

Unlock Insights from Your Petco Media Data

Upload monthly performance reports to get AI-powered recommendations and contextual analysis for your Petco Retail Media Network campaigns.

Performance Analysis for 2 reports

☆ Executive Summary

Tiki brand demonstrated significant recovery in July 2025 (202507), with Brand ROAS increasing by 39.78% to 7.27 and Brand Revenues surging by 215.72% month-over-month. This strong rebound was primarily driven by robust performance in Conversion - Paid Search campaigns, which largely met or exceeded category benchmarks, though Conversion - Paid Social continues to lag significantly below average.

✦ KPI Highlights

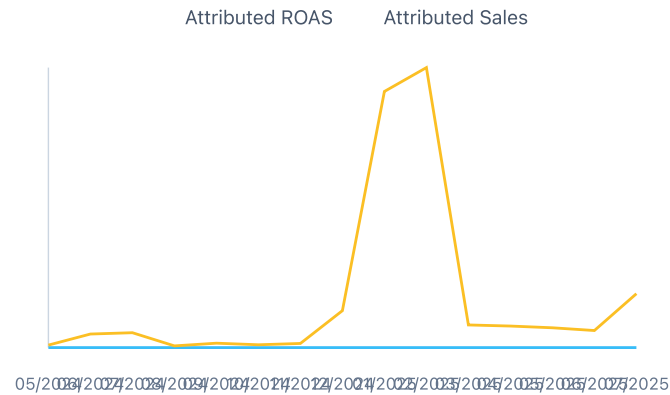
👍 What Went Well

- Brand Revenues increased by 215.72% month-over-month in July 2025, reaching \$210.27K.
- Brand ROAS improved by 39.78% to 7.27 in July 2025, indicating increased advertising efficiency.
- Conversion - Paid Search campaigns delivered strong ROAS, with Week 29 exceeding benchmarks by 8.01% (ROAS 13.11).
- Overall Impressions and Clicks saw substantial month-over-month growth (68.66% and 47.12% respectively) in July 2025.

👎 Areas for Improvement

- Overall Brand ROAS for July 2025 (7.27) is still lower than the brand's peak performance observed in late 2024 and early 2025.
- Conversion - Paid Social campaigns consistently underperformed, with ROAS significantly below category benchmarks (e.g., -52.24% for total Paid Social in July 2025).
- Clickthrough Rate (CTR) decreased by 12.77% month-over-month in July 2025, indicating potential ad fatigue or less engaging creatives.
- New To Brand (NTB%) saw a slight decrease (-3.44% vs LM) in July 2025, suggesting a modest dip in new customer acquisition efficiency.

KPI Trends



Performance Spotlight

✓ Top Performers

Conversion - Paid Search (Week 29, July 2025)

This Paid Search campaign significantly outperformed the benchmark by 8.01%, demonstrating exceptional efficiency in converting high-intent searches into sales.

ROAS: 13.11

Conversion - Paid Search (Week 27, July 2025)

Another strong performer in Paid Search, this campaign exceeded its benchmark by 1.19%, indicating consistent success in reaching motivated buyers.

ROAS: 12.28

Conversion - Paid Search (Week 28, July 2025)

While slightly below benchmark (-1.57%), this campaign still achieved a very high ROAS, contributing significantly to overall brand revenue from targeted searches.

ROAS: 11.95

✗ Bottom Performers

Conversion - Paid Social (Week 28, July 2025)

This Paid Social campaign showed the lowest ROAS among all conversion campaigns and drastically underperformed its benchmark by -57.20%, despite having the highest spend within Paid Social.

ROAS: 4.66

Conversion - Paid Social (Week 27, July 2025)

Similar to Week 28, this Paid Social campaign had a very low ROAS and significantly missed its benchmark by -54.79%, indicating poor return on ad spend.

ROAS: 4.92

Conversion - Paid Social (Week 30, July 2025)

Despite a slightly higher ROAS than other Paid Social weeks, this campaign still underperformed its benchmark by -52.34%, highlighting a systemic issue with the current Paid Social strategy.

ROAS: 5.19

Benchmark Comparison

Tiki's performance against category benchmarks reveals a clear divergence between campaign types. While the brand's overall ROAS improved in July 2025, Conversion - Paid Social campaigns consistently underperformed their benchmarks by over 50%, highlighting a significant inefficiency in this channel for direct conversions. In contrast, Conversion - Paid Search campaigns demonstrated strong performance, achieving an overall ROAS of 11.83, only slightly below benchmark (-2.54%), and with several weeks (e.g., Week 29, Week 27) actually surpassing the benchmark. This stark difference indicates that for users with high intent searching for pet products, Tiki's offerings are competitive and convert effectively, whereas the broader social media audience may require a different engagement strategy to drive comparable return.

Actionable Recommendations

- Reallocate a portion of the budget from underperforming Paid Social campaigns to scale up successful Conversion - Paid Search initiatives, capitalizing on demonstrated high intent.
- Conduct a comprehensive audit of Paid Social creatives and audience targeting. Test new ad copy and visuals that clearly articulate Tiki's premium value proposition (e.g., natural ingredients, specific benefits) and leverage Petco's first-party data to target highly relevant, engaged pet parents.
- Analyze the specific keywords and product listings that are driving the high ROAS in Paid Search PLA campaigns. Extract these insights to optimize other search efforts and potentially inform content for social ads.
- Implement A/B testing for various bidding strategies within Paid Social to identify settings that can improve ROAS, even if it means sacrificing some impression volume initially to achieve higher conversion efficiency.
- Utilize Petco's first-party data to create highly granular audience segments. For Paid Social, target lookalike audiences of customers who have purchased similar premium pet food brands or browsed high-value pet nutrition content on Petco.com, focusing on driving new-to-brand (NTB) customers more effectively.

Petco Marketplace Context

Tiki, a brand likely positioned in the premium pet food segment, caters to discerning pet parents seeking high-quality and often specialized nutrition for their animals. Within the broader pet retail landscape on Petco.com, this segment is characterized by strong consumer research and a willingness to invest more for perceived benefits. The strong performance of Tiki's Paid Search campaigns in July 2025 aligns with general e-commerce trends where direct search is a powerful conversion driver for specific, desired brands, especially for high-consideration purchases like specialized pet food. Consumers are actively searching for 'Tiki' or similar premium keywords, indicating high intent. However, the consistent underperformance of Paid Social suggests that while pet parents are active on social platforms, direct conversion for premium pet food might require a more sophisticated approach than current

strategies. July, a summer month, typically doesn't have the pronounced seasonal peaks of holidays or specific health concerns (e.g., flea and tick season) that can drive impulse buys. For Tiki, this period underscores the importance of a clear value proposition. Leveraging Petco's robust first-party data to identify customers with a history of purchasing premium pet items or those engaged with pet health content could unlock greater efficiency across all RMN channels, especially in making Paid Social more effective by reaching the right audience with the right message, ultimately turning browsing into buying for this high-value brand.

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