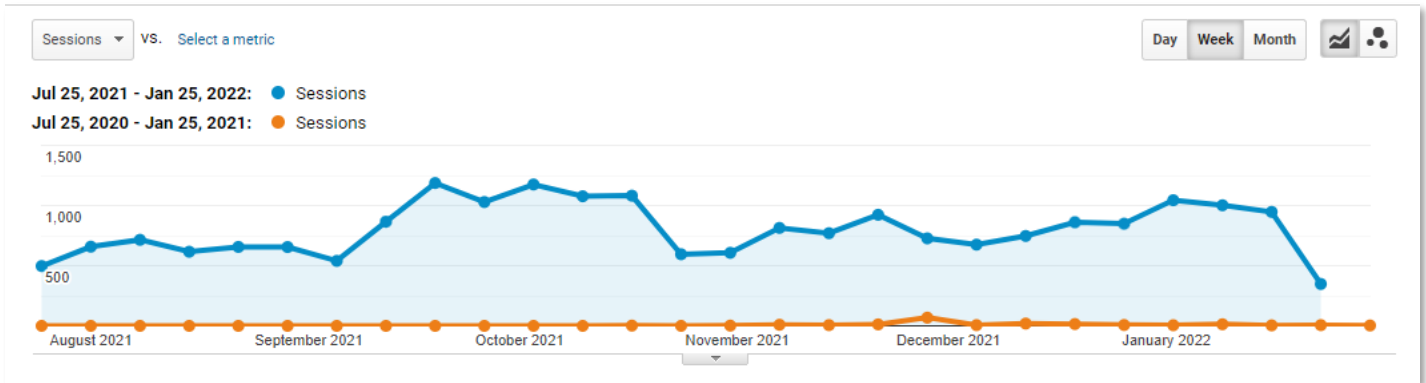


## Industry: Pet Products



Revenue	▲	338.09%	\$135,049.77 Total revenue
Website Sessions	▲	12,138.42%	21,662 Website Sessions
Purchases	▲	333.2%	2140 purchases

This client sells niche pet food & products nationwide. They started services with SocialSEO in June of 2021. To scale their business, we created new top-of-funnel audience targeting, built out product specific conversion campaigns, split tested ad creative, and continuously scaled budget. Above you can see the successes that came from these action items when comparing 6 months of year over year data. Not only were there substantial increases in traffic & revenue coming from paid social, we achieved an average ROAS of 4.8x over the course of these 6 months as well.

