

The background is a solid blue color. A large, white, rounded rectangular shape is centered on the page. Scattered around this white shape are several dark blue paw prints of varying sizes. Some are on the blue background, and some are on the white shape.

chewy

Q1-Q2 Performance Data Report



Meet The COOPery Team



Citlalli
she/her/hers



Jesús
he/him/his



Lynique
she/her/hers



Marcela
she/her/hers



Miguel
he/him/his

Agenda

Paid Search Campaigns

- SEM
- SEM Conquest

Paid Social Campaign

- Meta Retarget
- Meta Awareness

Overall Performance

Recommendations for Next Year



A brown dog is shown from the side, sniffing a stack of blue and white Chewy boxes. In the foreground, there are several round, flower-shaped dog treats. A white bowl with the word "FOOD" on it is also visible. The background is a solid light pink color.

Paid Search Campaigns Analysis

Overall 2024 SEM Standard Performance

SEM Q1				
Campaign	CTR	CPC	CPA	CVR
Bird	1.44%	\$0.65	\$16.63	3.89%
Cat	1.45%	\$1.18	\$12.70	9.26%
Dog	3.22%	\$0.51	\$9.56	5.28%
Fish	0.66%	\$0.77	\$7.22	10.62%
Total	1.59%	\$0.71	\$11.10	6.40%
SEM Q2				
Campaign	CTR	CPC	CPA	CVR
Bird	1.79%	\$0.68	\$17.72	3.81%
Cat	1.56%	\$1.58	\$11.78	13.44%
Dog	4.60%	\$0.42	\$9.68	4.34%
Fish	0.38%	\$1.37	\$10.95	12.54%
Total	1.88%	\$0.70	\$11.66	6.01%

Most efficient quarter: Q1

- Lower CPA than Q2, with minimal difference (+\$0.56)
- Higher CVR than Q2

Highest performing campaign: Dog

- Lowest CPA and CPC in Q1 + Q2
- Increased CTR despite slight CVR decrease

Lowest performing campaign: Fish

- Lowest CTR, increased CPA in Q2.
- Steepest increase in CPC (+\$.0.60), CPA (+\$3.73)

Overall 2024 SEM Conquest Performance

SEM Conquest Q1				
Campaign	CTR	CPC	CPA	CVR
Bird	0.31%	\$2.34	\$9.26	25.31%
Cat	0.31%	\$4.32	\$6.54	66.08%
Dog	0.71%	\$1.82	\$4.88	37.34%
Fish	1.78%	\$2.89	\$3.87	74.82%
Total	0.34%	\$2.59	\$5.81	44.56%
SEM Conquest Q2				
Campaign	CTR	CPC	CPA	CVR
Bird	0.39%	\$2.48	\$9.85	25.17%
Cat	0.33%	\$5.96	\$6.05	98.49%
Dog	1.02%	\$1.51	\$4.86	31.02%
Fish	0.08%	\$5.44	\$6.25	87.09%
Total	0.41%	\$2.56	\$6.09	42.00%

Most efficient quarter: Q1

- Lowest CPA
- Highest CVR

Highest performing campaign: Dog

- Lowest CPC in Q1 + Q2
- Increased CTR and CVR in Q2

Lowest performing campaign: Fish

- Despite the high CVR, the CTR decreased in Q2 by 1.70%
- Increased CPC and CPA in Q2

Overall 2024 SEM Performance

Q1-Q2 SEM Product Campaigns

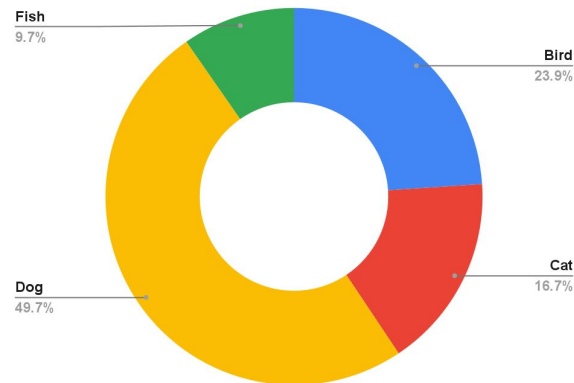
Campaign	Cost	Clicks	Impressions	Orders	Revenue	CTR (%)	CPC (\$)	CPA (\$)	CVR (%)
Bird	\$95,041	123,996	9,499,881	6,380	\$1,829,026	1.31%	\$0.77	\$14.90	5.15%
Cat	\$134,075	86,377	7,075,263	12,910	\$3,857,112	1.22%	\$1.55	\$10.39	14.95%
Dog	\$135,978	257,238	8,026,154	16,760	\$5,206,460	3.21%	\$0.53	\$8.11	6.52%
Fish	\$58,657	50,119	11,978,068	7,670	\$534,313	0.42%	\$1.17	\$7.65	15.30%
Overall Total	\$423,751	517,731	36,579,366	43,720	\$11,426,911	1.42%	\$0.82	\$9.69	8.44%

Performance Overall Callouts

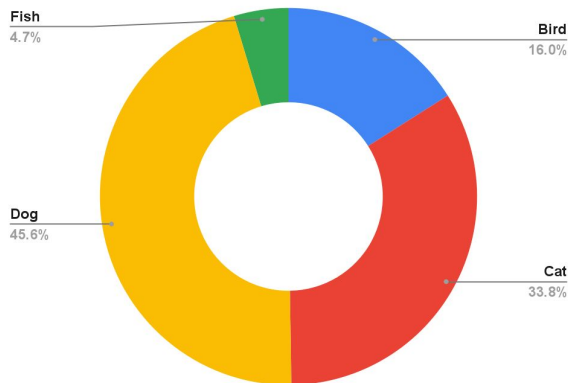
- With a low CTR (0.42%), low CPA (\$7.65), yet high CVR (15.30%), the [fish campaign](#) shows strong conversion efficiency but has room for improvement engagement-wise.
- The [cat campaign](#) has the highest CPC at \$1.55, which can indicate increased competition with other campaigns from other Chewy competitors.

SEM Campaigns Performance

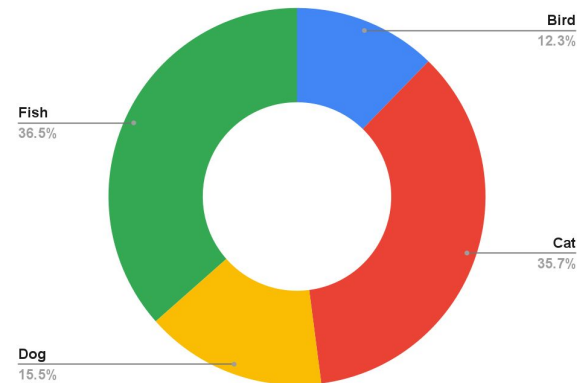
Clicks



Revenue



CVR



While the **dog campaign** performs best in clicks and revenue, it falters in CVR (6.52%) Having the lowest CPC (\$0.53) and CPA (\$8.11), it continues to be most **cost efficient** overall.

A small, scruffy dog with light brown and white fur is sitting inside an open cardboard box. The box is blue and white, with the 'chewy.com' logo and the tagline 'where pet lovers shop' printed on the sides. The dog is looking directly at the camera. The background is a dimly lit room with a wooden chair and a bed visible.

Paid Social Campaign Analysis

Overall 2024 Meta Retarget Performance

Meta Retarget Q1				
Campaign	CTR	CPC	CPA	CVR
Bird	2.05%	\$0.46	\$16.58	2.79%
Cat	0.82%	\$0.62	\$15.81	3.92%
Dog	1.57%	\$0.42	\$9.76	4.31%
Fish	0.46%	\$0.85	\$18.04	4.73%
Reptile	0.29%	\$2.20	\$31.94	6.89%
Total	1.09%	\$0.54	\$13.58	3.99%
Meta Retarget Q2				
Campaign	CTR	CPC	CPA	CVR
Bird	1.97%	\$0.46	\$18.67	2.45%
Cat	1.13%	\$0.49	\$16.55	2.93%
Dog	1.51%	\$0.42	\$11.33	3.75%
Fish	0.42%	\$0.93	\$21.80	4.28%
Reptile	0.32%	\$1.57	\$76.31	2.06%
Total	1.18%	\$0.50	\$15.36	3.26%

Most efficient quarter: Q1

- Lower CPA than Q2
- Higher CVR than Q2

Highest performing campaign: Dog

- Lowest CPC and CPA
- Most cost-effective in converting sales

Lowest performing campaign: Reptile

- Low CTR, highest CPC + CPA
- Largest CVR drop at -4.83%

Overall 2024 Meta Awareness Performance

Meta Awareness Q1				
Campaign	CTR	CPC	CPA	CVR
Bird	1.58%	\$0.32	\$9.79	3.23%
Cat	0.79%	\$0.88	\$14.82	5.94%
Dog	2.07%	\$0.34	\$11.67	2.87%
Fish	2.00%	\$0.63	\$24.37	2.58%
Reptile	1.64%	\$0.30	\$20.07	1.51%
Total	1.41%	\$0.47	\$14.39	3.28%
Meta Awareness Q2				
Campaign	CTR	CPC	CPA	CVR
Bird	1.69%	\$0.35	\$15.89	2.23%
Cat	0.71%	\$1.31	\$23.59	5.56%
Dog	2.27%	\$0.38	\$17.43	2.21%
Fish	1.89%	\$0.80	\$29.48	2.73%
Reptile	1.91%	\$0.37	\$31.98	1.14%
Total	1.55%	\$0.55	\$21.66	2.55%

Most efficient quarter: Q1

- Highest CVR
- Lowest CPC, CPA

Highest performing campaign: Bird

- Lowest CPC and CPA in Q1 + Q2
- Increased CTR in Q2, with a -1% decrease in CVR in Q2

Lowest performing campaign: Cat

- Highest CPC in Q1 + Q2
- Decreased CTR, CVR and increased CPC, CPA makes it cost inefficient

Overall 2024 Meta Performance

Q1-Q2 Meta Product Campaigns

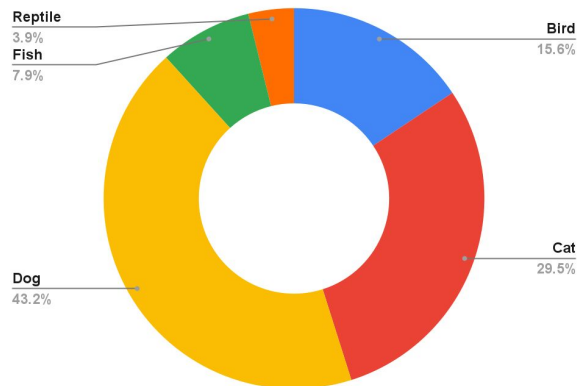
Campaign	Cost	Clicks	Impressions	Orders	Revenue	CTR (%)	CPC (\$)	CPA (\$)	CVR (%)
Bird	\$494,032	1,189,361	64,094,289	31,600	\$7,631,260	1.86%	\$0.42	\$15.63	2.66%
Cat	\$995,577	1,558,866	169,610,995	59,613	\$13,837,935	0.92%	\$0.64	\$16.70	3.82%
Dog	\$959,124	2,331,035	143,545,006	87,225	\$35,258,979	1.62%	\$0.41	\$11.00	3.74%
Fish	\$349,890	431,877	63,405,173	15,871	\$5,048,742	0.68%	\$0.81	\$22.05	3.67%
Reptile	\$262,506	410,533	45,967,144	7,821	\$1,297,701	0.89%	\$0.64	\$33.56	1.91%
Overall Total	\$3,061,129	5,921,672	486,622,606	202,130	\$63,074,616	1.22%	\$0.52	\$15.14	3.41%

Performance Overall Callouts

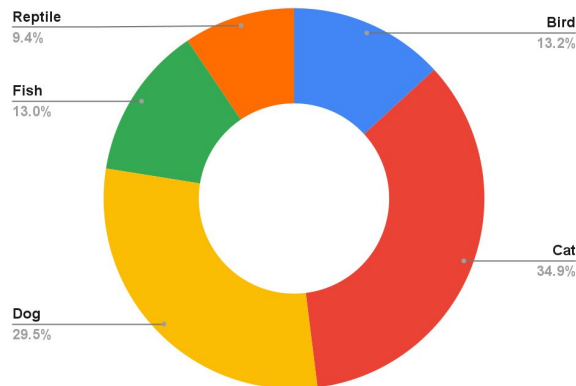
- With the highest CVR (3.82%) out of all campaigns, the [cat campaign](#) is successful at attracting visitors and turning them into customers. However, it is worth noting that the CPC for the campaign is very high at \$16.70.
- With a strong CTR of 1.86%, the [bird campaign](#) is compelling users to click on bird-related ads, but its CVR of 2.66% indicates that the campaign is losing conversions post-click.

Meta Campaigns Performance

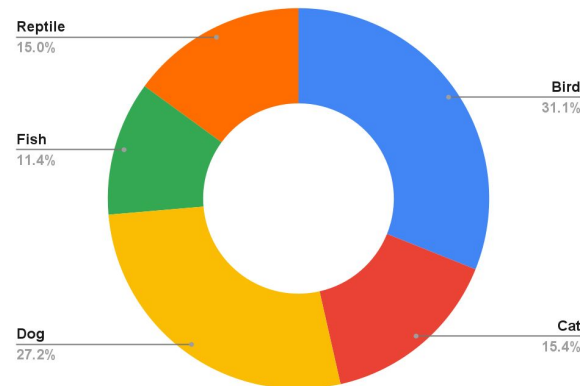
Clicks



Revenue



CVR



With the most clicks and revenue, the [dog campaign](#) proved to be most engaging. In addition to a CPC (\$0.41) and CVR (3.74%) it was cost efficient.

A bearded dragon lizard with orange and yellow scales is perched on the edge of a blue Chewy box. The box features the Chewy logo and the tagline "where pet lovers shop". The lizard is looking upwards and to the left.

Overall Performance

chewy.com
where pet lovers shop

Overall Campaign Performance

Overall Q1 and Q2 Totals									
Campaign	Cost	Clicks	Impressions	Orders	Revenue	CTR (%)	CPC (\$)	CPA (\$)	CVR (%)
Bird	\$589,073	1,313,357	73,594,170	37,980	\$9,460,286	1.78%	\$0.45	\$15.51	2.89%
Cat	\$1,129,652	1,645,243	176,686,258	72,523	\$17,695,047	0.93%	\$0.69	\$15.58	4.41%
Dog	\$1,095,102	2,588,273	151,571,160	103,985	\$40,465,438	1.71%	\$0.42	\$10.53	4.02%
Fish	\$408,546	481,996	75,383,241	23,541	\$5,583,055	0.64%	\$0.85	\$17.35	4.88%
Reptile	\$262,506	410,533	45,967,144	7,821	\$1,297,701	0.89%	\$0.64	\$33.56	1.91%
Overall Total	\$3,484,880	6,439,403	523,201,972	245,850	\$74,501,528	1.23%	\$0.54	\$14.17	3.82%

Most efficient quarter: Q1

- Lowest CPA, CPC
- Highest CVR, CTR

Highest performing campaign: Dog

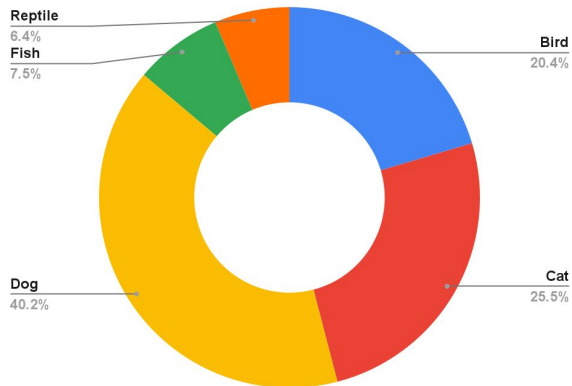
- Lowest CPC, CPA, high ROI

Lowest performing campaign: Reptile

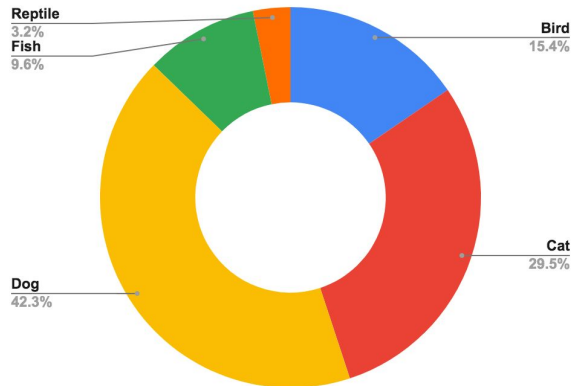
- Highest CPA, lowest CVR
- Lowest revenue and orders

Overall Campaign Performance

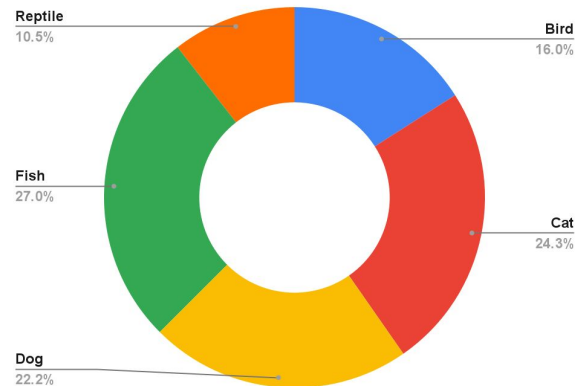
Clicks



Revenue



CVR



With a CTR (1.62%) and CVR (3.74%), the **dog campaign** proved to be most successful, and with the lowest CPC (\$0.41) and CPA (\$11.00), most cost efficient.

A ginger and white cat is peeking out from a stack of cardboard boxes. The boxes are branded with the Chewy logo, which includes the word "chewy" in a stylized font and the tagline "where pet lovers shop". The background is a solid light pink color.

Recommendations For Next Year

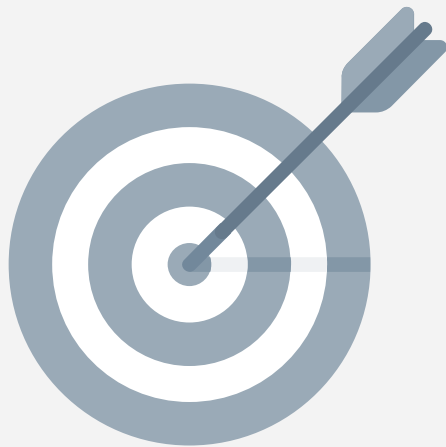
Overall SEM Recommendations

With a low CTR (0.42%), low CPA (\$7.65), yet high CVR (15.30%), the [fish campaign](#) shows strong conversion efficiency but has room for improvement engagement-wise.

- We suggest that the Chewy team implement strategies to boost engagement and increase CTR.

The [cat campaign](#) has the highest CPC at \$1.55, which can indicate increased competition with other campaigns from other Chewy competitors.

- We suggest the Chewy team to **redefine their current ads**, as better ads lead to more engagement, lowering the CPC.



Overall Meta Recommendations

With the highest CVR (3.82%) out of all campaigns, the [cat campaign](#) is successful at attracting visitors and turning them into customers.

- However, the CPC for the campaign is very high at \$16.70, which can be reduced via better **audience targeting** or **implementing marketing strategies**, such as **negative keywords**.

[Reptile campaign](#) performed the lowest while having the highest CPA (\$33.56)

- **Refine targeting** to narrow audiences with clear interest to increase CTR and Optimize Ad Creative (visuals).
- **Adjust budget** toward higher performing campaigns (Dog or Cat) while testing smaller, optimized Reptile audiences to reduce waste.





Any Questions?

chewy.com
where pet lovers shop