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CASE STUDY

Pet  Loader[®]

POWERED BY



THE STORY

Pet Loader was founded in 2005 after Bob and Evon Whalen's beloved Labrador suffered an ACL injury. Getting their pup in and out of the vehicle for vet visits proved to be very challenging for all parties involved. Pet Loader was created with the goal of providing the ultimate collapsible pet stair system to safely and easily board your pet into your vehicle while limiting injury to your pet and yourself. Pet Loader is manufactured and assembled in the USA, using top of the line materials and frequently tested for safety standards.

THE NEED

Pet Loader enjoyed many years of retail success with Amazon as their primary revenue channel, until eventually things began to decline and continued their downward trend. Pet Loader needed to build brand awareness, loyalty, and direct sales through their website.

THE SOLUTION

Ad Vice Marketing created a scalable strategy focused on generating Brand Awareness, Brand Engagement, Web Traffic, and Sales utilizing the power of social media.



Consistent distribution of custom post content to educate and inform target, gain awareness, and foster brand engagement



Video Dark Ad showcasing how Pet Loader works while directing traffic to the website



Conversions Dark Ad utilizing pixel data to retarget web visitors based on actions taken on site

the results



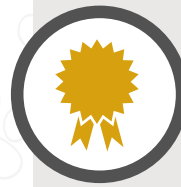
136%
increase in web traffic
within the first month



334%
increase in revenue
within the first month



INCREASE
in brand engagement



172%
sales increase
over last year

Pet  **Loader**[®]

the conclusion

With Ad Vice Marketing's strategy deployed, we were able to build brand credibility, foster brand engagement, and increase revenue by 172% within the first year. We continue to make revenue gains as we scale our marketing efforts!