



4 FOX
BUSINESS SOLUTIONS PVT. LTD.
INSPIRING GROWTH

Petsy Case Study

Category
Pets Product





Overview

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- The Solution we Delivered **03**
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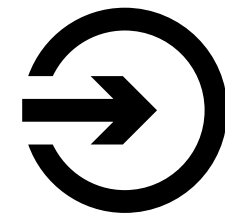
About Brand

Petsy is a brand that's been around since **2023**, and they're all about making pet products that include **pet poop spray, anti flea spray and few pet accessories**. At **Petsy**, we believe that pets are not just companions; they are cherished members of our families, and they deserve the very best. Founded by **Chirag Sharma and Mohit Sharma**, a passionate pet lover and visionary entrepreneur, Petsy is more than just a brand; it's a promise to make every moment with your furry friend extraordinary. The inspiration behind Petsy came from **Chirag Sharma's** lifelong love for animals. Growing up with pets, Chirag experienced firsthand the joy and unconditional love that pets bring into our lives. However, he also noticed a gap in the market for high-quality, innovative pet care products that genuinely cater to the needs of both pets and their owners. The journey to create **Petsy** was driven by a simple yet powerful mission: to enhance the lives of pets and their owners through products that combine quality, safety, and fun.



Overcoming Challenges

PETSY's Path to Pet Solution Success



Market Entry

PETSY entered a crowded market, making it tough to get noticed among established brands.



Product Differentiation:

Standing out from competitors and showing why their Potty & Toilet Training Spray was unique posed a significant challenge.



Online Visibility:

With the shift towards e-commerce, PETSY needed to establish a strong online presence to reach their target audience effectively.

The Solution we Delivered

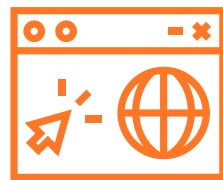
01



Brand Identity

We crafted a fresh and distinctive logo for PETSU, aligning it with their brand values and target audience preferences.

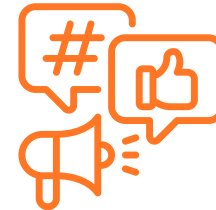
02



Website Development

Within just 20 days, we designed and developed a website that not only showcased PETSU's products but also provided an intuitive and engaging user experience.

03



Social Media Marketing

Leveraging the power of Instagram and Facebook, we launched a robust social media campaign. Through compelling content highlighting PETSU's product benefits and real-life usage scenarios, we captivated the audience's attention.

04



Meta Ads Campaign

To maximize reach and engagement, we utilized Meta Ads to target specific demographics and test various creative approaches. This allowed us to refine our strategies and optimize campaign performance.



One Month Campaign Report

Off/On	Ad	Reach	CPM (cost per 1,000 impressions)	Results	Cost per result	Amount spent	Purchases conversion value ↓	Purchase ROAS (return on ad spend)	Outbound CTR (click-through rate)	CPC (cost per link click)	Content views
<input type="checkbox"/>	Petsy Pet Poop Spray (...	146,330	₹89.22	105 [2] Website purchases	₹198.73 [2] Per purchase	₹20,866.55	₹85,732.70 [2]	4.11 [2]	1.12%	₹7.98	2,672 [2]
<input type="checkbox"/>	Retargeting Snow	26,013	₹130.21	12 [2] Website purchases	₹415.07 [2] Per purchase	₹4,980.87	₹9,508.10 [2]	1.91 [2]	0.75%	₹17.42	250 [2]
<input type="checkbox"/>	Graphic Ads	4,353	₹82.11	1 [2] Website purchase	₹436.74 [2] Per purchase	₹436.74	₹719.10 [2]	1.65 [2]	0.39%	₹20.80	27 [2]
<input type="checkbox"/>	Petsy Pet Poop Spray ...	—	—	— Website purchase	— Per purchase	₹0.00	₹0.00	—	—	—	—
<input type="checkbox"/>	Instagram post: Our sp...	13,626	₹44.02	1,408 Link Clicks	₹0.47 Per link click	₹664.79	₹0.00	—	9.32%	₹0.47	—
Results from 5 ads		176,694	₹92.11	— Multiple conversions	— Multiple conversions	₹26,948.95 Total Spent	₹95,959.90 Total	3.56 Average	1.48% Per Impressions	₹6.22 Per Action	2,949 Total

Total Spend ₹26,948.95	Sales ₹95,959.90	ROAS 3.56
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Second Month Campaign Report

Off/On	Ad	Reach	CPM (cost per 1,000 impressions)	Results	Cost per result	Amount spent	Purchases conversion value	Purchase ROAS (return on ad spend)	Outbound CTR (click-through rate)
<input type="checkbox"/>	Shoppers Pet Food...	69,001	₹75.62	68 [2] Website purchases	₹140.51 [2] Per purchase	₹9,554.89	₹56,436.00 [2]	5.91 [2]	1.09%
<input type="checkbox"/>	Petsy Pet Poop Spra...	59,936	₹88.03	54 [2] Website purchases	₹142.96 [2] Per purchase	₹7,719.88	₹42,651.00 [2]	5.52 [2]	1.36%
<input type="checkbox"/>	Engaged grooming ...	45,358	₹102.07	51 [2] Website purchases	₹134.52 [2] Per purchase	₹6,860.63	₹42,449.00 [2]	6.19 [2]	1.36%
<input type="checkbox"/>	Delhi, Noida, Luckno...	25,646	₹120.55	27 [2] Website purchases	₹194.07 [2] Per purchase	₹5,239.96	₹21,372.00 [2]	4.08 [2]	1.13%
<input type="checkbox"/>	Pet Grooming and Tr...	18,432	₹130.10	23 [2] Website purchases	₹174.95 [2] Per purchase	₹4,023.84	₹18,880.00 [2]	4.69 [2]	1.18%
<input type="checkbox"/>	India ad set Snow V...	23,895	₹109.67	12 [2] Website purchases	₹250.26 [2] Per purchase	₹3,003.12	₹9,488.00 [2]	3.16 [2]	1.17%
<input type="checkbox"/>	Engaged Leash voi...	14,226	₹79.62	7 [2] Website purchases	₹186.92 [2] Per purchase	₹1,308.45	₹5,694.00 [2]	4.35 [2]	0.96%
<input type="checkbox"/>	Retargeting Snow	6,652	₹133.77	1 [2] Website purchase	₹1,097.43 [2] Per purchase	₹1,097.43	₹699.00 [2]	0.64 [2]	0.51%
<input type="checkbox"/>	Petsy Pet Poop Spra...	—	—	—	—	₹0.00	₹0.00	—	—
Results from 14 ads		204,976	₹94.97	—	—	₹38,895.56	₹197,669.00	5.08	1.24%
		Accounts Centr...	Per 1,000 Impressio...	Multiple conversions	Multiple conversions	Total Spent	Total	Average	Per Impressions

Total Spend
₹38,895.56

Sales
₹197,669.00

ROAS
5.08

Third Month Campaign Report














Off/On	Ad	Reach	CPM (cost per 1,000 impressions)	Results	Cost per result	Amount spent	Purchases conversion value	Purchase ROAS (return on ad spend)	Outbound CTR (click-through rate)
<input type="checkbox"/>	Engaged Leash voi...	46,785	₹65.29	36 [2] Website purchases	₹118.24 [2] Per purchase	₹4,256.51	₹30,467.00 [2]	7.16 [2]	0.85%
<input type="checkbox"/>	Shoppers Pet Food...	51,578	₹62.47	34 [2] Website purchases	₹147.35 [2] Per purchase	₹5,010.05	₹27,669.00 [2]	5.52 [2]	0.86%
<input type="checkbox"/>	New Sales ad	75,311	₹69.11	25 [2] Website purchases	₹271.79 [2] Per purchase	₹6,794.66	₹22,278.00 [2]	3.28 [2]	0.60%
<input type="checkbox"/>	Engaged Leash voi...	21,026	₹68.48	17 [2] Website purchases	₹122.66 [2] Per purchase	₹2,085.25	₹15,486.00 [2]	7.43 [2]	0.90%
<input type="checkbox"/>	New Sales ad	22,127	₹73.26	8 [2] Website purchases	₹261.26 [2] Per purchase	₹2,090.09	₹6,794.00 [2]	3.25 [2]	0.60%
<input type="checkbox"/>	New Sales Ad	10,649	₹84.07	6 [2] Website purchases	₹193.48 [2] Per purchase	₹1,160.88	₹4,794.00 [2]	4.13 [2]	1.24%
<input type="checkbox"/>	New Sales ad	10,440	₹117.36	4 [2] Website purchases	₹343.88 [2] Per purchase	₹1,375.50	₹3,799.00 [2]	2.76 [2]	0.75%
<input type="checkbox"/>	Engaged grooming ...	9,798	₹116.61	3 [2] Website purchases	₹464.64 [2] Per purchase	₹1,393.91	₹2,598.00 [2]	1.86 [2]	0.92%
Results from 22 ads		244,433	₹76.20	189 [2]	₹194.32 [2]	₹36,727.11	₹367,975.00 [2]	10.02 [2]	0.80%
	Accounts Centr...	Per 1,000 Impressio...	Website purchases	Per purchase	Total Spent	Total	Average	Per Impressions	

Total Spend
₹36,727.11

Sales
₹367,975.00

ROAS
10.02

Six Month Campaign Report

Off/On	Ad	Reach	CPM (cost per 1,000 impressions)	Results	Cost per result	Amount spent	Purchases conversion value	Purchase ROAS (return on ad spend)	Outbound CTR (click-through rate)	CPC (cost per link click)	Content views	Adds to cart
<input type="checkbox"/>	 Petsy Pet Poop Spr...	275,106	₹86.14	238 Website purchases	₹177.94 Per purchase	₹42,349.51	₹192,810.70	4.55	1.20%	₹7.15	5,658	144
<input type="checkbox"/>	 Shoppers Pet Food...	177,094	₹69.19	145 Website purchases	₹163.68 Per purchase	₹23,733.90	₹119,668.00	5.04	0.92%	₹7.46	2,754	87
<input type="checkbox"/>	 Engaged grooming ...	174,919	₹73.88	138 Website purchases	₹176.72 Per purchase	₹24,387.76	₹112,768.00	4.62	0.92%	₹7.97	2,697	39
<input type="checkbox"/>	 Engaged grooming ...	192,966	₹59.84	87 Website purchases	₹185.81 Per purchase	₹16,165.10	₹68,813.00	4.26	0.69%	₹8.64	1,806	2
<input type="checkbox"/>	 Pet Grooming and Tr...	128,530	₹60.31	59 Website purchases	₹170.77 Per purchase	₹10,075.14	₹49,138.00	4.88	0.66%	₹9.08	1,188	—
<input type="checkbox"/>	 UGC Video Ad	154,767	₹44.74	42 Website purchases	₹202.26 Per purchase	₹8,494.86	₹33,458.00	3.94	0.68%	₹6.61	1,351	4
<input type="checkbox"/>	 New Sales ad	57,121	₹87.33	39 Website purchases	₹181.72 Per purchase	₹7,087.18	₹240,205.00	33.89	0.84%	₹10.33	608	34
<input type="checkbox"/>	 Engaged Leash voi...	53,103	₹66.97	38 Website purchases	₹127.24 Per purchase	₹4,835.07	₹32,065.00	6.63	0.83%	₹8.05	495	26
<input type="checkbox"/>	 Ai Voice Video Ad	87,533	₹55.32	37 Website purchases	₹196.67 Per purchase	₹7,276.97	₹29,463.00	4.05	0.56%	₹9.95	676	2
<input type="checkbox"/>	 Pet Grooming and Tr...	30,629	₹126.56	34 Website purchases	₹198.63 Per purchase	₹6,753.28	₹28,473.00	4.22	1.06%	₹11.87	508	6
<input type="checkbox"/>	 Delhi, Noida, Luckno...	29,602	₹117.56	30 Website purchases	₹203.77 Per purchase	₹6,113.07	₹23,769.00	3.89	1.09%	₹10.80	532	35
<input type="checkbox"/>	 New Sales ad	75,311	₹69.11	25 Website purchases	₹271.79 Per purchase	₹6,794.66	₹22,278.00	3.28	0.60%	₹11.56	488	34
<input type="checkbox"/>	 Expanded Reach Test	27,491	₹69.99	21 Website purchases	₹127.71 Per purchase	₹2,681.88	₹18,883.00	7.04	0.87%	₹8.03	279	20
Results from 75 ads <small>Excludes deleted items</small>		1,145,724 <small>Accounts Centr...</small>	₹75.37 <small>Per 1,000 Impressio...</small>	1,108 <small>Website purchases</small>	₹198.95 <small>Per purchase</small>	₹220,440.40	₹1,110,719.90	5.04	0.86% <small>Per Impressions</small>	₹8.78 <small>Per Action</small>	23,017 <small>Total</small>	511 <small>Total</small>

Total Spend
₹220,440.40

Sales
₹1,110,719.90

ROAS
5.04

Successful Sales Path & Ad Spend Efficiency Over Six Months



Month 1

In the first month, our efforts resulted in sales of ₹95,959.00. During this period, we achieved a Return On Ad Spend (ROAS) of 3.56, indicating a solid start to our advertising efficiency.



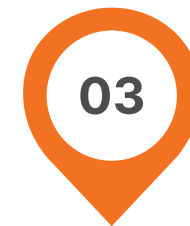
Month 2

Building on our initial success, we scaled up our sales to ₹1,97,669 in the second month. Our ROAS also improved significantly to 5.08, demonstrating more effective ad spend and better returns.



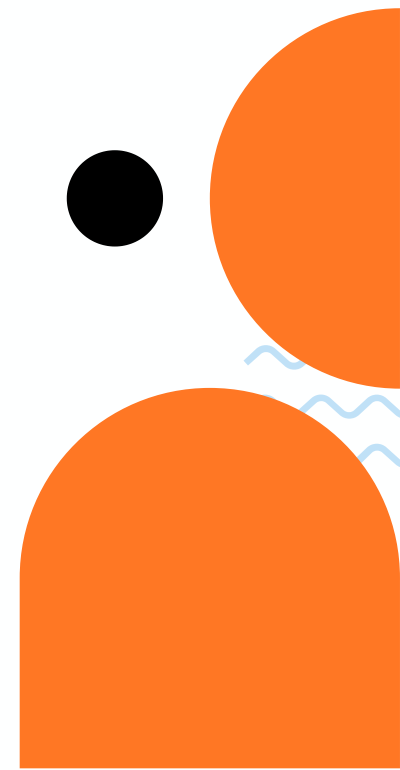
Month 3

Through further optimization and strategic adjustments, we saw a substantial increase in sales, reaching ₹36727.11 in the third month. Our ROAS soared to 10.02, reflecting exceptional efficiency and effectiveness of our advertising strategies.



6-Month Cumulative Performance

Over the course of six months, our efforts cumulatively generated ₹1,110,719.00 in sales. The average ROAS during this period was 5.04, showcasing consistent improvement and successful management of ad spend for optimal returns.



Key Metrics and Insights

Increased Reach & Impressions

Total Reach: **1,145,724** Total Impressions:
2,924,783

Return on Ad Spend (ROAS)

Insight: A ROAS of **5.04** indicates that for every ₹1 spent, **₹5.04** is generated in revenue, showing a positive return on investment.

Conversions & Results

Total Website Purchases: **1,108** Cost per Result: **₹198.95** (average)

Purchase Data

Total Purchases Conversion Value: **₹1,110,719.90**

Insight: The campaigns have generated substantial revenue, reflecting the effectiveness of the ad strategies.

Ad Performance Breakdown

Top Performing Ads

UGC Video Ad and Engaged grooming ads have high results with significant ROAS and purchase conversion values.

Cost Efficiency

The cost per result varies, with some ads being more cost-effective than others (e.g., the "Engaged | grooming" ad with a cost per result of **₹100.49**).

For more information check the client's website and Instagram

VISIT US [Petsy Website](#)

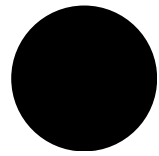
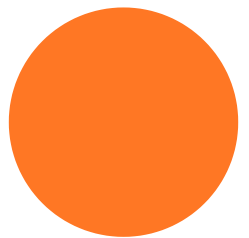
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Today



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