



PERFORMANCE REPORT  
SEM & Paid Social  
Q1 & Q2 2024

# Agenda

- Channel Performances
- Campaign Performances
- Budget by quarter



# Channel Performances

SEM  
SEM Conquest  
Meta Awareness  
Meta Retargeting



**SEM**

# SEM

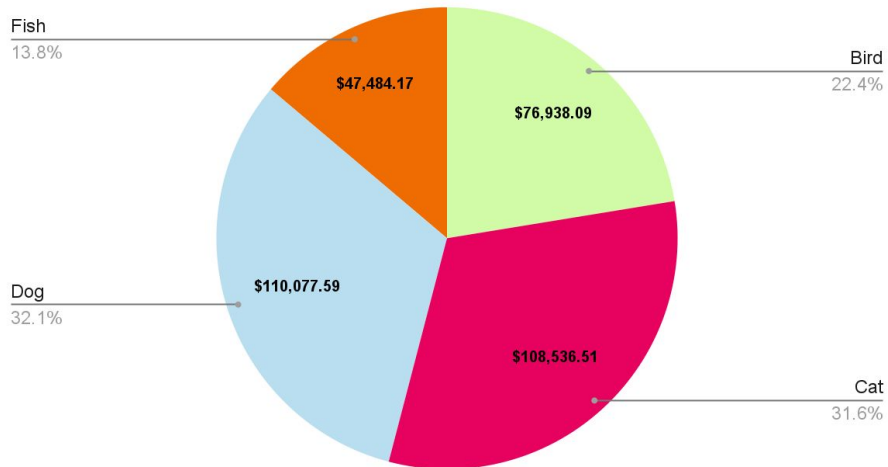
Overall SEM Performance									
Campaign	Spend	Clicks	Impressions	Orders	Revenue	CPC	CPA	CTR	CVR
Birds	\$76,938	116,484	7,320,681	4,484	\$1,524,189	\$0.66	\$17.16	1.59%	3.85%
Cats	\$108,537	81,225	5,455,027	8,858	\$3,214,260	\$1.34	\$12.25	1.49%	10.91%
Dogs	\$110,078	241,422	6,188,644	11,436	\$4,338,716	\$0.46	\$9.63	3.90%	4.74%
Fish	\$47,484	47,229	9,227,276	5,372	\$445,261	\$1.01	\$8.84	0.51%	11.37%
Total	\$343,036	486,360	28,191,628	30,150	\$9,522,426	\$0.71	\$11.38	1.73%	6.20%

## Callouts:

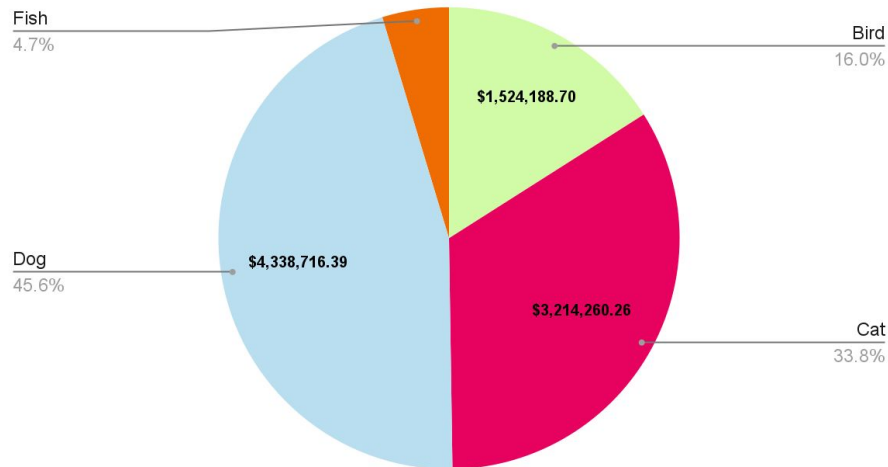
- Overall, the highest performing campaign for Q1 and Q2 is the Dog campaign, although it had the second lowest performing CVR (4.74%), it performed positively across CPC (2nd), CPA (2nd), and CTR (1st). Moreover, it had the highest grossing revenue.
- Cats had the second highest revenue (~3m) and performed moderately well despite having the lowest performing CPC (\$1.34).
- Birds had the lowest CPA performance at \$17.16 and had the second lowest CVR at 3.85% out of all the campaign.
- Fish campaign had the highest performing CVR (11.37%) for Q1 and Q2. Moreover, CPA was the highest performance out of all the campaigns at \$8.84.

# SEM - Spending and Revenue

Overall SEM Spending by Campaign

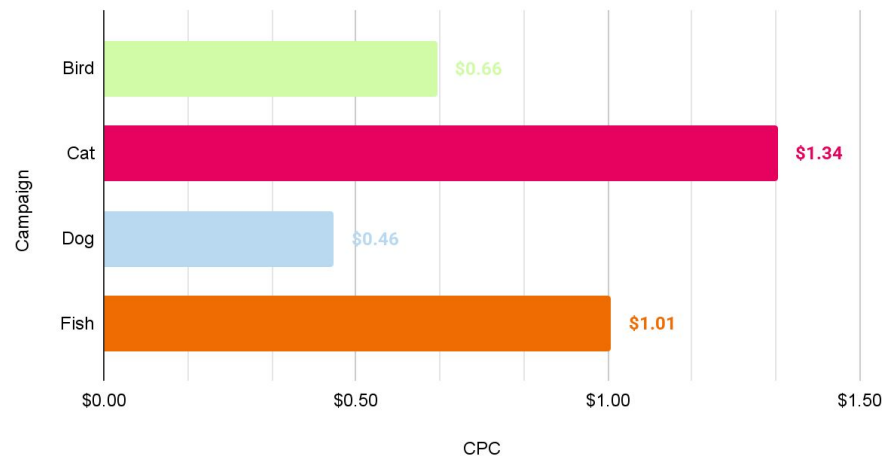


Overall SEM Revenue by Campaign

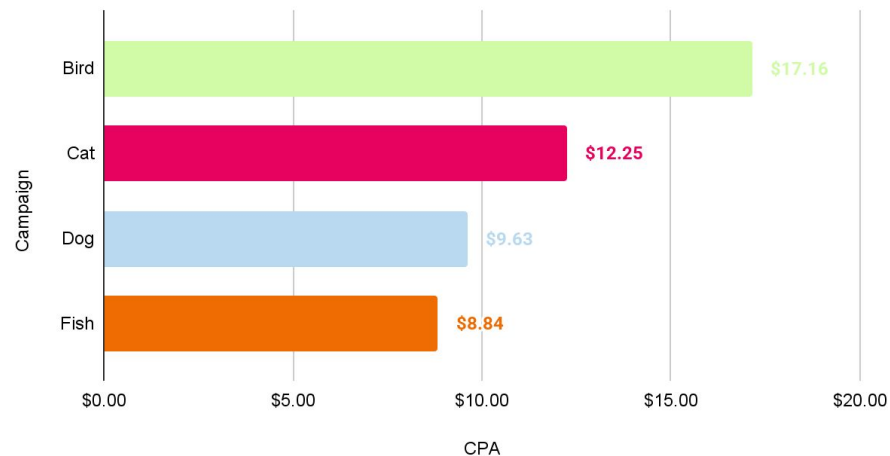


# SEM - KPIs

Overall SEM CPC by Campaign

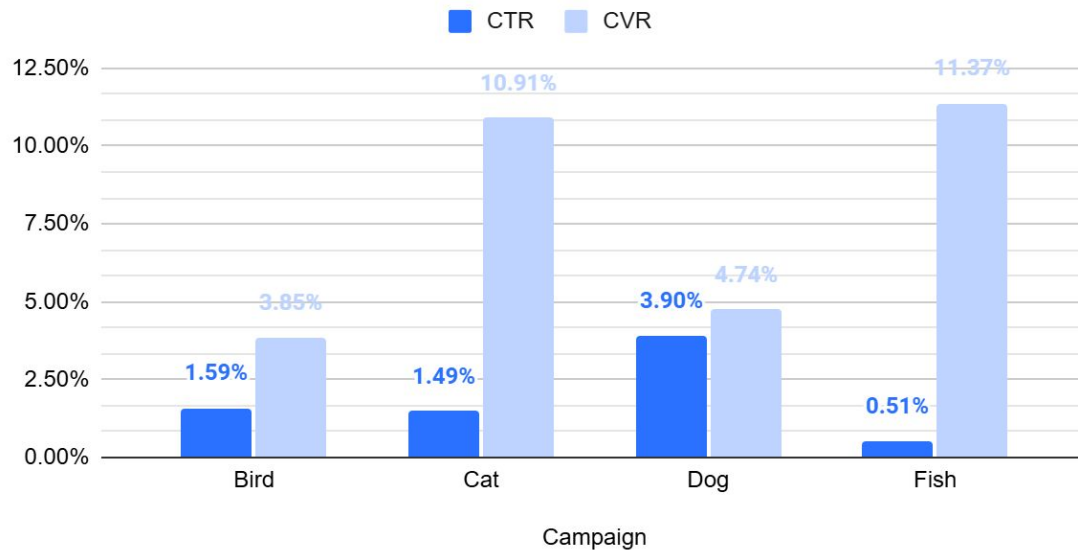


Overall SEM CPA by Campaign



# SEM - KPIs

Overall SEM Performance for Each Chewy Campaign, By CTR and CVR





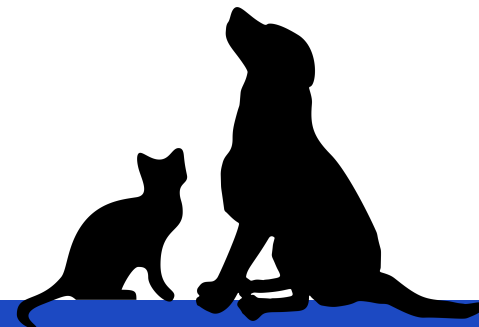
# SEM Conquest

# SEM Conquest - Overview

Overall SEM Conquest Performance									
Campaign	Spend	Clicks	Impressions	Orders	Revenue	CPC	CPA	CTR	CVR
Birds	\$18,103	7,512	2,179,200	1,896	\$304,838	\$2.41	\$9.55	0.34%	25.24%
Cats	\$25,538	5,152	1,620,236	4,052	\$642,852	\$4.96	\$6.30	0.32%	78.65%
Dogs	\$25,901	15,816	1,837,510	5,324	\$867,743	\$1.64	\$4.86	0.86%	33.66%
Fish	\$11,173	2,890	2,750,792	2,298	\$89,052	\$3.87	\$4.86	0.11%	79.50%
Total	\$80,714	31,371	8,387,738	13,570	\$1,904,485	\$2.57	\$5.95	0.37%	43.26%

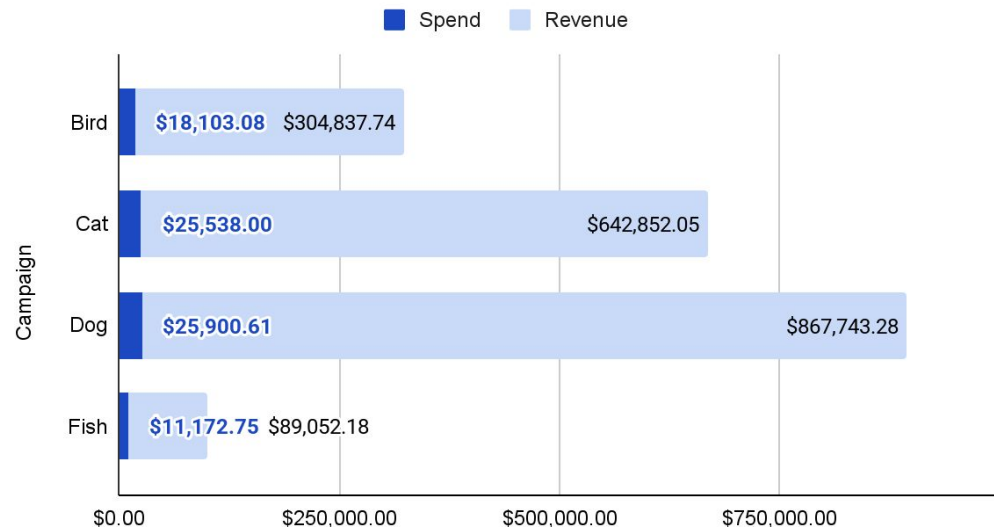
## Callouts:

- Bird campaign: poor CPA and CVR
- Cat campaign: good CVR... but expensive (CPA) and CPC
- Fish campaign: lowest CTR but highest CVR

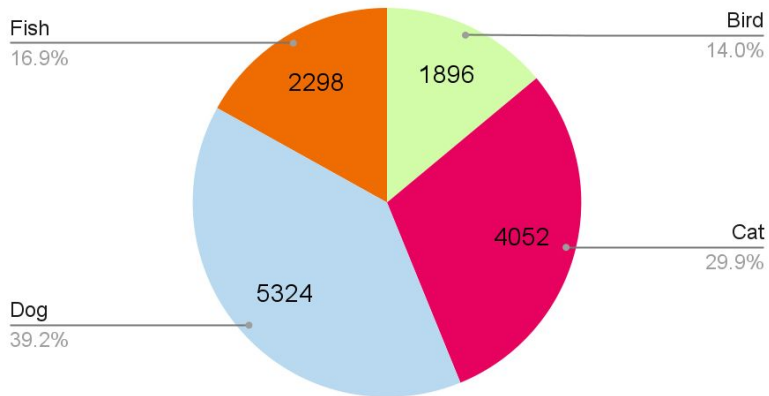


# SEM Conquest - Spend, Revenue, Orders

Spend and Revenue by Campaign



Orders

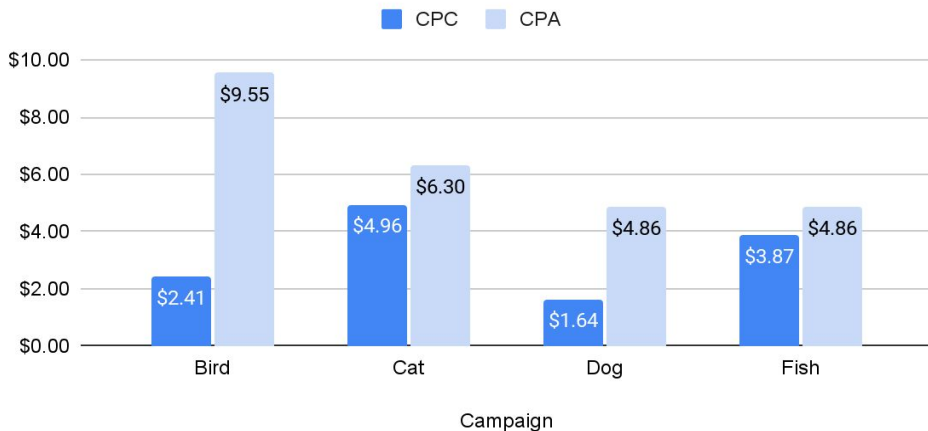


## Callouts:

- Cat & Dog: similar spend, different outcomes (\$224,891)
- Fish: lowest spend -> lowest revenue, but more orders than bird
  - Indicates potential

# SEM Conquest - KPIs

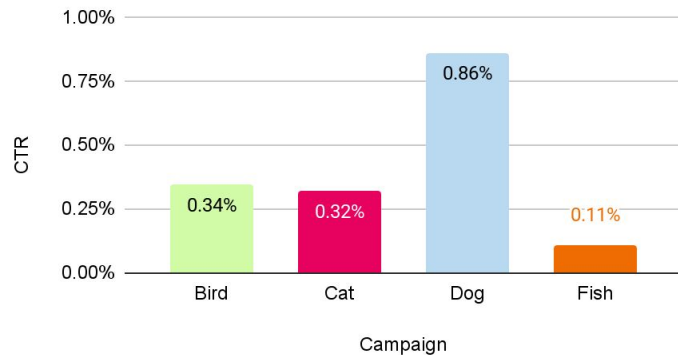
## CPC and CPA



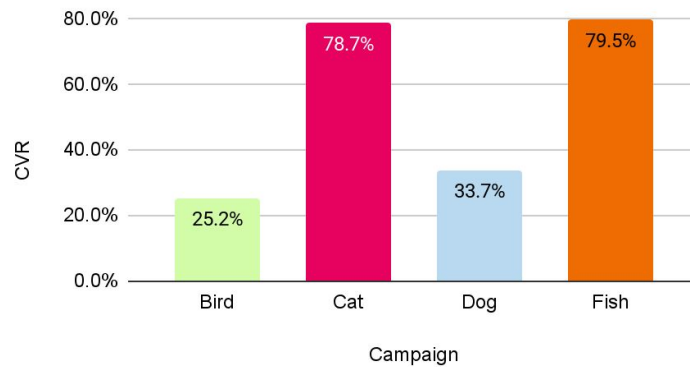
## Callouts:

- Bird underperformed across KPIs
- Fish: large gap between CVR and CTR

## CTR by Campaign



## CVR by Campaign



# Closer Look: Fish on SEM

## Overall SEM Performance (SEM + SEM Conquest)

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

### Callouts:

- Respectable CPA across the board
- Worst CTR but best CVR
  - Reflected in breakdowns by quarter
  - Disparities at ToFu - why isn't our audience engaging?
- CPC varies greatly by quarter and channel

# Meta Awareness

# Meta Awareness - Overview

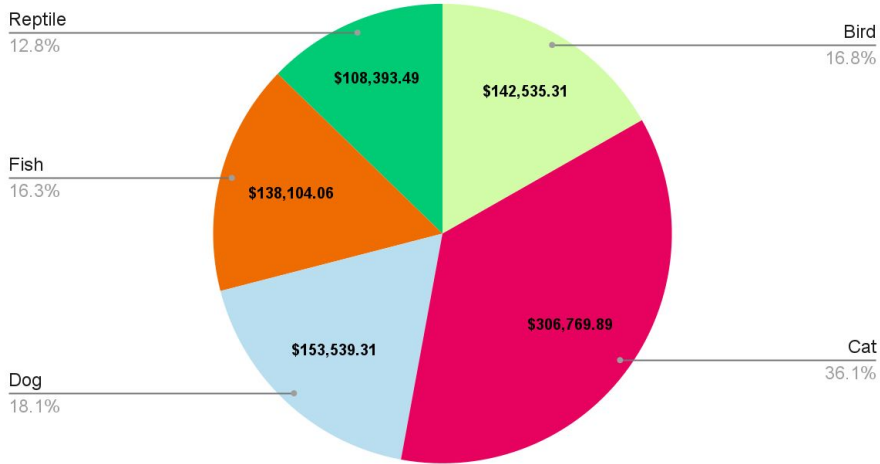
Overall Meta Awareness Performance									
Campaign	Spend	Clicks	Impressions	Orders	Revenue	CPC	CPA	CTR	CVR
Birds	\$142,535.31	425,149	26,031,313	11,605	\$1,741,772.80	\$0.34	\$12.28	1.63%	2.73%
Cats	\$306,769.89	293,734	38,920,622	17,020	\$5,135,304.80	\$1.04	\$18.02	0.75%	5.79%
Dogs	\$153,539.31	424,318	19,523,413	10,655	\$4,023,189.20	\$0.36	\$14.41	2.17%	2.51%
Fish	\$138,104.06	194,541	9,977,547	5,152	\$1,712,668.80	\$0.71	\$26.81	1.95%	2.65%
Reptiles	\$108,393.49	326,426	18,635,492	4,396	\$801,896.00	\$0.33	\$24.66	1.75%	1.35%
Total	\$849,342.06	1,664,168	113,088,385	48,828	\$13,414,831.60	\$0.51	\$17.39	1.47%	2.93%

## Callouts:

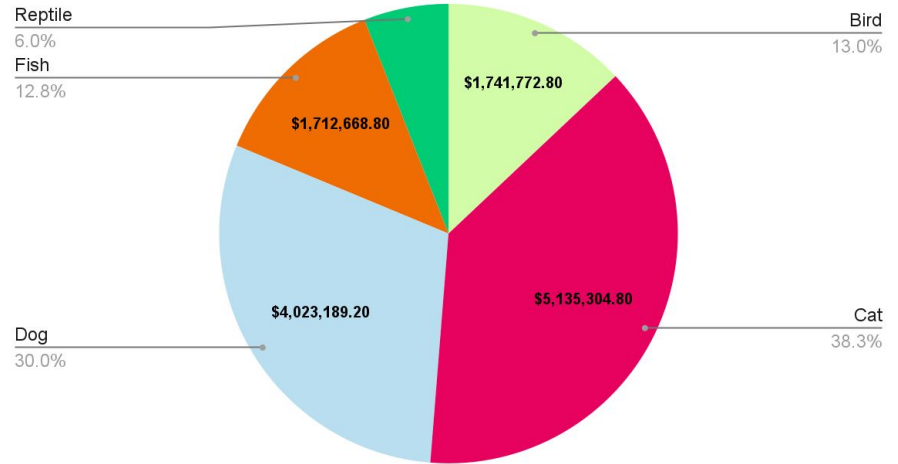
- The Reptile campaign had the lowest CPC at \$0.33 yet lowest conversion rate across all campaigns at 1.35%.
- You invested \$306,769.89 on clicks for the Cat campaign yet the amount of people who click on the ad is low. The people who do manage to click on the ad are converting. High investment for high results
- You can do A/B testing in order to find out which ads consumers are clicking on to increase CTR

# Meta Awareness - Spending and Revenue

Overall Meta Awareness Spending by Campaign



Overall Meta Awareness Revenue by Campaign

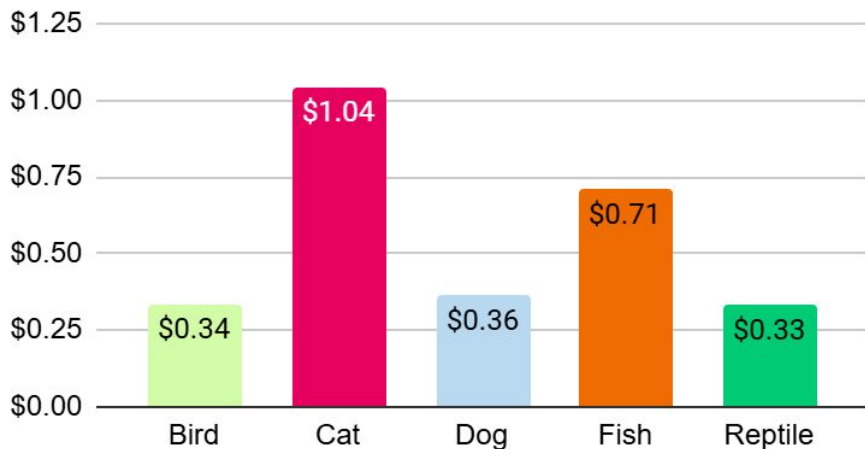


- The Reptile Campaign used up 12.8% of the budget but only produced 8% of the revenue
- The Dog Campaign used up 18.1% of the budget and provided nearly 1/3 of the overall revenue



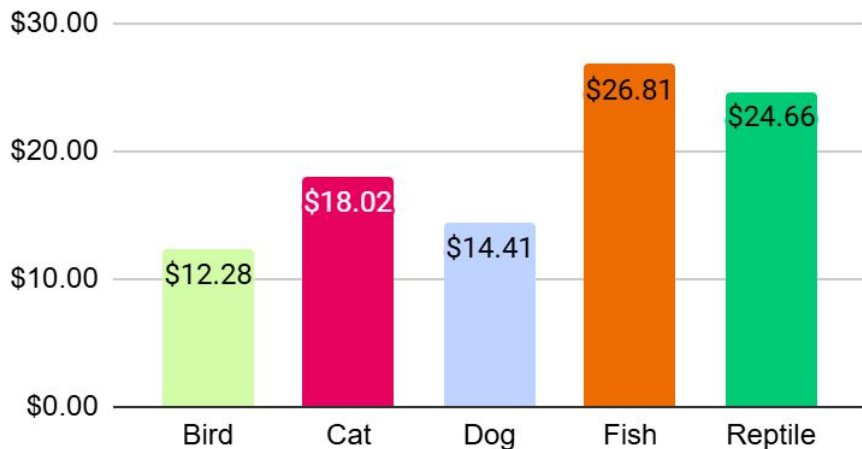
# Meta Awareness - KPIs

## Meta Awareness CPC



Highest performing: Reptile  
Lowest performing: Cat

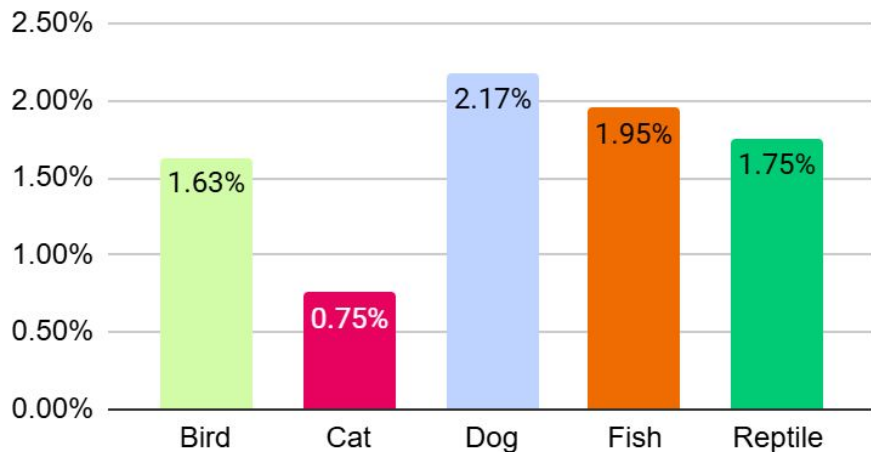
## Meta Awareness CPA



Highest performing: Bird  
Lowest performing: Fish

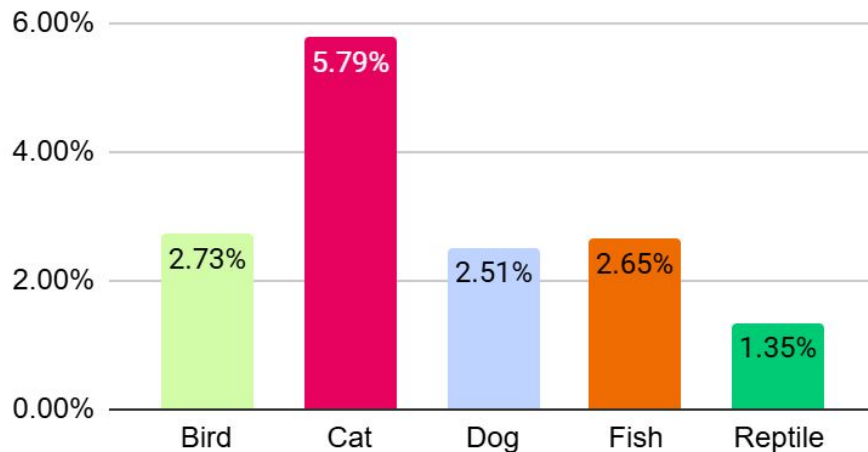
# Meta Awareness - KPIs (cont.)

## Meta Awareness CTR



Highest performing: Cat  
Lowest performing: Reptile

## Meta Awareness CVR



Highest performing: Dog  
Lowest performing: Cat

# Meta Retargeting

# Meta Retarget - Overview

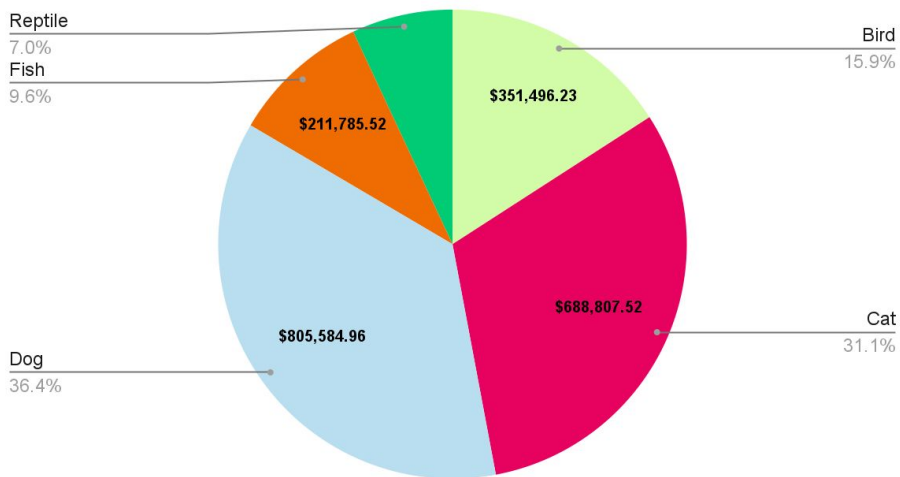
Overall Meta Retarget Performance									
Campaign	Spend	Clicks	Impressions	Orders	Revenue	CPC	CPA	CTR	CVR
Birds	\$351,496	764,212	38,062,976	19,995	\$5,889,487	\$0.46	\$17.58	2.01%	2.62%
Cats	\$688,808	1,265,132	130,690,373	42,593	\$8,702,630	\$0.54	\$16.17	0.97%	3.37%
Dogs	\$805,585	1,906,717	124,021,594	76,570	\$31,235,789	\$0.42	\$10.52	1.54%	4.02%
Fish	\$211,786	237,336	53,427,627	10,719	\$3,336,073	\$0.89	\$19.76	0.44%	4.52%
Reptiles	\$154,113	84,107	27,331,652	3,425	\$495,805	\$1.83	\$45.00	0.31%	4.07%
Total	\$2,211,787	4,257,504	373,534,221	153,302	\$49,659,785	\$0.52	\$14.43	1.14%	3.60%

## Callouts:

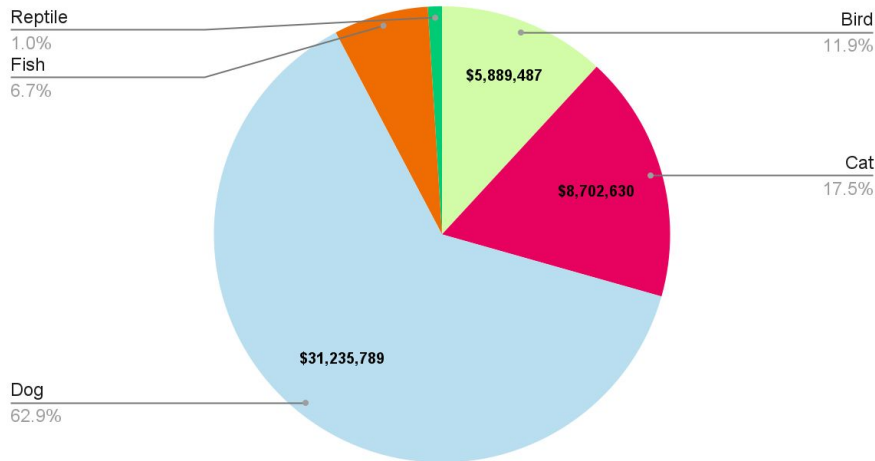
- Not many people are flocking towards the reptile ads, but the ones who do showcase an interest in buying (CVR = 4.07%).
- The dog campaign had the best overall performance.
- Customers are showing varying levels of interest in the bird and cat campaigns, but they're not completely sold (CVR = 2.62% [birds], 3.37% [cats]).
- Potential issue with customers engaging with the fish ads (CTR = 0.44%).

# Meta Retarget - Spending and Revenue

Meta Retarget Spending by Campaign



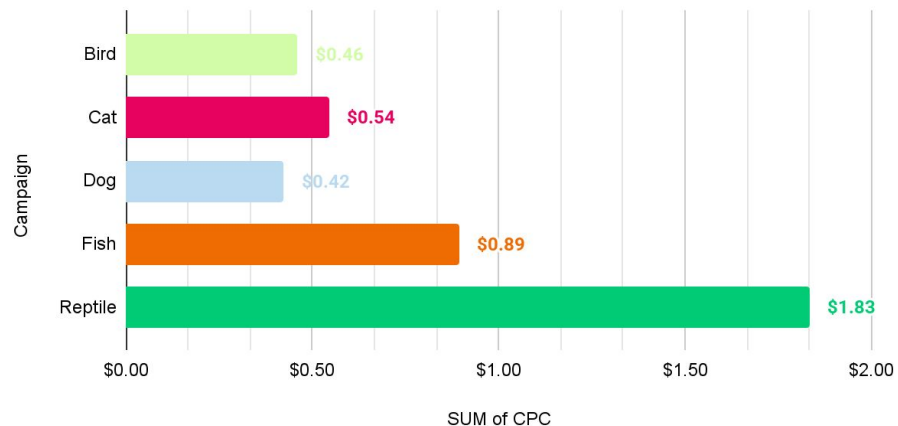
Meta Retarget Revenue by Campaign



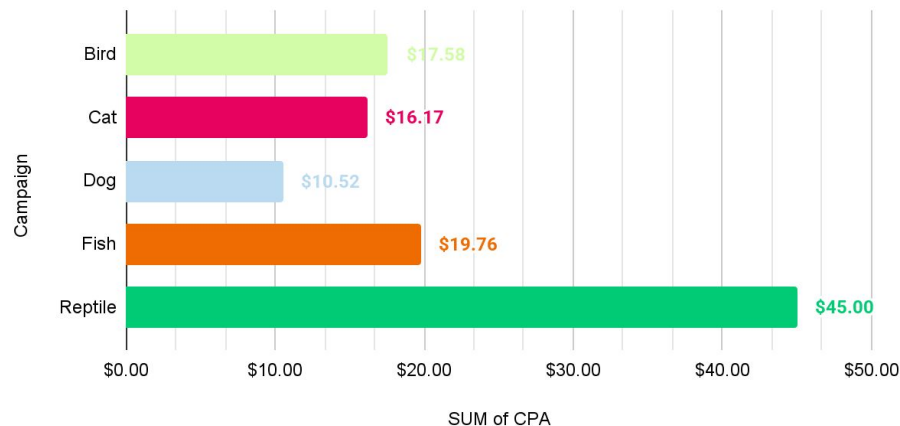
- The dog campaign benefitted the most from its budget investment, its revenue exceeding the spending by 26.5%.
- The reptile campaign earned the least overall spending and revenue, only earning less than 6% back compared to what was invested.

# Meta Retarget - KPIs

Overall Meta Retarget Performance for Each Chewy Campaign, By CPC



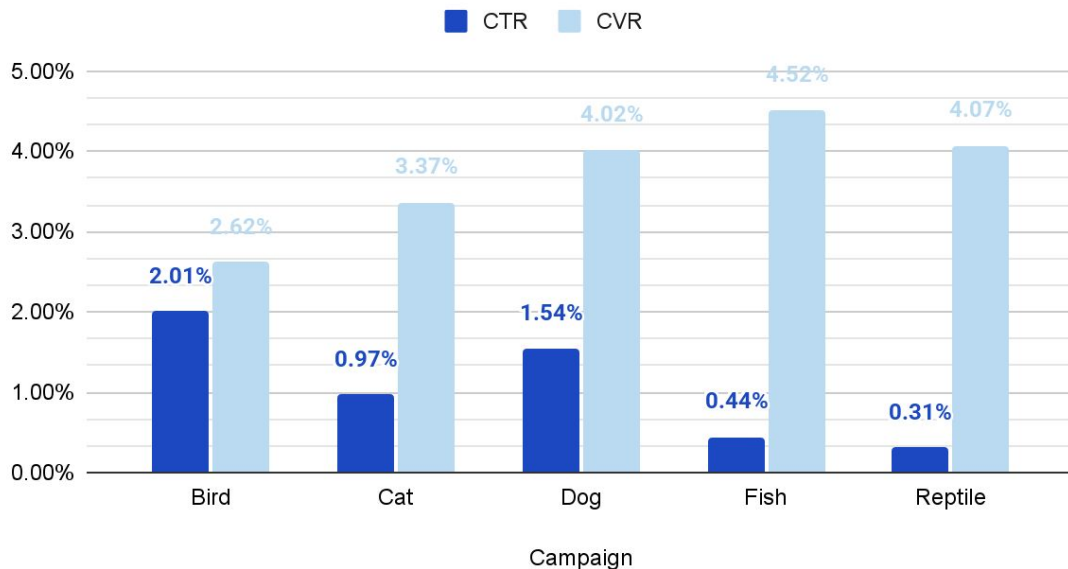
Overall Meta Retarget Performance for Each Chewy Campaign, By CPA



- The dog campaign had the highest-performing CPC and CPA overall.
- Although the cats had more clicks, the bird campaign's CPC performed better.
- The reptile campaign had the lowest-performing CPC and CPA; possibly an indication of high keyword competition/poor quality score.

# Meta Retarget - KPIs (cont.)

Meta Retarget CTR and CVR by Campaign

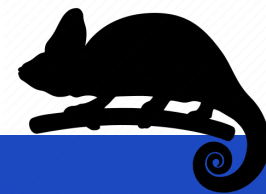


## Callouts:

- Customers engage the most with the bird ads (CTR = 2.01%).
- Despite the bird ads getting the most engagement, not many people are buying them (CVR = 2.62%).
- More customers are buying the fish than any other pet (CVR = 4.52%).
- Not enough customers overall are engaging with the reptile ads (CTR = 0.31%), but the ones who do still complete a full purchase (CVR = 4.07%).

# Closer Look: Reptiles on Meta

- Between the Meta awareness and Meta retargeting data, the reptile campaign's **CPA** was the least cost-efficient of all of its KPIs.
- The **CPC** for the reptile campaign was less cost-efficient during the **retargeting phase** (CPC = \$1.83) than the **awareness phase** (CPC = \$0.33).
- Ad engagement has decreased during the **retargeting phase** (CTR = 0.31%), but more customers have purchased reptiles during this phase (CVR = 4.07%) than the **awareness phase** (CVR = 1.35%).





# **Overall Performance (SEM + Paid Social)**



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

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

- The dog campaign was the best-performing overall, between SEM and Paid Social (CVR).
- The bird campaign performed better on Meta compared to SEM; for the fish campaign, it was the reverse.
- Customers have bought cats through both methods, though more was spent per click for SEM compared to paid social.
- People are engaging with the reptile ads on Meta, based on its CPC and CTR, but not enough are influenced to make purchases.

*Closer look:*

# **Budget by Quarter**



# Budget by Quarter - SEM

Budget Analysis by Campaign (SEM - Q1 & Q2)						
Campaign	Budget (Q1)	Spend (Q1)	Difference (Q1)	Budget (Q2)	Spend (Q2)	Difference (Q2)
Bird	\$40,000	\$38,407	\$1,593	\$40,000	\$38,531	\$1,469
Cat	\$55,000	\$57,954	-\$2,954	\$45,000	\$50,583	-\$5,583
Dog	\$50,000	\$51,156	-\$1,156	\$55,000	\$58,922	-\$3,922
Fish	\$25,000	\$21,963	\$3,037	\$30,000	\$25,522	\$4,478
<b>Total</b>	<b>\$170,000</b>	<b>\$169,479</b>	<b>\$521</b>	<b>\$170,000</b>	<b>\$173,557</b>	<b>-\$3,557</b>

Budget Analysis by Campaign (SEM Conquest - Q1 & Q2)						
Campaign	Budget (Q1)	Spend (Q1)	Difference (Q1)	Budget (Q2)	Spend (Q2)	Difference (Q2)
Bird	\$10,000	\$9,037	\$963	\$10,000	\$9,066	\$934
Cat	\$12,000	\$13,636	-\$1,636	\$12,000	\$11,902	\$98
Dog	\$12,000	\$12,037	-\$37	\$15,000	\$13,864	\$1,136
Fish	\$6,000	\$5,168	\$832	\$5,000	\$6,005	-\$1,005
<b>Total</b>	<b>\$40,000</b>	<b>\$39,877</b>	<b>\$123</b>	<b>\$42,000</b>	<b>\$40,837</b>	<b>\$1,163</b>

# Budget by Quarter - Meta

Budget Analysis by Campaign (Meta Awareness - Q1 & Q2)						
Campaign	Budget (Q1)	Spend (Q1)	Difference (Q1)	Budget (Q2)	Spend (Q2)	Difference (Q2)
Bird	\$180,000	\$172,942	\$7,058	\$180,000	\$178,555	\$1,445
Cat	\$350,000	\$345,301	\$4,699	\$340,000	\$343,506	-\$3,506
Dog	\$380,000	\$384,679	-\$4,679	\$420,000	\$420,906	-\$906
Fish	\$120,000	\$105,181	\$14,819	\$110,000	\$106,604	\$3,396
Reptile	\$80,000	\$77,188	\$2,812	\$80,000	\$76,924	\$3,076
<b>Total</b>	<b>\$200,000</b>	<b>\$182,369</b>	<b>\$24,709</b>	<b>\$1,130,000</b>	<b>\$1,126,495</b>	<b>\$3,505</b>

Budget Analysis by Campaign (Meta Retarget - Q1 & Q2)						
Campaign	Budget (Q1)	Spend (Q1)	Difference (Q1)	Budget (Q2)	Spend (Q2)	Difference (Q2)
Bird	\$80,000	\$67,291	\$12,709	\$76,000	\$67,291	\$8,709
Cat	\$150,000	\$159,986	-\$9,986	\$140,000	\$159,986	-\$19,986
Dog	\$60,000	\$65,171	-\$5,171	\$88,000	\$65,171	\$22,829
Fish	\$70,000	\$65,651	\$4,349	\$75,000	\$65,651	\$9,349
Reptile	\$60,000	\$54,281	\$5,719	\$60,000	\$54,281	\$5,719
<b>Total</b>	<b>\$420,000</b>	<b>\$412,380</b>	<b>\$7,620</b>	<b>\$439,000</b>	<b>\$412,380</b>	<b>\$26,620</b>