



MARCH 9, 2025

Sales Kit

More Than Ads
Genuine connections With Pet Parents





At Chewy, pets are family.

With Chewy Ads, your brand can engage passionate pet parents through data-driven advertising solutions that inspire, convert, and grow





Why Us?

We are **more** than an online pet retailer; a trusted partner to **millions** of passionate pet parents. With a **loyal customer base** and a personalized shopping experience, Chewy Ads empowers brands to engage pet lovers at the perfect moment, **driving higher conversions and repeat sales**.

First-party data from 20M+ active customers, enabling precise audience targeting

80% sales from subscriptions

With 80% of sales driven by Autoship subscriptions, advertisers can reach a loyal customer base, ensuring repeat purchases

1 in 3 ad clicks

results in a purchase, and 45% of ad attributed purchases lead to recurring orders

Meet our Pet-Obsessed Community

Our audience consists of dedicated pet owners who prioritize their pets' well-being and are highly engaged with Chewy.

With a strong focus on middle to upper-middle class individuals, particularly females, our services allow you to tap into this highly valuable demographic, ensuring targeted, impactful advertising opportunities



AGE RANGE: PRIMARILY 25-54 YEARS OLD
predominantly female: 67.79%



INCOME LEVEL: MIDDLE TO UPPER-MIDDLE CLASS
willing to invest in premium products for pets



CUSTOMER SEGMENTS:
Young professionals, families, pet enthusiasts & social media influencers



PURCHASING BEHAVIOUR:
Average sales per active customer in third quarter (2023) hit \$567



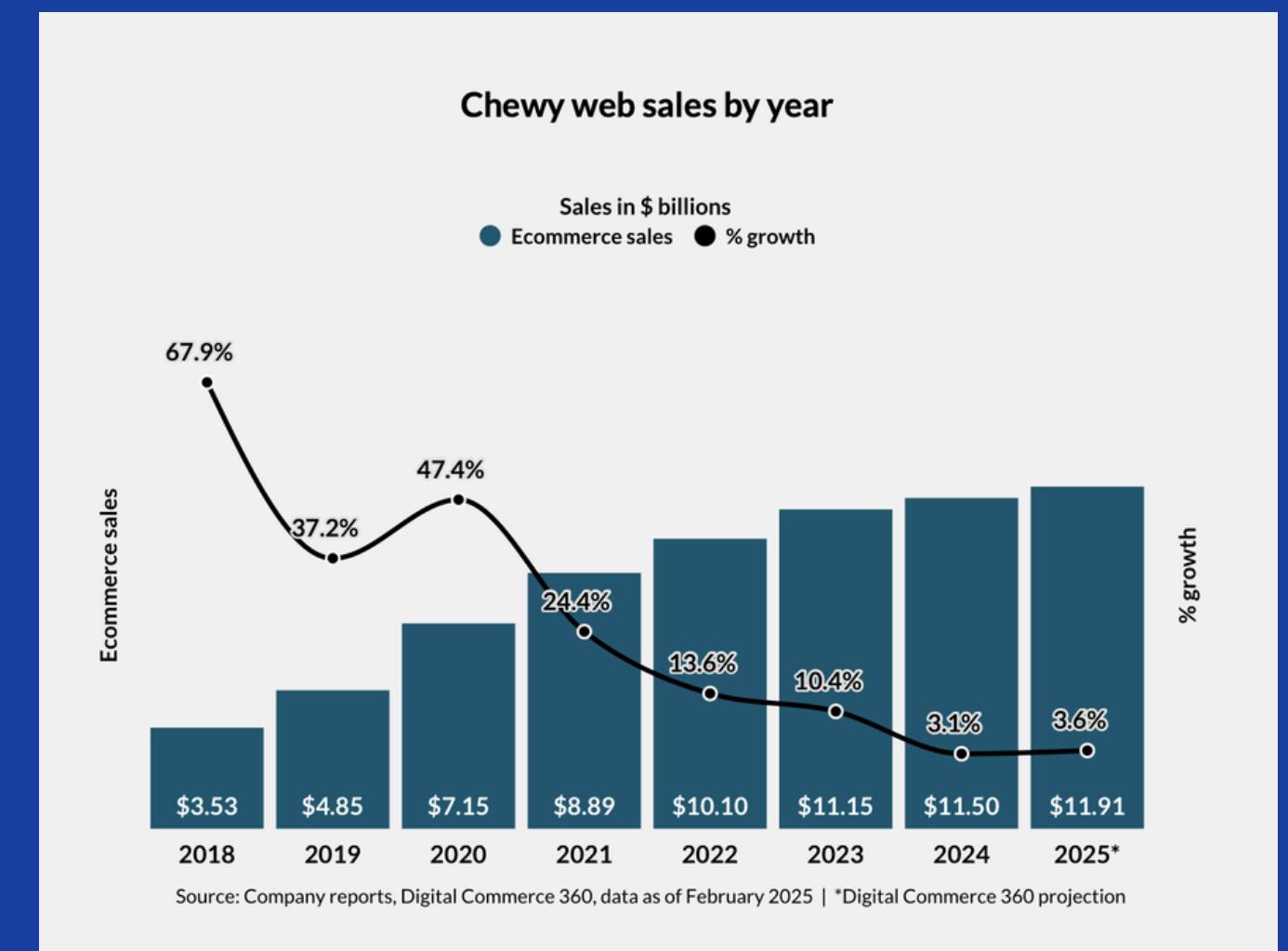
Revolutionizing Pet Retail

Online retailer with wide range of products: food, supplies, medications, coupled with exceptional customer service

Net Sales
\$11.15B

Gross Profit
\$3.16B

Net Income
\$39.6M



Driving Impact With Chewy Ads

Display Advertising

Maximize exposure with display ads strategically placed across Chewy's site. Engage pet parents with static or dynamic banners on high-traffic pages, driving conversions at key decision-making moments..

Interactive Ads

Make shopping interactive with shoppable videos and AR previews that let pet parents explore and buy with ease. Engage customers at every step with dynamic, educational ads that enhance the shopping experience and drive conversions.

Loyalty Ads

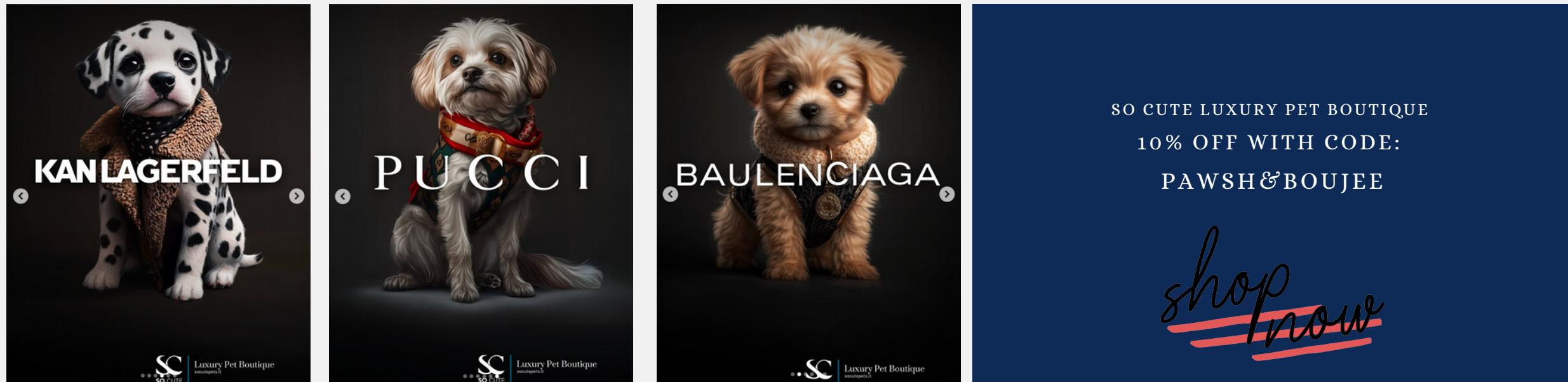
Boost retention with exclusive ads for Chewy Plus members and Autoship subscribers. Target high-value customers with personalized offers, early access deals, and premium product promotions—driving repeat purchases and long-term loyalty.

Mock Up #1

Search USA Use App 24/7 Help Sign In Cart

Dog Cat Other Animals Pharmacy Services Give Back Today's Deals Flea & Tick Free delivery on first-time orders over \$35

\$20 eGift card with \$49+ on 1st order* Use WELCOME



Hi
Sign In

Save 35% Today
Set up Autoship

Recent Order
Track Package

Chewy Pharmacy
Shop Now

High quality, low prices

Fast delivery

Free 365-day returns

24/7 support

Digital Banner

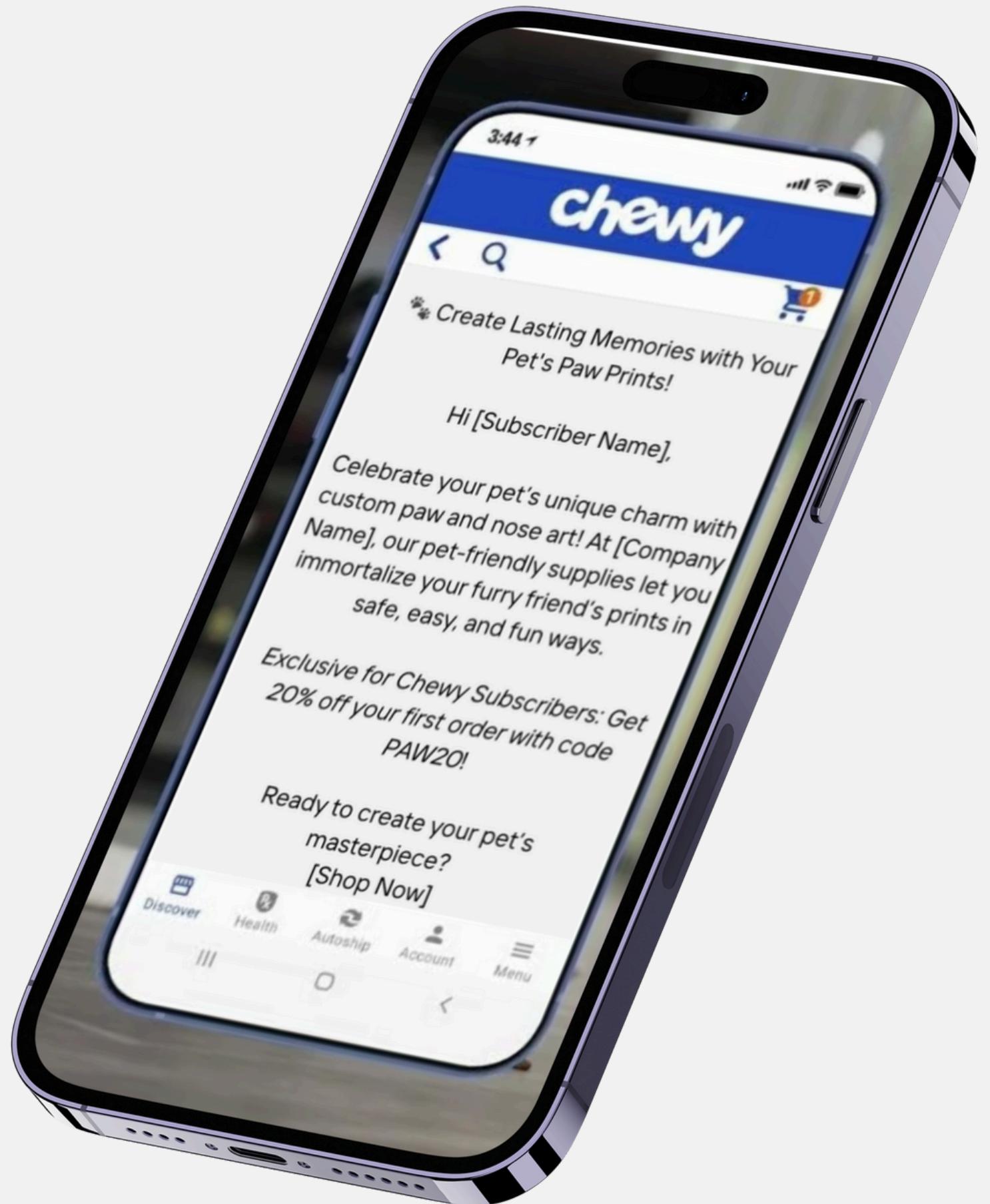
Mock Up #2



Interactive Ads

Concept: "Swipe to Reveal Purple Pet Bed". An interactive mobile ad invites users to swipe and uncover the new product, showcasing its comfort and innovative design in a fun and engaging way.

Mock Up #3



Loyalty Ads: Targeted, Personalized & Impactful

Chewy enables businesses to reach the right customers with personalized loyalty ads, delivered via app, web, or email. Using data-driven insights, we target subscribers based on their preferences, purchase history, and browsing behavior. This ensures every ad feels relevant, increasing engagement and conversions.



Thank you

Resource Page

- SimilarWeb. (2025). *Chewy.com Website Traffic & Demographics*. Retrieved from [SimilarWeb] (<https://www.similarweb.com/website/chewy.com/#geography>)
- Canvas Business Model. (2025). *Chewy Target Market Analysis*. Retrieved from [Canvas Business Model] (<https://canvasbusinessmodel.com/blogs/target-market/chewy-target-market>)
- Global Pet Industry. (2025). *Chewy Reports Sales Growth as Customer Numbers Remain Stable*. Retrieved from [Global Pet Industry] (<https://globalpetindustry.com/news/chewy-reports-sales-growth-as-customer-numbers-remain-stable/>)
- Chewy, Inc. (2024). *Annual Report (Form 10-K)*. Retrieved from [EDGAR Online] (https://content.edgaronline.com/ExternalLink/EDGAR/0001766502-24-000014.html?hash=4c96d4f74d2be80b9aac1ef058b00233162fc327f396f496290441ac2cb87c69&dest=chwy-20240128_htm#chwy-20240128_htm)