306,000.00	\$537,000.00	\$578,000.00	\$220,000.00	\$140,000.00	\$1,781,000.00

Q2 BUDGET ACTUALS						
	Bird	Cat	Dog	Fish	Reptile	Total
SEM	\$38,530.87	\$55,075.08	\$58,922.05	\$25,521.57		\$178,049.57
SEM (Conquest)	\$9,036.99	\$12,958.84	\$13,864.01	\$6,005.07		\$41,864.92
Social (Awareness)	\$75,244.80	\$146,784.00	\$88,368.40	\$72,452.80	\$54,112.00	\$436,962.00
Social (Retargeting)	\$178,554.68	\$343,506.09	\$420,905.79	\$106,604.17	\$76,924.47	\$1,126,495.20
Totals	\$301,367.35	\$558,324.01	\$582,060.25	\$210,583.61	\$131,036.47	\$1,783,371.68



FINAL RECOMMENDATIONS

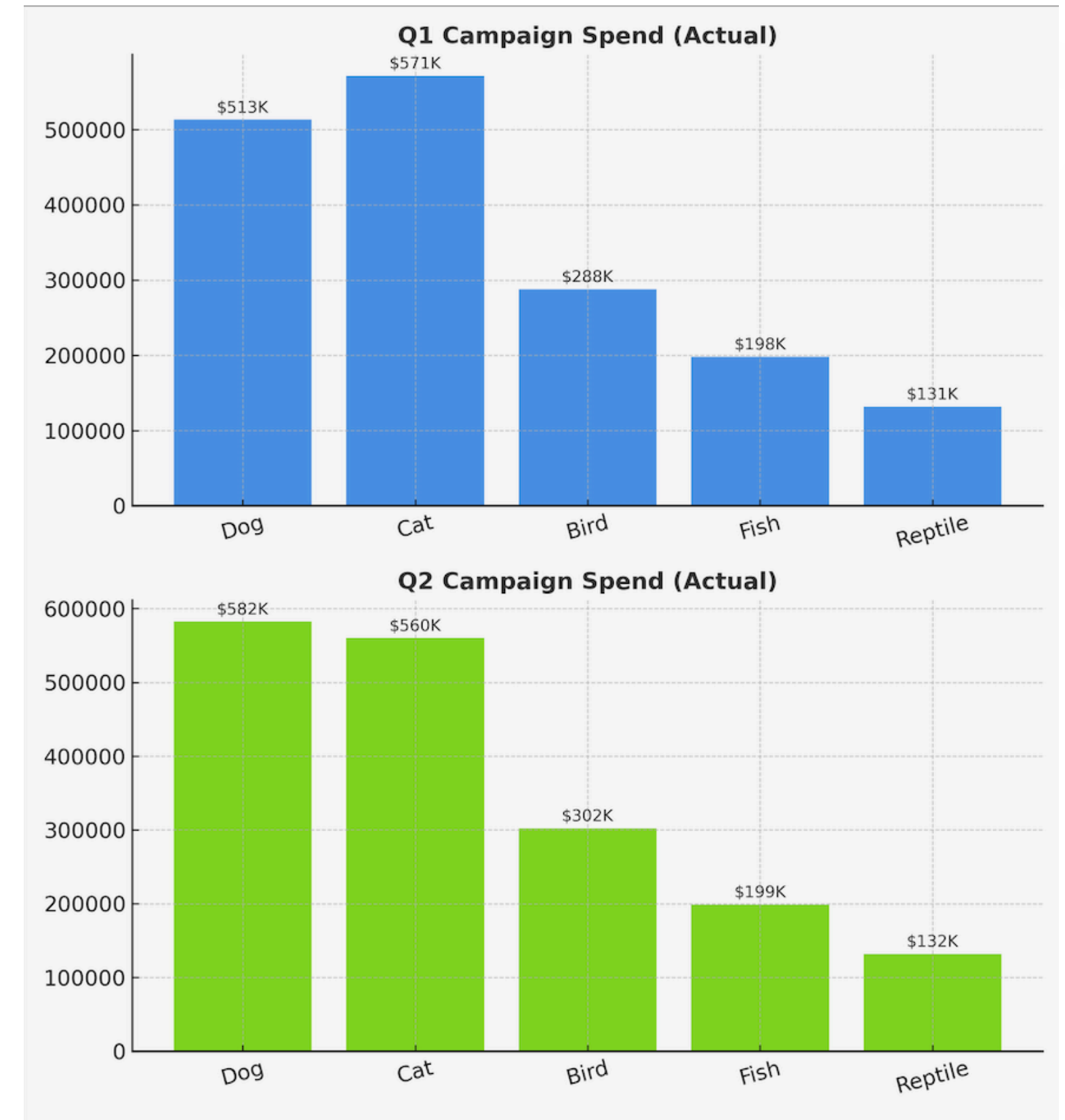


- Most of the spending is on **Social Retargeting**
- Can invest more in **SEM Conquest**



FINAL RECOMMENDATIONS

- Continue investing in **Dog and Cat SEM** campaigns since they were the most successful
- Allocate a small portion to lower-performing **Bird, Fish, and Reptile** under Social Awareness and Meta to improve next quarter's results.



OVERALL STRATEGY

**META = GROWTH & SCALE (REACH,
ORDERS, TOP + MID FUNNEL)**

**SEM = EFFICIENCY & ROI (CAPTURE
INTENT, MAXIMIZE CONVERSIONS)**

**TOGETHER → BALANCED CHANNEL MIX:
META DRIVES PIPELINE & ORDERS, SEM
ENSURES COST-EFFECTIVE CONVERSION.**





THANK YOU!

